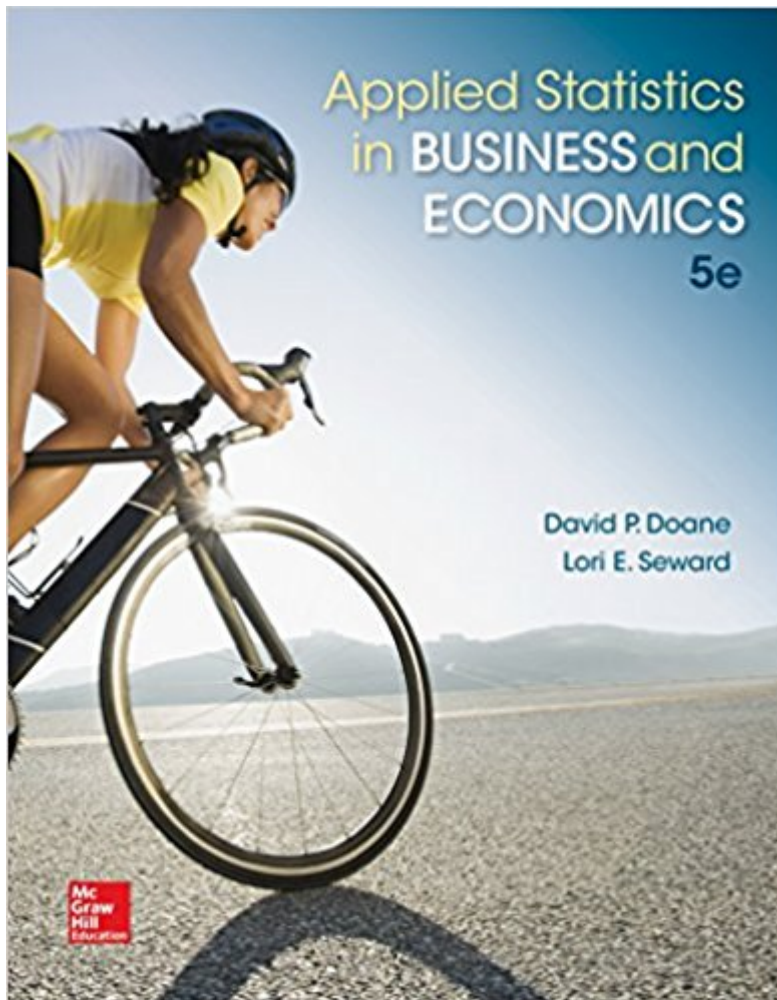




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Applied Statistics In Business And Economics



Synopsis

Note: This is a Standalone book and does not include Access Card/Code. Applied Statistics in Business and Economics provides real meaning to the use of statistics in the real world by using real business situations and real data while appealing students to know the why rather than just the how. Four distinct objectives have been met to follow this premise: Objective 1: Communicate the Meaning of Variation in a Business Context Objective 2: Use Real Data and Real Business Applications Objective 3: Incorporate Current Statistical Practices and Offer Practical Advice Objective 4: Provide More In-Depth Explanation of the Why and Let the Software Take Care of the How The emphasis of the 5th edition remains the same: thinking about data, choosing appropriate analytic tools, using computers effectively, and recognizing limitations of statistics.

Book Information

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Customer Reviews

David P. Doane is Professor of Quantitative Methods in Oakland University's Department of Decision and Information Sciences. He earned his Bachelor of Arts degree in mathematics and economics at the University of Kansas and his PhD from Purdue University's Krannert Graduate School. Lori E. Seward is an Instructor in the Decisions Sciences Department in the College of Business at The University of Colorado at Denver and Health Sciences Center. She earned her Bachelor of Science and Master of Science degrees in Industrial Engineering at Virginia Tech. After several years working as a reliability and quality engineer in the paper and automotive industries, she earned her PhD from Virginia Tech.

I have made it to Chapter 5 this has been a great statistics book. There are a lot of graphics to explain concepts and great examples that help when solving practice problems. There also great examples of how these concepts apply to the real world. I would recommend this book to students who are taking statistics classes!

I've seen quite a few and if you're teaching business stats this book is a real gem ... a learnable page turner! I venture to say it can become a classic in the art of presentation of a very difficult to grasp subject.

My Prof really likes this book and has used previous editions too. My opinion - so far so good. In my limited review of the book the examples are good and the language is not technical. This course/book is part of my graduate studies in biology. The book is primarily business focused but with a prof's help it is totally applicable to scientific data evaluation. Otherwise, it is approaching week 4 of 12 in my class and we haven't really relied on the book. My only real comment is to check with your campus bookstore/professor and see if it is supposed to come with a student version of Minitab (the software associated with the text). My online order did not come with Minitab, which I need for my stats course.

Great resource when learning the statistical side of business with lots of pertinent information necessary to learn. This should be a book required for anyone learning the ropes of business.

Wish these books came with the registration code. I'm missing important connect assignments that are apart of my grade because the registration code was not sent.

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