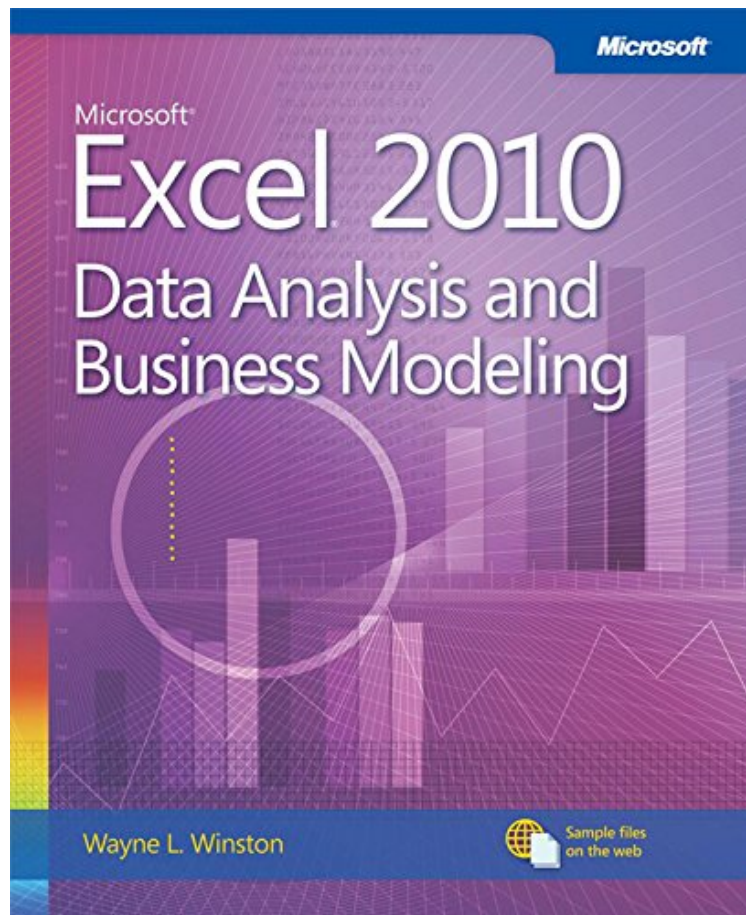


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Microsoft Excel 2010 Data Analysis and Business Modeling: Data Analysis and Business Modeling (Business Skills)

Von Wayne Winston

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KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. become familiar with Excel built in functionsVon mkoMicrosoft Excel 2010 is typical FAQ/lecture like book. What you get is a list of issues that you probably encounter, sooner or later, during Excel programming. Each chapter is organized the same way. At first, you get the list of questions that are related to topics covered within chapter. Then, you get answers to questions explained by examples. This way you can easily find solutions for problems that you have recently encountered and want to have them solved by the Excel. What is a benefit here is that knowledge is not just a plain

theory. Contrary, what you get is a purely pragmatic approach ' problem/solution. In order to check your knowledge, each chapter contains brain teasers that will force you to think a little bit. You are asked to solve a problem that can be solved using knowledge you have acquired while reading the chapter. I have mixed feelings when it comes to this book. At one point you should have it in your own library as a reference. On the other hand, I don't like editorial side of the book at all. It's too simple and too plain. I know you can say that lecture script is not required to look fancy and nice, but I simply like well edited books. I know that judging book by it's cover might be very unfair by in case of this one, editorial side of the book took advantage over the content. However, if you don't pay that much attention to look over the content you should consider buying this one. You will find quite a lot of examples that will guide you through the mysteries of the Excel. And you don't have to know Visual Basic at all.

Kurzbeschreibung Master the business modeling and analysis techniques that help you transform data into bottom-line results. For more than a decade, Wayne Winston has been teaching corporate clients and MBA students the most effective ways to use Excel to solve business problems and make better decisions. Now this award-winning educator shares the best of his expertise in this hands-on, scenario-focused guide fully updated for Excel 2010! Use Excel to solve real business problems and sharpen your edge! Model investment risks and returns Analyze your sales teams effectiveness Create best, worst, and most-likely case scenarios Compare lease vs. buy, and calculate loan terms See how price, advertising, and seasonality affect sales Manage inventory with precision Quantify the value of customer loyalty Calculate your break-even number and ROI Maximize scheduling efficiency Express home-field advantage in real numbers Project company growth, predict election results, and more! Plus introduce yourself to PowerPivot for Excel Your companion web content includes: Downloadable eBook Hundreds of scenario-based practice problems All the books sample files plus customizable templates

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ber den Autor und weitere Mitwirkende Wayne L. Winston is a professor of Decision Sciences at Indiana University's Kelley School of Business and the recipient of more than 30 teaching awards. For the past 20 years, Wayne has also taught Fortune 500 companies how to use Excel to make smarter business decisions. He has written 15 books on Excel, management science, and mathematics in sports.