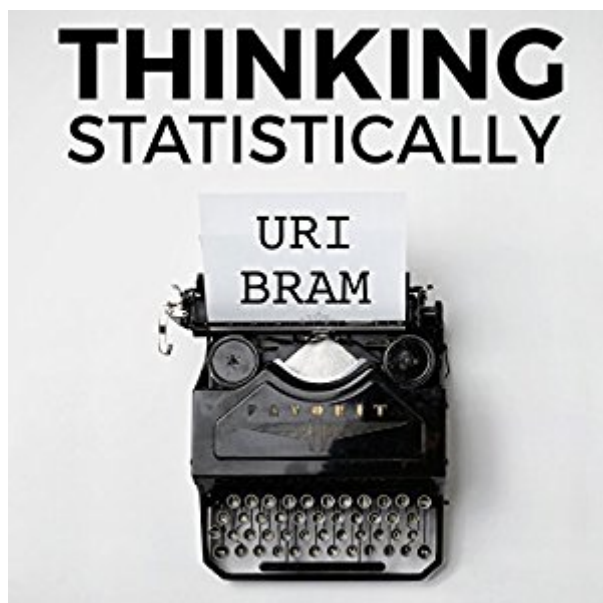


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# Thinking Statistically



## Synopsis

Thinking Statistically is the book that shows you how to think like a statistician, without worrying about formal statistical techniques. Along the way we learn how selection bias can explain why your boss doesn't know he sucks (even when everyone else does); how to use Bayes' theorem to decide if your partner is cheating on you; and why Mark Zuckerberg should never be used as an example for anything. See the world in a whole new light, and make better decisions and judgments without ever going near a t-test. Think. Think Statistically.

## Book Information

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## Customer Reviews

Great introduction to statistics; good read for those easily intimidated by equations; fun and practical examples -- all of these, as other reviewers have highlighted are true. That said, personal experience shows (insert selection bias warning here) that all of us, including those who studied statistics, are comfortable with equations, and may even need to apply these techniques in our professions... still manage to forget, stumble, and mess up the basics. And the best recourse is to periodically remind yourself of the basics - e.g. read a book like this one. Why do the Geico ads make no sense? Is your boss really as ignorant as you think, or is there something else at work? Is your girlfriend cheating on you? Read this book (it's a quick one) to figure out how to approach these (and other) questions with some statistical rigor. It's a fun read.

This book offers a simple, engaging introduction to key statistical concepts. More advanced students may not encounter any new concepts\* but they will be helped by the author's intuitive

explanations that make the fundamentals taught in years of statistics and social science courses make sense like never before. I highly recommend this book, especially for: beginning students looking to get some initial motivation to study statistics or a short, fun intro to key concepts (or eager parents who want to encourage interest in statistics); intermediate/advanced students who want to get more excited by the subject matter or are looking for intuitive explanations of the concepts covered in the book (selection bias, endogeneity, Bayes Theorem); and anyone who wants to seem smart at dinner parties.\*They will learn why they likely won't save money by switching to Geico.

Good for people who are intimidated by numbers and equations, but still want to know some of the tricks commonly used to deceive the public by the media, government agencies, and corporate world. Learn why "switching" data always makes the advertiser look better than they are, how census numbers are used to lie to you, etc.

While this very short introduction to the concepts of statistics is valuable to those who don't think "statistically," I have to point out that this field is a no-win situation in terms of satisfying your readers. While some are understandably upset by Uri's glossing over some important formulas and details, others are excited to have the opportunity to read accessible material about a topic that often frightens regular people. Then there are those who bag the book because of Uri's writing style, and I'm sure others who like the tongue-in-cheek approach. While I could excoriate the reviewers who are bothered/liked the writing style, I won't because this is, frankly, a critical element of reading. Think of your favorite/least-favorite novelists (you do have some, right?) and consider one element of why you did/didn't like them. This applies to any type of reading or content understanding/interest. I happened to like Uri's style, though I agree that he goes a bit overboard with cutesy. But I think he's done this because statistics often is one of the more boring, and intimidating, topics anyone could write a book about. This book, not Uri, gets 4 stars for two reasons: 1) it separates concept from theory and formulas and 2) for being accessible, interesting, topical and pretty fun to read, especially in less than 50 pages. Bravo, Uri.

This is a tremendous little book that might actually change your thinking for the better. Understanding the statistical concepts demonstrated in this book will prevent huge misunderstandings in your life. Everything is explained in a lucid, funny way. It's hard to imagine a non-fiction book with a better ratio of time to learning. Read it.

The book didn't cover advanced statistics but did an excellent job with the basic level where most non-statisticians failed to address the right questions. To themselves first, then to the data. The error distribution issue is taught in a straightforward manner, with good examples, as well as the conditional probabilities. As the title explained, it is not a textbook on statistics, but an appetizer for grabbing a serious textbook. Considering the price/quality ratio, it's a nice and easy-going book, I'd recommend to any student first, and then to their tutors on statistics.

Well presented and informative text on getting your head straight for data analysis. Read this AS A CONJUNCT TEXT WITH A FORMAL COURSE.

When it comes to rating statistic books I guess we are all reviewing books that might not have the largest of reading audiences. This is what makes this book a tremendous value...it's entertaining and insightful.... and a book about stats. Go figure. Well of course it's a short book but almost every page is jammed pack with important and interesting ways to view your life. You will find yourself questioning advertisements and claims like never before. For a small investment in time and money this book should really add a lot of value to your life.

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