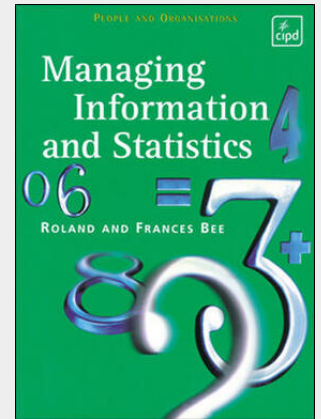


Bee

Managing Information and Statistics

Information is the lifeblood of any business or organisation. Managing Information and Statistics shows how that information can be captured, stored, processed and used in the most effective and efficient way for the modern organisation. The text examines one of the most challenging activities in organisations today, that of information management and its use for decision-making. With approachable overviews of helpful techniques, this book explains and explores the world of information, using practical examples from marketing and operational management as well as personnel and training. Clear and direct, it introduces the vital issues which you, the busy manager or specialist, need to understand, including: - developing systems that deliver the information you need - using information systems to help you plan, control and review your activities - understanding the structure and application of databases - analysing and presenting information using simple statistical techniques - making the best use of sampling and hypothesis testing - working with regression analysis, indices and forecasting. Managing Information and Statistics is the most comprehensive and readable introduction available to information management and statistics.



Auf Anfrage

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