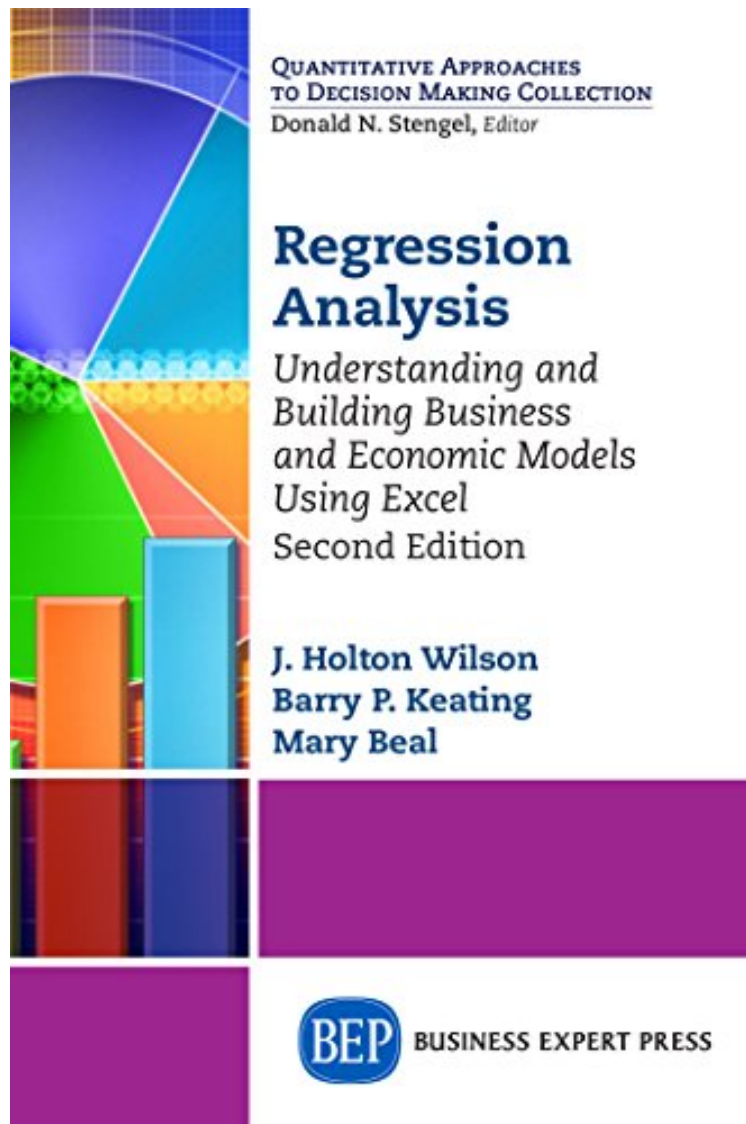


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Regression Analysis: Understanding and Building Business and Economic Models Using Excel, Second Edition

J. Holton Wilson, Barry P. Keating, Mary Beal
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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 covers essential elements of building and understanding regression models in a business/economic context in an intuitive manner. The book provides a non-theoretical treatment that is accessible to readers with even a limited statistical background. This book describes exactly how regression models are developed and evaluated. The data used in the book are the kind of data managers are faced with in the real world. The book provides instructions and screen shots for using Microsoft Excel to build business/economic regression models. Upon completion, the reader will be able to interpret the output of the regression models and evaluate the models for accuracy and shortcomings.

About the Author Dr. J. Holton Wilson is professor emeritus in Marketing at Central Michigan University. He has a BA in both economics and chemistry from Otterbein College, an MBA from Bowling Green State University (statistics), and a PhD from Kent State University (majors in both marketing and economics).; Dr. Barry P. Keating is a professor of business economics at the University of Notre Dame. He received a BBA from the University of Notre Dame, an MA from Lehigh University, and his PhD from the University of Notre Dame. He is a Heritage Foundation Fellow, Heartland Institute Research Fellow, Kaneb Center Fellow, Notre Dame Kaneb Teaching Award winner, and MBA Professor of the Year Award winner.; Dr. Mary Beal is an instructor of economics at the University of North Florida. She earned her BA in physics and economics from the University of Virginia and her MS and PhD in economics from Florida State University. She teaches applied business statistics/forecasting and is an applied microeconomist with interests in real estate, property taxation, education, and labor and uses regression analysis as her primary analytical tool.