



# Quantitative Methods: For Business, Management and Finance

By Louise Swift, Sally Piff

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*Quantitative Methods* is a comprehensive guide to the techniques any student of business or finance is likely to need. The authors' coaching, learning-by-doing approach coupled with the text's clear structural outline makes these essential mathematical skills far less daunting.

A bestselling and popular text in its previous editions, it has been fully updated with:

- \* new 4 color text design
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With its learn-by-doing approach, this guide will appeal to a wide audience, from undergraduates of business and finance to postgrad students studying quants.

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## **Editorial Review**

### **Review**

“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

### **About the Author**

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 the Quantitative Methods tutor in the School of Management, University of East Anglia, UK.

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