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Quantitative Methods The Quantitative Methods programme is written by David Targett, Professor of Information Systems at the School of Management, University of Bath and formerly Senior Lecturer in Decision Sciences at the London Business School.

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or quantitative values. 3 2 Descriptive Statistics Descriptive statistics are often used to describe variables. Descriptive statistics are performed by analyzing one variable at a time (univariate analysis). All researchers perform these descriptive statistics before beginning any type of data analysis.

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Quantitative Methods: Should We Bother? 1.1 SOLUTIONS Problem 1.1 We consider the strategy of trying Plan A first and then Plan B; a more complete solution approach should rely on the decision tree framework of Chapter 13 (see Problem 13.1). Imagine that we are at the end of year 1, and say that the first movie has been a success.

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