



Business Statistics: A First Course (2nd Edition)

Norean D. Sharpe, Richard D. De Veaux, Paul D. Velleman

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In **Business Statistics: A First Course**, the authors leverage their unique blend of teaching, consulting, and entrepreneurial experiences to bring a modern business edge and dynamic approach to teaching statistics to business students. Focusing on statistics in the context of real business issues, the text emphasizes analysis and understanding over computation. This approach helps students be analytical, preparing them to make better business decisions and effectively communicate results. The authors have an accessible and compelling writing style and use short, targeted chapters to build understanding of new topics. They integrate current business applications to capture students' attention and teach statistical concepts needed in the modern business world.

The **Second Edition** provides a wealth of examples and exercises so that the story is always tied to the way statistics is used to make better business decisions. New to this edition are For Examples (illustrative examples), Section Exercises (single-concept exercises), and part-ending Case Studies (which are more in-depth than the Brief Cases located at the end of chapters). To help students become proficient with technology, the Second Edition includes instructions for JMP®, Minitab®, and SPSS®, as well as new and expanded coverage of Excel® 2010 and the add-in XLSTAT™ for Pearson. Screenshots of output are included throughout the chapters.

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