



# Quantitative Methods: For Business, Management and Finance

*Louise Swift, Sally Piff*

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## **Quantitative Methods: For Business, Management and Finance** Louise Swift, Sally Piff

*Quantitative Methods* is a comprehensive guide to the techniques any student of business or finance is likely to need. The authors' coaching, learning-by-doing approach coupled with the text's clear structural outline makes these essential mathematical skills far less daunting.

A bestselling and popular text in its previous editions, it has been fully updated with:

- \* new 4 color text design
- \* New and improved Companion Website
- \* More empirical examples, from across the business, management and finance spectrum
- \* VLE-compatible web content for Blackboard and WebCT
- \* Updated commands and exercises in light of new version Excel and SPSS
- \* New content on: data mining, OLAP, text mining, non-parametric methods, index numbers, productivity software tools.

With its learn-by-doing approach, this guide will appeal to a wide audience, from undergraduates of business and finance to postgrad students studying quants.

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