



The Art of Mathematics in Business: Analyzing Facts and Figures for Smart Business Decisions

Shim Jae K

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The Art of Mathematics in Business provides managers and entrepreneurs with the information, analysis, and insights necessary to analyze and calculate the consequences of a wide range of business financial strategies and problems. The ability to select the right operational technique is vital if the business is to survive, profit, and grow in today's uncertain economic environment. The manager and entrepreneur of a business must be able to make the right financial decision based on sound mathematical reasoning in order to run the business efficiently. He or she must understand the problem, and then apply math skills to solve it.

This book is a comprehensive, one-stop desk reference for managers and owners of businesses who must use quantitative calculations to make daily operating and investing decisions. Its purpose is to provide the fundamentals of business math techniques that can be quickly applied to real-world problems. This unique resource will save countless hours of research time by making sound financial planning truly easy. It provides analyses as well as clear and understandable explanations of complex business problems. Basic mathematical techniques are presented in a step-by-step fashion that takes the reader through each stage of the problem-solving process. The examples in this book provide an invaluable and effective operating tool. This book also contains user-friendly personal computer techniques. The examples enable the businessperson to measure results and to report the data in an easy-to-understand format.

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