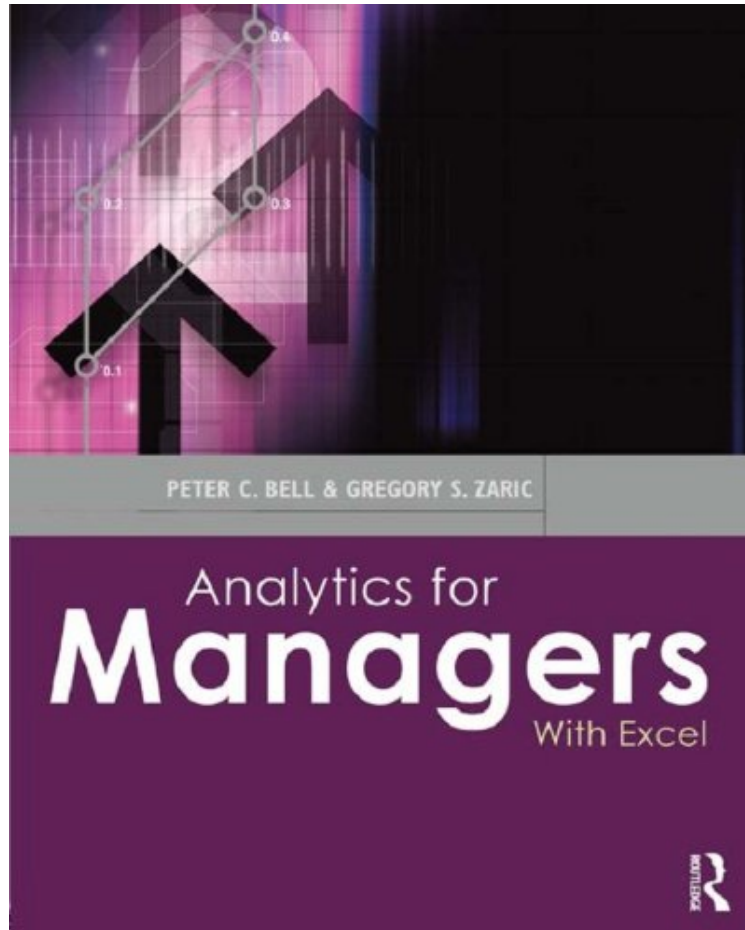


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Analytics for Managers: With Excel

Peter C. Bell, Gregory S. Zaric

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Peter C. Bell, Gregory S. Zaric : Analytics for Managers: With Excel before purchasing it in order to gage whether or not it would be worth my time, and all praised Analytics for Managers: With Excel:

1 of 1 people found the following review helpful. Not bad, but lacks useful examples. By CustomerDecent resource for analytical studies, but, as a Master's degree seeking student who has not touched statistics or analytical studies in several years, the information is a bit broad and fails to provide relevant and relate-able examples that might have helped me get through the course work. In short, the examples are either too vague, too simply, or don't prepare the student for the reality of what shows up during test time. 3 of 3 people found the following review helpful. Good content, Poor format By Andrew Choflet Interesting content, but it is really hard for me to look past the format. I think a book like this would be much more successful as an interactive eBook or blog with screencast videos describing the technical elements. I often find myself going out to YouTube to re-explain the scenario. The book, for me, is a guide on placing the technical elements in a context that makes a bit of sense. Granted, I am only a few chapters in. If I didn't need this for class I would be on YouTube for this content instead. Bottom line, the content is not suitable for this format, and if you aren't a millennial this may not be a big deal for you.

Analytics is one of a number of terms which are used to describe a data-driven more scientific approach to management. Ability in analytics is an essential management skill: knowledge of data and analytics helps the manager to analyze decision situations, prevent problem situations from arising, identify new opportunities, and often enables many millions of dollars to be added to the bottom line for the organization. The objective of this book is to introduce analytics from the perspective of the general manager of a corporation. Rather than examine the details or attempt an encyclopaedic review of the field, this text emphasizes the strategic role that analytics is playing in globally competitive corporations today. The chapters of this book are organized in two main parts. The first part introduces a problem area and presents some basic analytical concepts that have been successfully used to address the problem area. The objective of this material is to provide the student, the manager of the future, with a general understanding of the tools and techniques used by the analyst.

'Finding a book that can serve as both a functional textbook and a guide for the business practitioner is challenging. In the introduction to *Analytics for Managers With Excel*, the authors state that their objective is to provide material for the manager of the future. They have succeeded in this goal by writing a good textbook for teaching how Excel can aid in pulling together and using analytic data.'

-Graham K. Rand, Department of Management Science, Management School, Lancaster University

About the Author

Peter C. Bell Professor Peter C. Bell earned BA and MA degrees from Oxford University and MBA and PhD degrees from the Graduate School of Business, the University of Chicago, and is a Professor of Management Science at Ivey. Gregory S. Zaric Associate Professor Gregory Zaric earned a BSc degree from the University of Western Ontario, an MSc from the University of Waterloo, and MS and PhD degrees from Stanford University. He is an Associate Professor of Management Science at Ivey and holds a Canada Research Chair in Health Care Management Science.