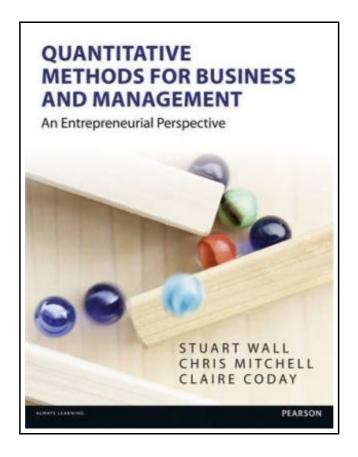
# Quantitative Methods for Business and Management: An Entrepreneurial Perspective



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### Reviews

This ebook is fantastic. It is probably the most awesome book i actually have read. I found out this ebook from my i and dad suggested this book to understand. (Ethel Mills)

### QUANTITATIVE METHODS FOR BUSINESS AND MANAGEMENT: AN ENTREPRENEURIAL PERSPECTIVE



Pearson Education Limited, United Kingdom, 2014. Paperback. Book Condition: New. 241 x 190 mm. Language: English . Brand New Book. This engaging introduction shows how quantitative techniques can be used to analyse the internal and external environments in which businesses and organisations operate, with a contemporary focus on business start-up, enterprise and entrepreneurial skills. Each chapter: \* Applies a range of quantitative techniques to business decisions at all stages of the product life cycle \* Focuses upon a particular business sector or sectors, including IT, retail sales, financial services, tourism, biotechnology, pharmaceuticals, leisure, entertainment and other sectors of a modern economy \* Explores numerous real world applications, providing many opportunities for student interaction with the topic Quantitative Methods for Business and Management is perfect for any business and management undergraduate taking a first course in quantitative methods or its equivalent. It will also be ideal for those seeking to develop quantitative skills in a range of taught master s degrees. Stuart Wall is Professor of Business and Economics at the Ashcroft International Business School and teaches quantitative methods on a wide range of undergraduate, professional and postgraduate courses. He has extensive experience in applying these techniques, having acted as a consultant to local, regional and multinational companies, and having run his own business for many years. Chris Mitchell has taught quantitative methods to a wide range of students at undergraduate level, both in Business and in Science and Technology faculties. He is himself an entrepreneur, having launched his own successful sound-recognition software company, winning a business fellowship with Cisco Systems in the UK to develop his ideas further. Please note that the product you are purchasing does not include MyMathLab. MyMathLab Join over 11 million students benefiting from Pearson MyLabs. This title can be supported by MyMathLab, an online homework...

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