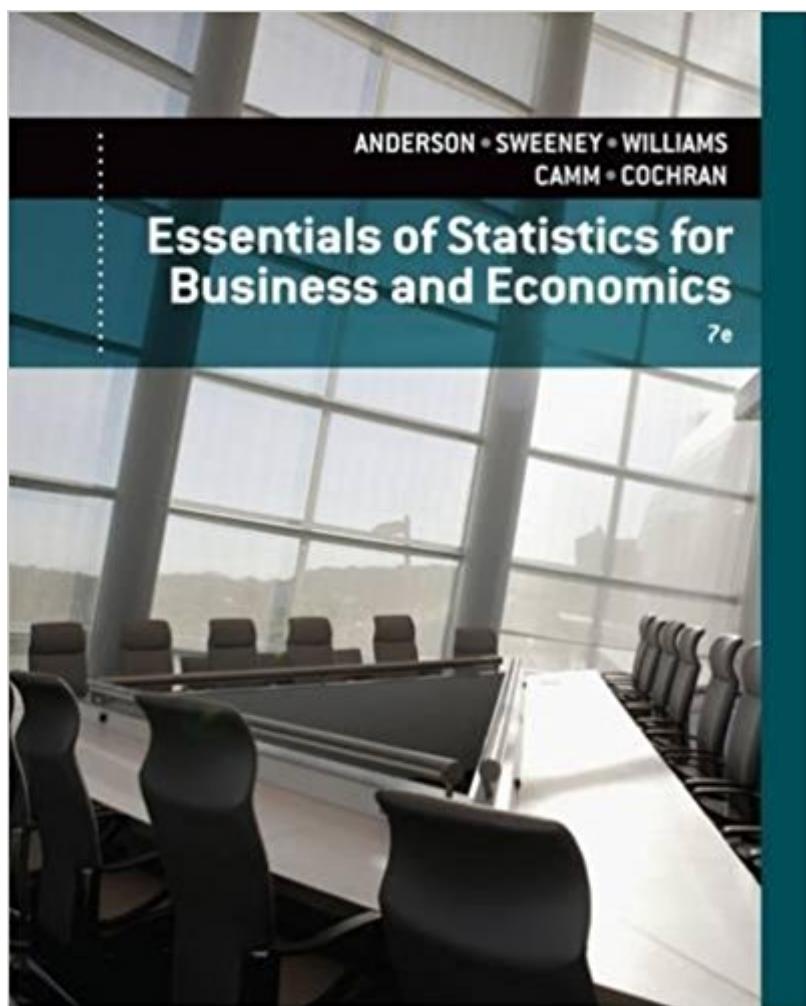


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# Essentials Of Statistics For Business And Economics



## **Synopsis**

Best-selling ESSENTIALS OF STATISTICS FOR BUSINESS AND ECONOMICS, 7th Edition gives you a solid foundation in statistical methodologies with the author's signature problem-scenario approach and clear writing style. Streamlined to focus on core topics, this edition includes new case problems, methods, applications, and self-test exercises to help you master key formulas and apply statistical methods to inform your business decision-making from a quantitative perspective.

## **Book Information**

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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 leading 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, Dr. Sweeney has worked in the management science group at Procter & Gamble and has been a visiting professor at Duke University. Dr. 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 respected journals. Dr. Sweeney is the co-author 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 B.S. degree from Drake University, graduating summa cum laude. He received his M.B.A. and D.B.A. degrees from Indiana University, where he was an NDEA Fellow. Dr. Thomas A. Williams is a well respected textbook author and Professor Emeritus 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 taught courses in management science and statistics, as well as graduate courses in regression and decision analysis. Before joining the College of Business at RIT, Dr. 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 served as its coordinator. The co-author of 11 leading textbooks in the areas of management science, statistics, production and operations management, and mathematics, Dr. 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. Jeffrey D. Camm is the Inmar Presidential Chair and Associate Dean of Analytics in the School of Business at Wake Forest University. Born in Cincinnati, Ohio, he holds a B.S. from Xavier University in Ohio, and a Ph.D. from Clemson University. Prior to joining the faculty at Wake Forest, he served on the faculty of the University of Cincinnati. He has also been a visiting scholar at Stanford University and a visiting professor of business administration at the Tuck School of Business at Dartmouth College. Dr. Camm has published more than 30 papers in the general area of optimization applied to problems in operations management and marketing. He has published his research in Science, Management Science, Operations Research, Interfaces, and other professional journals. Dr. Camm was named the Dornoff Fellow of Teaching Excellence at the University of Cincinnati and he was the 2006

recipient of the INFORMS Prize for the Teaching of Operations Research Practice. A firm believer in practicing what he preaches, he has served as an operations research consultant to numerous companies and government agencies. From 2005 to 2010 he served as editor-in-chief of Interfaces and has also served on the editorial board of INFORMS Transactions on Education. James J. Cochran is Professor of Applied Statistics and the Rogers-Spivey Faculty Fellow at the University of Alabama. Born in Dayton, Ohio, he earned his B.S., M.S., and M.B.A. degrees from Wright State University and a Ph.D. from the University of Cincinnati. He has been at the University of Alabama since 2014 and has been a visiting scholar at Stanford University, Universidad de Talca, the University of South Africa and Pole Universitaire Leonard de Vinci.

Unfortunately, I am given no choice because my college instructor is requiring Cengage for Business Statistics 020. My experience using Cengage instructional materials (their textbook and online math lab) is sub-par to their competitor, Pearson publishing instructional material. I've had three consecutive semesters of math using Pearson text books and Pearson MyMathLab, before taking Statistics using Cengage materials. In comparison, the content by Cengage is confusing and harder to interpret. My goal is to gain an intuitive understanding of the subject through practice and repetition from the practice exercises in each chapter. Unlike Pearson's instructional materials, Cengage is not user friendly and the content lacks flow. In my opinion, it's poorly organized and incomplete. The help video's that are available, or the step-by-step solutions for working out the practice exercises are lacking, and the answer key is incomplete. In comparison, my experience with learning from Pearson could be described as having a private tutor if I was willing to invest the time into learning the material, after class. I could watch their extensive set of instructional videos and access a variety of step-by-step solutions for working out the practice exercises. I pulled and grade of A and A+ during all three of those semesters with Pearson. I am holding a 90% in Statistics, thus far, but have also had to drop other classes to dedicate more time to this one class. Cengage offers little help to fall back on and I have had to go searching outside for help. I've been relying heavily on YouTube subscribers for instructional videos on Statistics. By the way, the frustration I am expressing about Cengage lack of good quality instructional content was a feeling shared by other classmates, too! Cengage publishing, for Business Statistics 020, is not something I would recommend!

Think twice before you rent this electronic book. I rented this electronic book for my Statistics class. This electronic book is quite frustrating when you are trying to do homework and need to flip back

and forth between pages. The pages lock up and it takes up to 60 seconds for each page to load. It has locked up a couple of times on my Kindle, in which case I had to restart it. I have rented other electronic books through in the past without any problems. I'm not sure if the problem lies with or Cengage, but it is very frustrating to have to wait for each page to slowly load or to have to restart my Kindle over and over again.

Book purchased for a friend in college. I did look through the book carefully and it's looks to be well written and the chapters are in a logical order. Introductory chapters present definitions and several examples from "real world" studies. The main math stats starts after a couple of chapters and is not presented from a theoretical math viewpoint. That's helpful since students taking this course would typically not be math majors.

I'm not a book nerd, but this textbook is horrible. It's a math based class and the book is written in essay format explaining about a table 3 pages ago. worthless.

I purchased this book new because my course required online access which was only sold with a \*new\* copy. Unfortunately neither the first copy, nor the replacement sent out, included an access code. Fortunately my professor was able to procure access to the required online materials for us. If this book is what you need, go ahead and buy it used, because the new one offers nothing but what's included on the pages.

This book leaves you wondering how to do things because it doesn't actually explain it just shows. I hope you don't have to use it.

Photocopied knockoff. Didn't even include the cover nite the back cover & was hole punched for use with a binder! Do not buy!

I hate Statistics - but this text was required and did help make the learning process somewhat easier.

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