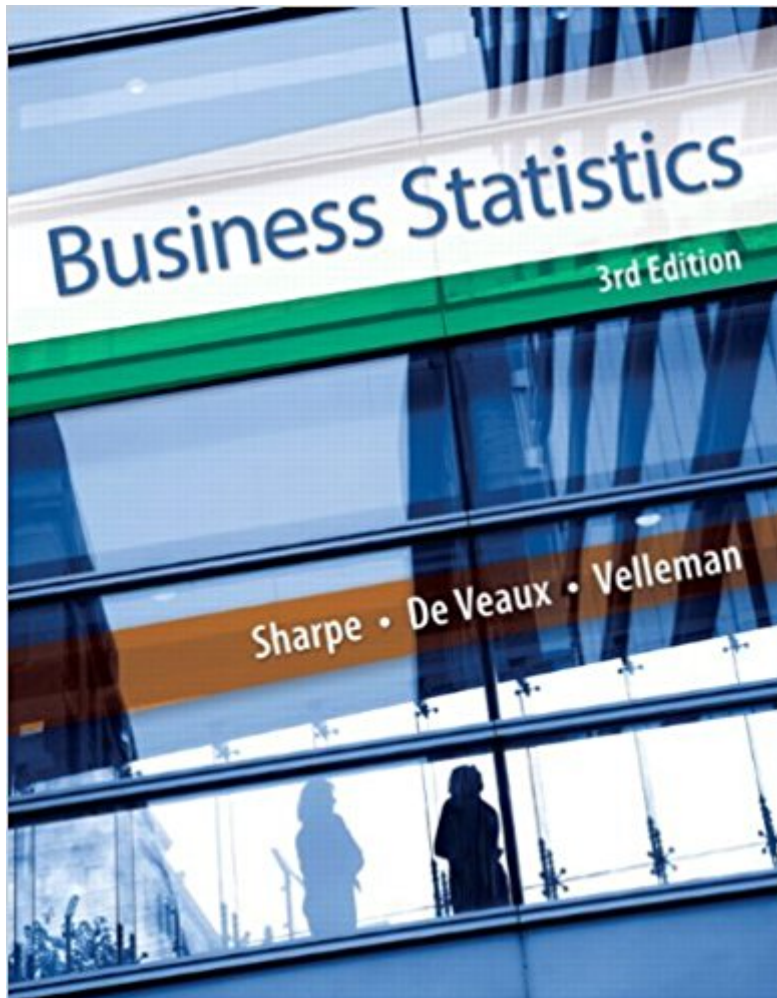




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Business Statistics (3rd Edition)



Synopsis

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Customer Reviews

As a researcher of statistical problems in business and a professor of Statistics at a business school, Norean Radke Sharpe (Ph.D. University of Virginia) understands the challenges and

specific needs of the business student. She is currently teaching at the McDonough School of Business at Georgetown University, where she is also Senior Associate Dean and Director of Undergraduate Programs. Prior to joining Georgetown, she taught business statistics and operations research courses to both undergraduate and MBA students for fourteen years at Babson College. Before moving into business education, she taught statistics for several years at Bowdoin College and conducted research at Yale University. Norean is coauthor of the recent text, *A Casebook for Business Statistics: Laboratories for Decision Making*, and she has authored more than 30 articles—primarily in the areas of statistics education and women in science. Norean currently serves as Associate Editor for the journal *Cases in Business, Industry, and Government Statistics*. Her research focuses on business forecasting and statistics education. She is also co-founder of DOME Foundation, Inc., a nonprofit foundation that works to increase Diversity and Outreach in Mathematics and Engineering for the greater Boston area. She has been active in increasing the participation of women and underrepresented students in science and mathematics for several years and has two children of her own.

Richard D. De Veaux (Ph.D. Stanford University) is an internationally known educator, consultant, and lecturer. Dick has taught statistics at a business school (Wharton), an engineering school (Princeton), and a liberal arts college (Williams). While at Princeton, he won a Lifetime Award for Dedication and Excellence in Teaching. Since 1994, he has taught at Williams College, although he returned to Princeton for the academic year 2006–2007 as the William R. Kenan Jr. Visiting Professor of Distinguished Teaching. He is currently the C. Carlisle and Margaret Tippit Professor of Statistics at Williams College. Dick holds degrees from Princeton University in Civil Engineering and Mathematics and from Stanford University in Dance Education and Statistics, where he studied with Persi Diaconis. His research focuses on the analysis of large data sets and data mining in science and industry. Dick has won both the Wilcoxon and Shewell awards from the American Society for Quality. He is an elected member of the International Statistics Institute (ISI) and a Fellow of the American Statistical Association (ASA). He currently serves on the Board of Directors of the ASA. Dick is well known in industry, having consulted for such Fortune 500 companies as American Express, Hewlett-Packard, Alcoa, DuPont, Pillsbury, General Electric, and Chemical Bank. He was named the “Statistician of the Year” for 2008 by the Boston Chapter of the American Statistical Association for his contributions to teaching, research, and consulting. In his spare time he is an avid cyclist and swimmer. He also is the founder and bass for the doo-wop group, the Diminished Faculty, and is a frequent singer and soloist with various local choirs including the Choeur Vittoria of Paris, France. Dick is the father of four children.

Paul F. Velleman (Ph.D. Princeton University)

has an international reputation for innovative statistics education. He designed the Data Desk[®] software package and is also the author and designer of the award-winning ActivStats[®] multimedia software, for which he received the EDUCOM Medal for innovative uses of computers in teaching statistics and the ICTCM Award for Innovation in Using Technology in College Mathematics. He is the founder and CEO of Data Description, Inc. (www.datadesk.com), which supports both of these programs. He also developed the Internet site, Data and Story Library (DASL; lib.stat.cmu.edu/DASL/), which provides data sets for teaching Statistics. Paul coauthored (with David Hoaglin) the book ABCs of Exploratory Data Analysis. Paul teaches Statistics at Cornell University in the Department of Statistical Sciences and in the School of Industrial and Labor Relations, for which he has been awarded the MacIntyre prize for Exemplary Teaching. His research often focuses on statistical graphics and data analysis methods. Paul is a Fellow of the American Statistical Association and of the American Association for the Advancement of Science. Paul's experience as a professor, entrepreneur, and business leader brings a unique perspective to the book. Richard De Veaux and Paul Velleman have authored successful books in the introductory college and AP High School market with David Bock, including Intro Stats, Fourth Edition (Pearson, 2014), Stats: Modeling the World, Fourth Edition (Pearson, 2015), and Stats: Data and Models, Third Edition (Pearson, 2012).

The included CD is not for the third edition of the book! It has 3rd edition printed on the CD, but the material is all for the second edition (including second edition logos!). Thus, most of the chapter exercises are useless since they don't match the datasets on the CD. I have ordered two new copies of the third edition, and both have the same problem. Nor will Pearson correct the problem. I contacted their customer support line, and they insist that it is 's problem. I can't believe that no one has mentioned this. It makes me suspicious of the other reviews. There is no way that a reviewer could have actually used the book, since this problem would have been completely obvious if you were really using the textbook.

The book arrived on time and it didn't miss any page of the original book. Even though it's a used book, it still seems to be brand new and the previous owner takes care of it. In terms of the content-wise, it covers whole lot of statistics from the beginner to expert level.

Statistics is hard. This book made it worse! The tools were insufficient to learn how to setup and run the calculations in excel. The excel portion of this book is an after thought. The book is designed for

a traditional stats class with pencil and paper. Well newsflash this isn't 1990 anymore. My grades were based on doing the calculations in Excel. MyStatLab was terrible. I spent hours trying to master the homework. The calculation answers in excel were different from what the answer MyStatLab stated was the answer. I contact the support and they were unhelpful. I finally started to document the outcomes and screenshots. I sent them to my professor and she had no explanation for it either.

good book, peeked in a few times, read up some things for class. Overall, its a good book.

Bought for one of my classes. Thanks for the pass~

Book was adequate for a 7 week statistics course in graduate school (MBA). Enough problems to practice. Not all problems have answers that are available, I would have liked to be able to check my work a little more. Would never consider buying it or paying full price. Rental is the way to go.

Lack of clear definition and expamles for acdemic terms, which is bad new for begginers. Manyy explantion for acdemic terms in this book are very ambiguity. Authors today just want to make money from thoes junk textbook, they dont really care if you can learn real stuff from it or not.

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