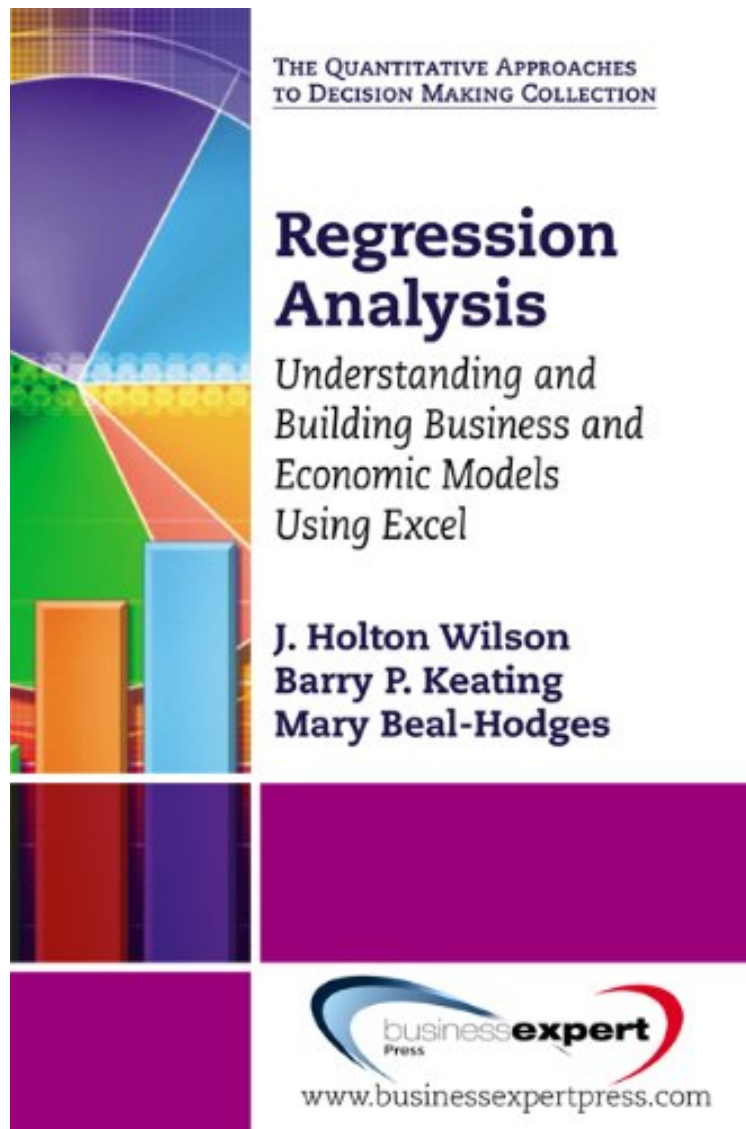


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J. Holton Wilson

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0 of 0 people found the following review helpful. Step-by-step, no theoryBy D. B.Recommend this book for business analysts who already have a basic understanding of regression analysis. Good descriptions and step-by-step

instructions for building a regression analysis model in Excel. Limited on the number of validity tests, with only Durbin-Watson discussed. Also skips the theory behind regression analysis, which can be good if one does not need the theory, but can be bad if one must explain the predictive power of the model.

The technique of regression analysis is used so often in business and economics today that an understanding of its use is necessary for almost everyone engaged in the field. This book will teach you the essential elements of building and understanding regression models in a business/economic context in an intuitive manner. The authors take a non-theoretical treatment that is accessible even if you have a limited statistical background. It is specifically designed to teach the correct use of regression, while advising you of its limitations and teaching about common pitfalls. This book describes exactly how regression models are developed and evaluated where real data is used, instead of contrived textbook-like problems. Completing this book will allow you to understand and build basic business/economic models using regression analysis. You will be able to interpret the output of those models and you will be able to evaluate the models for accuracy and shortcomings. Even if you never build a model yourself, at some point in your career it is likely that you will find it necessary to interpret one; this book will make that possible. Included are instructions for using Microsoft Excel to build business/economic models using regression analysis with an appendix using screen shots and step-by-step instructions.

About the Author Mt. Pleasant, MI; Professor, Department of Marketing; Central Michigan University