

Preface to the Third Edition

This book introduces Probability, Statistics and the main types of quantitative business model to Business, Management and Finance students. It is intended for first-year university and higher education courses in Quantitative Methods, but it will also be useful for MBA and masters courses. It includes a detailed *Essential Maths* part (not just a revision chapter) that teaches the mathematical essentials from scratch in an approachable way.

The book has five more parts. In *Probability, Describing Data, Statistics* and *Business Modelling* students are encouraged to make use of a spreadsheet or a statistical package and, as examples, we give guidance in using Excel and PASW (formerly SPSS) where appropriate. The optional *More Maths* part provides some useful prerequisites for courses in subjects like Maths for Economics or Financial Mathematics.

The entire book is suitable for self-tuition. The text has been written to teach and explain – as if it were a teacher explaining to a single student. (This is probably why it is longer than some comparable books with similar coverage.) Throughout the book there are worked examples labelled ‘**check this**’ to encourage the student to try them and to emphasise that quantitative skills are learned by experience rather than by just reading. Further, each section of a chapter ends with a set of exercises that come with detailed solution guidelines (the **Work card**) and another set which lecturers can use as coursework (the **Assessment**).

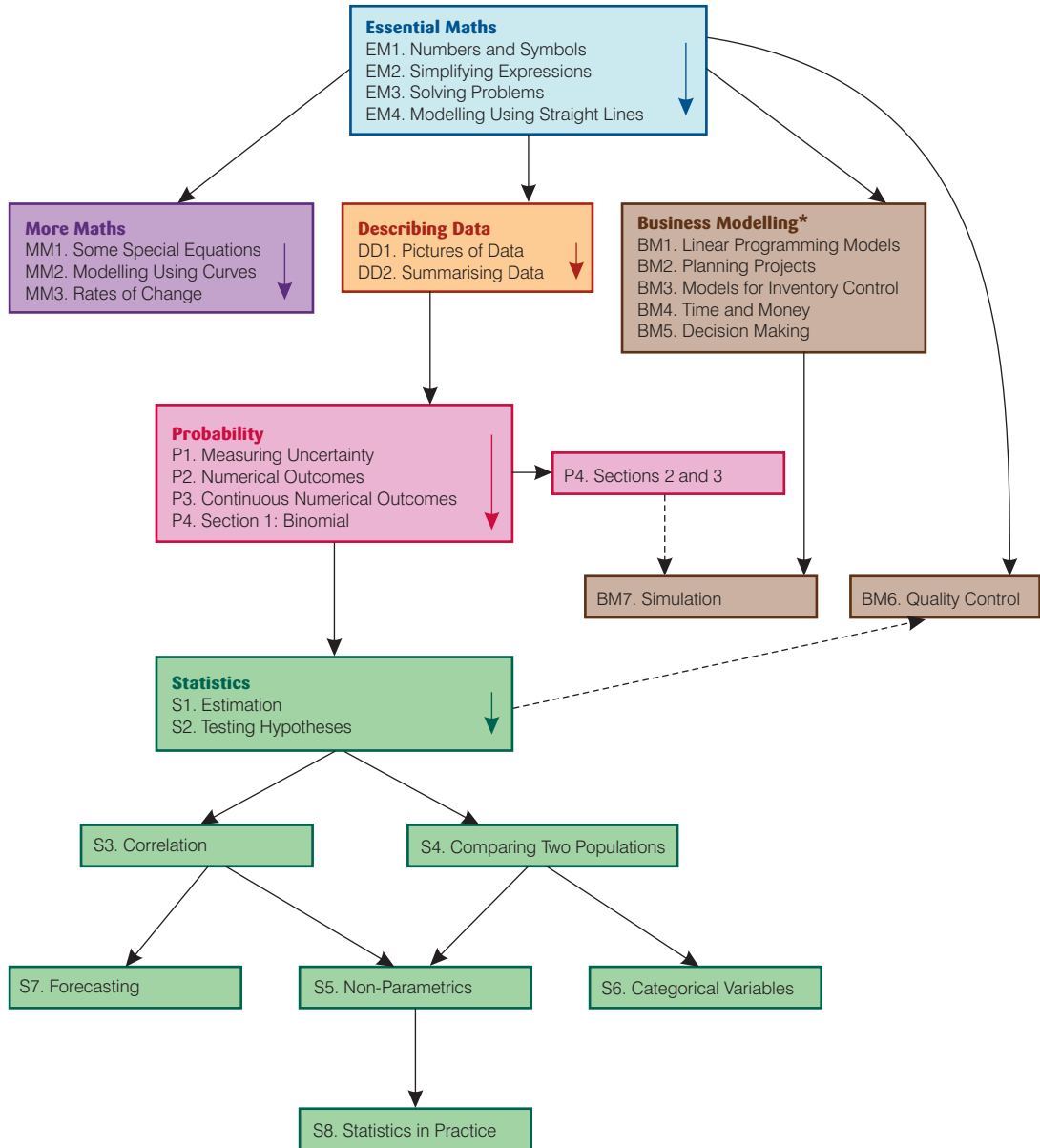
Several features help the reader find their way around. Each chapter starts with Contexts, which includes, ‘What is this chapter about?’, ‘Why is it useful?’, ‘Where does it fit in?’, ‘What do I need to know’ and ‘Objectives’. We also include advice on selecting books for further work and references for each chapter. Common pitfalls, hints and computer instructions are clearly marked with symbols:



The companion website at www.palgrave.com/business/swift includes extra exercises, Excel and SPSS primers and web links. Lecturers can access an instructors’ manual with solutions to all the assessment questions and a set of PowerPoint slides.

How to use this book

A plan showing the order in which the parts can be tackled is shown overleaf.



↓ Work sequentially through these sections

- - - Preferred order of work

* Business Modelling sections can be tackled in any order