



# Quantitative Methods: for Business, Management and Finance

By Louise Swift, Sally Piff

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*Quantitative Methods for Business, Management and Finance, 4e* is a comprehensive, easy-to-follow guide to the subject, painlessly leading you from fundamental principles to more advanced applications. It is an essential text for undergraduate students of business, management and finance, as well as for those on MBA and postgraduate courses.

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### Editorial Review

#### Review

"A highly recommended book that clearly explains the essential quantitative methods used in business and finance. The abundance of examples, exercises and work cards will help students build confidence through practice." - Lieven de Moor, Associate Professor of Finance, Vrije Universiteit Brussel, Belgium

"Written in an accessible manner with plenty of examples for practice, Swift and Piff is particularly suited to a first year course in quantitative methods in business/management where the maths/statistics ability of students is mixed." - Dr Maxwell Chipulu, Lecturer in Management Sciences, Southampton Management School, UK

"The explanations are remarkably clear and the selection of solved and practice problems is careful and instrumental in bridging theory with application." - Anastasios Tsouliaris, Senior Lecturer in Business Strategy, Leeds Metropolitan University, UK

"Provides a clear and very accessible introduction to modern quantitative methods. Beautifully produced and superbly resourced, it will appeal to business students of every mathematical persuasion." - Dr James Freeman, Senior Lecturer in Operational Research and Statistics, Manchester Business School, UK

"The work that has gone into collecting user feedback prior to this edition has proved to be worthy. Population and sample concepts are introduced with easy-to-grasp examples. Graphics provide a clear snapshot of the probability topics which are then comprehensively treated in the text. The linear programming chapter has a good balance of theory followed by application of the concepts." - Dr Emel Aktas, Senior Lecturer, Cranfield School of Management, UK

#### From the previous edition:

"Far too many students steer clear of quantitative methods because they fear that they will be unable to cope with the complexities of statistics and formulae. Louise Swift and Sally Piff have managed to produce a wonderfully clear text that takes students gently through the basic principles behind the most commonly used quantitative methods, simultaneously providing the basis for an understanding of statistical outputs which every researcher requires, regardless of the methods they chose to use in their own work." - Tony Bryant, Professor of Informatics, Leeds Metropolitan University, UK

"This book is an excellent introduction to the quantitative methods used in business. Swift and Piff succeeded in preparing a well written and comprehensive text book which requires no prior knowledge of statistics and maths. Indeed all the required quantitative background is provided and students may benefit from the abundance of examples, exercises and work cards that will allow them to practice, achieve a high level of understanding of the topics covered in the book as well as confidence in problem solving skills." - Konstantinos Tolikas, Lecturer in Finance, Cardiff Business School, UK

"Yet again, Swift and Piff have developed and enhanced this essential text, ensuring compatibility with all the latest applications and learning environments. Suitable for both undergraduate and postgraduate study, its practical, no-nonsense approach enables genuine understanding of essential quantitative methods for non-

mathematicians. This is a user friendly text for those who struggle with basic concepts and is versatile enough to be useful for those students with a more in depth knowledge of this subject. It lifts the mystery which often surrounds more difficult quantitative concepts for those studying business and finance. Subjects are broken down into manageable sections with colour coded reinforcement panels, work cards and assessment tasks. The clarity of this layout provides a supportive platform for ease of learning and self study." -Hilary Feltham, Director of Administration& Student Affairs, ICMA Centre, Henley Business School, University of Reading, UK

"This new edition of Quantitative Methods has some excellent features. Its four colour text design, companion website and comprehensive range of examples means that it will stay firmly at the top of my reading list for undergraduate Business and Management students." - Dr. Christina Broomfield, Manchester Metropolitan University, UK

"I highly recommend this textbook as it clearly explains complex mathematical and statistical concepts in a simple, easy to follow manner. Ideally suited to students embarking on an undergraduate or postgraduate degree who in the past have had 'a dislike' for maths, the examples used are relevant and -supplemented with the website - provide an excellent accompaniment to any QM Module. Swift and Piff should be commended for the excellent text which is extremely well written and user friendly. It is also good value for money as the students need only one book to cover most of the topics required at graduate/post graduate level." - Ann Thapar, Senior Lecturer for Business Management, Westminster Business School, UK

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#### From the Back Cover

Businesses are built on numbers; in any organization the ability to use and interpret quantitative methods is vital to maintaining a competitive edge. Quantitative Methods for Business, Management and Finance is a comprehensive, easy-to-follow guide to the subject, painlessly leading you from fundamental principles to more advanced applications. It is an essential text for undergraduate students of business, management and finance, as well as for those on MBA and postgraduate courses.

Each topic is explained in a clear, friendly style, and accompanied by examples, exercises and activities, making the text ideal for self-tuition. This highly successful learning-by-doing approach, coupled with the book's clear structure, make the understanding of essential mathematical skills achievable - and even enjoyable!

#### Key benefits:

- From basics to business modelling: maths revision through to probability, statistics and more, all in one text
- Suitable for all maths backgrounds – an optional introductory part teaches mathematical essentials from scratch
- Refreshingly non-technical writing style – user-friendly and engaging, avoiding excessive theory
- Practical guidance on using IBM SPSS and Microsoft Excel
- Brand new 'Moving on...' feature with integrated web and book activities for Business Modelling chapters, relating theory to the real world

The companion website offers lecturers a testbank, PowerPoint slides, and assessment solutions. Students will find multiple choice practice questions, data sets, and extra exercises.

LOUISE SWIFT taught quantitative methods to students of business, management and finance for over ten years at the University of East Anglia, UK, where she now works as a statistician.

SALLY PIFF is Lecturer in Quantitative Methods at Norwich Business School, University of East Anglia, UK.

## Users Review

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**Candy Yazzie:**

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**Betty Williams:**

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**Lillie Rose:**

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**Virginia Johnson:**

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