Statistics: Principles and Methods

Richard A Johnson Gouri K Bhattacharyya

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Johnson provides a comprehensive, accurate introduction to statistics for business professionals who need to learn how to apply key concepts. The chapters have been updated with real-world data to make the material more relevant. The revised pedagogy will help them contextualize statistical concepts and procedures. The numerous examples clearly demonstrate the important points of the methods. New What Will We Learn opening paragraphs set the stage for the material being discussed. Using Statistics Wisely boxes summarize key lessons. In addition, Statistics in Context sections give business professionals an understanding of applications in which a statistical approach to variation is needed.

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