

PREFACE TO THE FOURTH 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.

The book begins with a detailed section on *Essential Maths* – not just a revision chapter – which teaches the mathematical essentials from scratch in an approachable way. There is then an optional *More Maths* part which provides some useful prerequisites for courses such as Maths for Economics or Financial Mathematics.

The next three parts – *Describing Data, Probability and Statistics* – provide a grounding in probability and introduce the science of statistics. Our aim is to promote an understanding of the subject, and not just supply a quick ‘fix’. Students will not only be equipped to critically interpret any quantitative information that is presented to them, but also to perform their own statistical analyses for projects and workplace reports. With this in mind, we give instructions and guidance in using Microsoft® Excel and the statistical software, IBM® SPSS® Statistics Software (‘SPSS’).

Finally, *Business Modelling* gives an overview of the main techniques of the subject known as operational research. Each chapter of this part contains a ‘Moving on... to the real world’ section that considers how the technique is applied in the real business or organisational environment.

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. Throughout the book, there are many worked examples in CHECK THIS panels. These are designed to encourage the student to try the maths and to emphasise that quantitative skills are learnt by experience rather than by just reading. Further, each section of a chapter ends with a WORK CARD – a set of exercises with detailed solution guidelines – and a set of ASSESSMENT questions which lecturers can use as coursework.

The redesigned companion website at www.palgrave.com/companion/Swift-Quantitative-Methods-4 includes extra exercises, all the data sets used in the book and the ‘Moving on... to the real world’ extension material. Lecturers can access a complete kit of Microsoft® PowerPoint slides and solutions to all the assessment questions, and a 500+ question testbank.