

<<商务统计>>

图书基本信息

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内容概要

现在商业竞争日益激烈，有效做出商务决策变得至关重要。本书从实际的商业问题出发，详细阐述如何利用数据进行信息决策，并将统计概念与实际问题联系起来，告诉读者如何寻找模式从数据建立统计模型，以及如何提供调查结果。书中涵盖了应用统计学在当代商务经济领域中几乎所有的重要应用，并且统计软件（包括Excel、Minitab等）的使用贯穿全书。

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作者简介

作者：（美国）斯泰恩（Robert A.Stine）（美国）福斯特（Dean P.Foster）斯泰恩，Robert A.Stine，于普林斯顿大学获得博士学位。

自1983年以来他一直在宾夕法尼亚大学沃顿商学院讲授商务统计学课程。

在任教期间，他获得了多项教学奖，包括MBA核心教学奖、David W.Hauck优秀教学奖。

他的研究领域包括计算机软件、时间序列分析和预测、与模型识别和选择相关的一般问题等。

福斯特，Dean P.Foster，于马里兰大学获得博士学位。

他曾在芝加哥大学任教，自1992年以来任教于宾夕法尼亚大学沃顿商学院。

他讲授的课程有商务统计初步、概率论与马尔可夫链、统计计算和高等统计学等。

其研究领域包括随机过程的统计推断、博弈论、机器学习和变量选择。

<<商务统计>>

书籍目录

preface iii

index of applications xvii

part one variation

1 introduction

1.1 what is statistics?

1.2 previews

1.3 how to use this book 92 data

2.1 data tables

2.2 categorical and numerical data

2.3 recoding and aggregation

2.4 time series

2.5 further attributes of data

chapter summary

3 describing categorical data

3.1 looking at data

3.2 charts of categorical data

3.3 the area principle

3.4 mode and median

chapter summary

4 describing numerical data

4.1 summaries of numerical variables

4.2 histograms and the distribution of numerical data

4.3 boxplot

4.4 shape of a distribution

4.5 epilog

chapter summary

5 association between categorical variables

5.1 contingency tables

5.2 lurking variables and simpson ' s paradox

5.3 strength of association

chapter summary

6 association between quantitative variables

6.1 scatterplots

6.2 association in scatterplots

6.3 measuring association

6.4 summarizing association with a line

6.5 spurious correlation

chapter summary

statistics in action case financial time series

statistics in action case executive compensation

part two probability

7 probability

7.1 from data to probability

7.2 rules for probability

7.3 independent events

<<商务统计>>

chapter summary

8conditional probability

8.1from tables to probabilities

8.2dependent events

8.3organizing probabilities

8.4order in conditional probabilities

chapter summary

9random variables

9.1random variables

9.2properties of random variables

9.3properties of expected values

9.4comparing random variables

chapter summary

10association between random variables

10.1portfolios and random variables

10.2joint probability distribution

10.3sums of random variables

10.4dependence between random variables

10.5iid random variables

10.6weighted sums

chapter summary

11probability models for counts

11.1random variables for counts

11.2binomial model

11.3properties of binomial random variables

11.4poisson model

chapter summary

12the normal probability model

12.1normal random variable

12.2the normal model

12.3percentiles

12.4departures from normality

chapter summary

statistics in action casemanaging financial risk

statistics in action casemodeling sampling variation

part three inference

13samples and surveys

13.1two surprising properties of sampling

13.2variation

13.3alternative sampling methods

13.4checklist for surveys

chapter summary

14sampling variation and quality

14.1sampling distribution of the mean

14.2control limits

14.3using a control chart

14.4control charts for variation

<<商务统计>>

- chapter summary
- 15 confidence intervals
 - 15.1 ranges for parameters
 - 15.2 confidence interval for the mean
 - 15.3 interpreting confidence intervals
 - 15.4 manipulating confidence intervals
 - 15.5 margin of error
- chapter summary
- 16 statistical tests
 - 16.1 concepts of statistical tests
 - 16.2 testing the proportion
 - 16.3 testing the mean
 - 16.4 other properties of tests
- chapter summary
- 17 alternative approaches to inference
 - 17.1 a confidence interval for the median
 - 17.2 transformations
 - 17.3 prediction intervals
 - 17.4 proportions based on small samples
- chapter summary
- 18 comparison
 - 18.1 data for comparisons
 - 18.2 two-sample t-test
 - 18.3 confidence interval for the difference
 - 18.4 other comparisons
- chapter summary
- statistics in action case rare events
- statistics in action case testing association
- part four regression models
 - 19 linear patterns
 - 19.1 fitting a line to data
 - 19.2 interpreting the fitted line
 - 19.3 properties of residuals
 - 19.4 explaining variation
 - 19.5 conditions for simple regression
 - chapter summary
 - 20 curved patterns
 - 20.1 detecting nonlinear patterns
 - 20.2 transformations
 - 20.3 reciprocal transformation
 - 20.4 logarithm transformation
 - chapter summary
 - 21 the simple regression model
 - 21.1 the simple regression model
 - 21.2 conditions for the simple regression model
 - 21.3 inference in regression
 - 21.4 prediction intervals

<<商务统计>>

chapter summary

22 regression diagnostics

22.1 problem 1: changing variation

22.2 problem 2: leveraged outliers

22.3 problem 3: dependent errors and time series

chapter summary

23 multiple regression

23.1 the multiple regression model

23.2 interpreting multiple regression

23.3 checking conditions

23.4 inference in multiple regression

23.5 steps in fitting a multiple regression

chapter summary

24 building regression models

24.1 identifying explanatory variables

24.2 collinearity

24.3 removing explanatory variables

chapter summary

25 categorical explanatory variables

25.1 two-sample comparisons

25.2 analysis of covariance

25.3 checking conditions

25.4 interactions and inference

25.5 regression with several groups

chapter summary

26 analysis of variance

26.1 comparing several groups

26.2 inference in anova regression models

26.3 multiple comparisons

26.4 groups of different size

chapter summary

27 time series

27.1 decomposing a time series

27.2 regression models

27.3 checking the model

chapter summary

statistics in action case analyzing experiments

statistics in action case automated modeling

appendix: tables

answers a-

photo acknowledgments c-

index i-

章节摘录

版权页：插图：Suddenly, the initial pricing question branches into several questions, and the answers depend on whom you ask. There's variation among customers; customers react differently. One customer might be willing to pay \$300 whereas another would pay only \$200. Once you recognize these differences among customers, how are you going to set one price ?

Statistics shows how to use your data——what you know about your product and your customers——to set a price that will attract business and earn a profit. Here's another interesting question: Why does a shopper choose a particular box of cereal ?

Modern grocers have become information-rich retailers, tracking every item purchased by each patron. That's why they give out personalized shopping cards; they're paying customers with discounts in return for tracking purchases. Customers keep retailers off balance because they don't buy the same things every time they shop. Did the customer buy that box of cereal because it was conveniently positioned at the end of an aisle, because he or she had a discount coupon, or simply because a six-year-old just saw a commercial while watching Sponge Bob ?

Again, variation makes the question hard to answer. If they find that coupons improve sales, store managers might decide to place more advertising in the local newspaper. Patterns and Models Statistics helps you answer questions by providing methods designed to handle variation. These methods filter out the clutter by revealing patterns. A pattern in data is a systematic, predictable feature. If customers who receive coupons buy more cereal than customers without coupons, there's a pattern. Patterns form one part of a statistical model. A statistical model describes the variation in data as the combination of a pattern plus a background of remaining, unexplained variation. The pattern in a statistical model describes the variation that we claim to understand. The pattern tells us what we can anticipate in new data and thus goes beyond describing the data we observe. Often, an equation can summarize the pattern in a precise mathematical form. Background variation represents variation due to factors we cannot explain because we lack enough information to do so. For instance, retail sales increase during holiday seasons. Retailers recognize this pattern and prepare by increasing inventories and hiring extra employees. It's impossible, though, for retailers to know exactly which items customers will want and how much they ~ spend. The pattern does not explain everything. Good statistical models simplify reality to help us answer questions. Indeed, the word mode/once meant the blueprints, the plans, for a building. Plans answersome questions about the building. How large is the building ?

Where are the bathrooms ?

The model isn't the building, but we can learn a lot from the model. A model of an airplane in a wind tunnel provides insights about flight even though it doesn't mimic every detail of flight. Models of data provide answers to questions even though those answers may not be entirely right. A famous statistician, George Box, once said, "All models are wrong, but some are useful."

<<商务统计>>

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