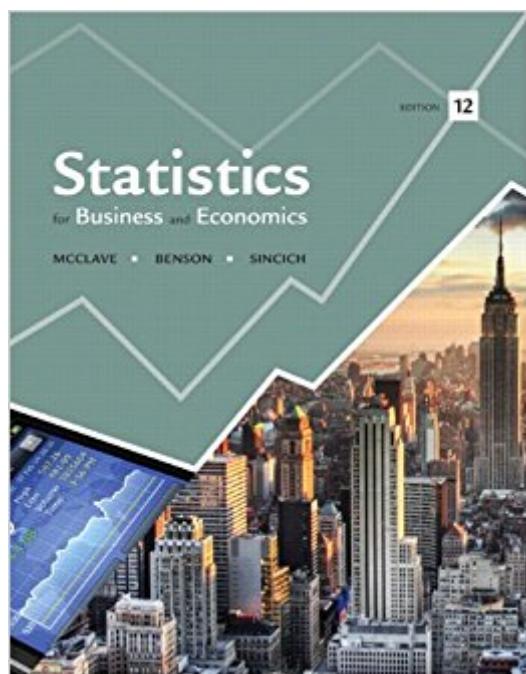


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Statistics For Business And Economics (12th Edition)



Synopsis

Statistics for Business and Economics, Twelfth Edition, meets today's business students with a balance of clarity and rigor, and applications incorporated from a diverse range of industries. This classic text covers a wide variety of data collection and analysis techniques with these goals in mind: developing statistical thinking, learning to assess the credibility and value of inferences made from data, and making informed business decisions. The Twelfth Edition has been updated with real, current data in many of the exercises, examples, and applications. Exercises draw on actual business situations and recent economic events so that students can test their knowledge throughout the course. Statistics in Action case studies open each chapter with a recent, controversial, or high-profile business issue, motivating students to critically evaluate the findings and think through the statistical issues involved. A continued emphasis on ethics highlights the importance of ethical behavior in collecting, interpreting, and reporting on data.

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Customer Reviews

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George Benson is the 21st president of the College of Charleston. Prior to his appointment, he was Dean at the University of Georgia's C. Herman and Mary Virginia Terry College of Business. His research interests include quality management, strategic management, belief

formation, and judgmental forecasting. He consults nationally in the areas of applied statistics, quality management, and employment discrimination. Terry Sincich obtained his PhD in statistics from the University of Florida in 1980. He is an Associate Professor in the Information Systems & Decision Sciences Department at the University of South Florida in Tampa. Dr. Sincich is responsible for teaching basic statistics to all undergraduates in the College of Business, as well as advanced statistics to all business doctoral candidates. He has published articles in such journals as the Journal of the American Statistical Association, International Journal of Forecasting, Academy of Management Journal, and Auditing: A Journal of Practice & Theory. Dr. Sincich is a co-author of the texts Statistics, A First Course in Statistics, Statistics for Engineering & the Sciences, and A Second Course in Statistics: Regression Analysis.

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Well its an easy to read statistics book. After purchasing the book I got a B+ in my college stats class the examples were really easy to follow and the solutions were all on chegg which made learning really easy. Recommend the book for college stats.

Hard to understand. Almost as if you need to know statistics to understand this book that is supposed to teach you statistics.

I would recommend this book for business stats students. It is not the latest edition, but it has all of the information you need. The only downfall is that the latest edition is in a different order than this one, some chapters have more/less info, with the info being moved to another chapter. In other words, this edition and the latest one have all of the same information, just in different places. If you are willing to put up with the hassle, buy this book. I was definitely willing to put up with it for the price. For class purposes this book works great. As just a book review in general, it was ok. If you are trying to learn business stats on your own I probably would not recommend this book as much. Some of the explanations are not very clear, and a lot of the examples were not very good (in my opinion). It could have been a lot more straightforward than it was in this book.

Such a terrible statistics book. It's so difficult to comprehend what it is saying, nothing is presented in a simple manner. Also, the practice problems do not reflect what is in the chapters. Terrible.

Not a bad book, but you will find numerous instances of examples (formulas) given that don't explain every step, leading to more confusion - especially if this is your first statistics course. MyStatLab, just like MyMathLab is equally guilty of not giving you adequate step-by-step explanations. It will give the option of "Show me an example" or "Help me solve this problem" and as you're going through the steps you are either left to come up with the solution on your own or the program gives you the answer without explaining where it came from. If the curriculum didn't require it, I would never have purchased this book. There has got to be a better book out there that teaches you the basics.

Book was in pretty good condition, and, unfortunately, did not come with the code (which I knew there was a chance it wouldn't when I rented it). I ended up returning just because it was cheaper for me to buy the MyLab + online text book bundle, than just renting the text book. It says there is a "chance" the code will still be valid, but I wouldn't count on it!

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