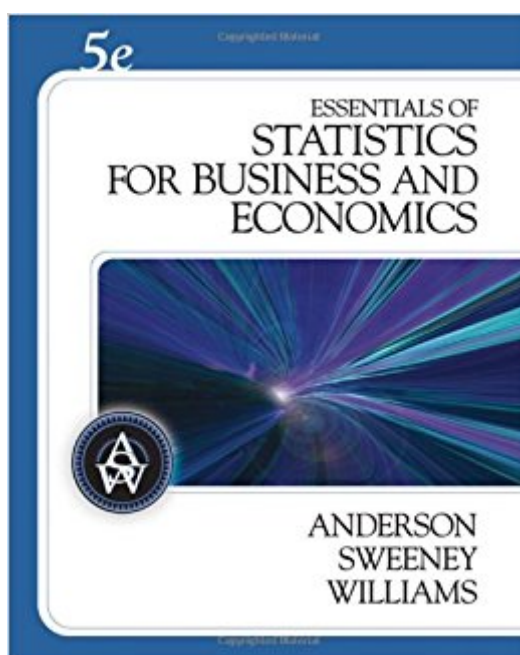


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Essentials Of Statistics For Business And Economics (with CD-ROM) (Available Titles CengageNOW)



Synopsis

Trust the latest version of this market-leading essentials text to introduce sound statistical methodology in a proven applications setting. **ESSENTIALS OF STATISTICS FOR BUSINESS AND ECONOMICS, 5e**, includes all of the strengths of the longer best-selling Anderson/Sweeney/Williams **STATISTICS FOR BUSINESS AND ECONOMICS**, with a focus on the most important core topics for a concise presentation that's easy for students to follow. This brief introduction to business statistics offers a wealth of actual business examples, proven methods, and application exercises that clearly demonstrate how statistical results provide insights into business decisions and present solutions to contemporary business problems. High-quality problems, trusted for their unwavering accuracy, and the authors' signature problem-scenario approach clearly show how to apply statistical methods in practical business situations. New case problems as well as methods, applications, and self-test exercises encourage students to master formulas, apply materials, and evaluate their personal understanding. Optional updated appendices highlight the latest Excel 2007 and Minitab 15 popular commercial software, giving you the choice of integrating or omitting computer coverage in your course. This edition's concise approach and comprehensive support package, now including CengageNOW course management system, provides everything you need for an effective statistics course that prepares students for the essentials of statistics success in business today.

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Customer Reviews

Dr. David R. Anderson is a textbook author and Professor Emeritus of Quantitative Analysis in the College of Business Administration at the University of Cincinnati. He has served as head of the Department of Quantitative Analysis and Operations Management and as Associate Dean of the College of Business Administration. He was also coordinator of the College's first Executive Program. In addition to introductory statistics for business students, Dr. Anderson has taught graduate-level courses in regression analysis, multivariate analysis, and management science. He also has taught statistical courses at the Department of Labor in Washington, D.C. Professor Anderson has received numerous honors for excellence in teaching and service to student organizations. He is the coauthor of ten textbooks related to decision sciences and actively consults with businesses in the areas of sampling and statistical methods. Born in Grand Forks, North Dakota, he earned his BS, MS, and PhD degrees from Purdue University.

Dr. Dennis J. Sweeney is a textbook author, Professor Emeritus of Quantitative Analysis and founder of the Center for Productivity Improvement at the University of Cincinnati. He also served five years as head of the Department of Quantitative Analysis and four years as Associate Dean of the College of Business Administration. In addition, he has worked in the management science group at Procter & Gamble and has been a visiting professor at Duke University. Professor Sweeney has published more than 30 articles in the area of management science and statistics. The National Science Foundation, IBM, Procter & Gamble, Federated Department Stores, Kroger, and Cincinnati Gas & Electric have funded his research, which has been published in MANAGEMENT SCIENCE, OPERATIONS RESEARCH, MATHEMATICAL PROGRAMMING, DECISION SCIENCES, and other journals. Dr. Sweeney is the coauthor of ten textbooks in the areas of statistics, management science, linear programming, and production and operations management. Born in Des Moines, Iowa, he earned a BS degree from Drake University, graduating summa cum laude. He received his MBA and DBA degrees from Indiana University, where he was an NDEA Fellow.

Dr. Thomas A. Williams is Professor of Management Science in the College of Business at Rochester Institute of Technology where he was the first chairman of the Decision Sciences Department. He teaches courses in management science and statistics, as well as graduate courses in regression and decision analysis. Before joining the College of Business at RIT, Professor Williams served for seven years as a faculty member in the College of Business Administration at the University of Cincinnati, where he developed the undergraduate program in Information Systems and then served as its coordinator. The co-author of 11 leading textbooks in the areas of management science, statistics, production and operations management, and mathematics, Professor Williams has been a consultant for numerous Fortune 500 companies and has worked on projects ranging from the use

of data analysis to the development of large-scale regression models. He earned his B.S. degree at Clarkson University and completed his graduate work at Rensselaer Polytechnic Institute, where he received his M.S. and Ph.D. degrees.

This is a great book! It is like Statistics for Dummies only better because it explains so much more than a typical Dummies book. It is great for anyone who has never had statistics but is not too elementary for the student who wants to review. It is great having so many exercises throughout the book. The examples and exercises are just perfect for demonstrating how the formulas apply in business. I highly recommend this book. I bought it used and I will keep it as a reference rather than sell it back once I've finished with my class.

Good book for statistics Fundamentals with applications on Excel. I highly recommend it for those who seek a book that simplifies and explains well the data analysis and processing for decision making.

Just what my friend needs to boost his spirit!

I needed this for class and this was the best price.

I purchased this book for a class I was taking. I found the book to be informative and with the information within this book. The book did arrive in time and in excellent condition.

Thank you! Very good condition.

Great Text! I purchased this for a graduate level statistics course, and I had concerns because it's been 30 years since I cracked a statistics text. It starts with the basics and builds quickly to more advanced work. Perfect for my needs.

There wasn't any CD-ROM that came with the book. Although, the book was in nice condition and that was really what I needed :)

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