

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



**Título:** Understanding Statistics And Market Research Data

**Autor:** Mort, David

**Precio:** \$763.00

**Editorial:**

**Año:** 2003

**Tema:**

**Edición:** 1<sup>a</sup>

**Sinopsis**

**ISBN:** 9780851424590

This guide offers support to anyone using statistics and research data on a regular or occasional basis by explaining specific indicators, classifications, terminologies, and sources in short, easy-to-understand entries. Users can dip into the guide whenever they are unsure about the meaning or scope of a specific statistical indicator or terminology, or are unclear about the nature of a specific survey or classification.

This excellent research tool concentrates on economic, business, and demographic data, and conforms to internationally agreed classifications and techniques.