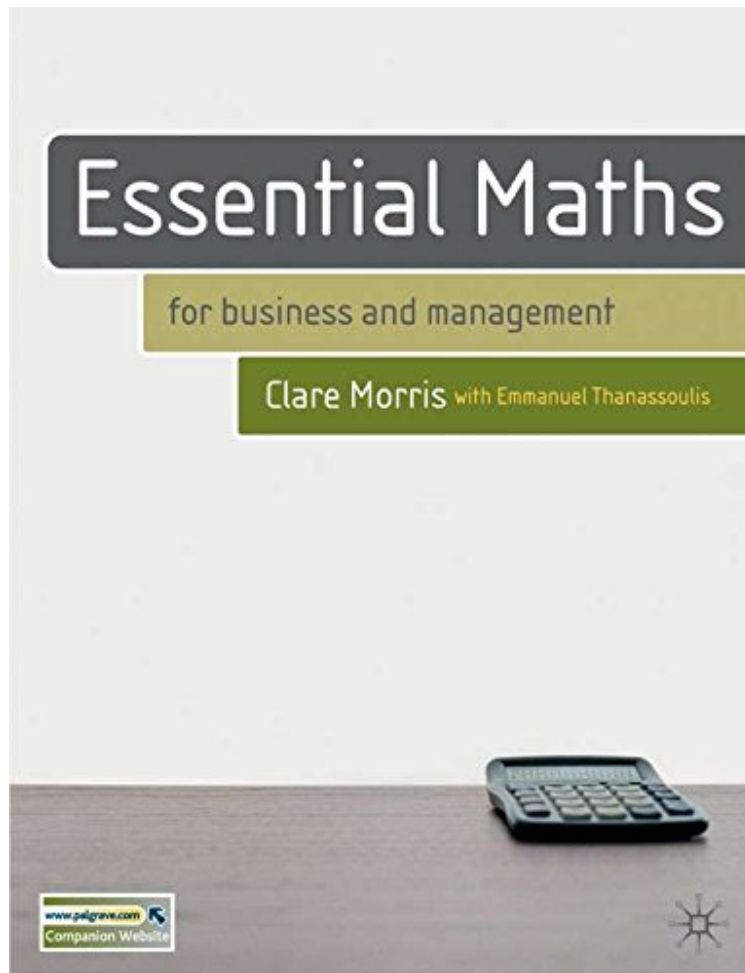


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Essential Maths: for Business and Management

Clare Morris

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Assuming no prior mathematical knowledge, this approachable and straightforward text covers the essential mathematical skills needed by business and management students at undergraduate and MBA level. Clare Morris uses a clear and informal narrative style with examples, painlessly leading the reader through fundamental mathematical principles. Also available is a companion website with extra features to accompany the text, please take a look by clicking below - <http://www.palgrave.com/business/morris/index.html>

'A comprehensive guide for those who tuned out to maths at school.' - Dr Christine Blight, Coleg Menai, UK 'To be successful in business today, leaders must focus on the fundamentals. That means being skilled at mathematics beyond

the basics. Leaders need more than financial acumen to read a balance sheet. They need sharp, analytic math skills that help them interpret numbers, identify trends, and shape strategy.' - Anne Mulcahy, Xerox Chairman and CEO

'Numeracy and mathematical skill are absolutely essential for a successful business career. In more than 35 years of working life in the City of London, I have seen over and over again the importance of a solid grounding in mathematical techniques. Today, this is truer than ever with computers offering sophisticated analytical tools that can only be harnessed properly by understanding the underlying mathematical concepts. In that spirit, this book should offer its readers an extra advantage in today's competitive business world.' - Marcus Agius, Chairman, Barclays

'An understanding of Mathematics is now regarded as essential for working in the modern world of business. Clare Morris should be commended for her excellent text on Essential Mathematics. The book is extremely well written. The style is very user friendly. The text should be regarded as essential reading for any business student who has a weakness in handling numbers.' - Alan Mabbett, University of Central England Business School, UK

'Clare Morris has produced a text that will prove to be popular with students, because of its clear approach. This is an excellent text that will prove to be an invaluable resource...Many of our business degree students have developed an aversion to maths during their secondary education. Teaching them the necessary business maths skills can be an arduous task. That task will be made easier by Clare Morris's book. She combines a common sense approach with good and relevant examples. I can see it being a boon to my teaching on a range of business courses.' - Geoff Jones, Hugh Baird College, UK

'Written in a friendly and approachable style, Essential Maths can really help students to learn - especially those who hate maths, or think they do.' - Andrew Goudie, Salford Business School, University of Salford, UK

'Advances in technology can lead many young people to believe that maths is a less important skill than it perhaps was with computers doing the work for you. I urge them to think again. I see maths in action throughout our business everyday from the shopfloor to the Boardroom and I really believe that good levels of numeracy and literacy are important no matter what job you do.' - Sir Terry Leahy, Chief Executive, Tesco PLC

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From the Back Cover

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