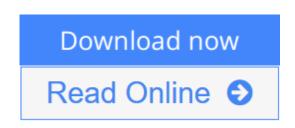


Applied Statistics in Business and Economics with St CDRom

By David Doane, Lori Seward



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This new text offers an Excel focused approach to using statistics in business. All statistical concepts are illustrated with applied examples immediately upon introduction. Modern computing tools and applications are introduced, and the text maintains a strong focus on presenting statistical concepts as applied in business --as opposed to providing programming methods used to find a mathematical solution. Interpretation is heavily emphasized, enabling students to take full advantage of Excel to develop and drive problem-solving skills.

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Applied Statistics in Business and Economics with St CDRom By David Doane, Lori Seward Bibliography

- Sales Rank: #2173331 in Books
- Published on: 2006-01-19
- Original language: English
- Number of items: 1
- Dimensions: 11.20" h x 1.34" w x 8.70" l, 4.45 pounds
- Binding: Hardcover
- 834 pages

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Editorial Review

About the Author

David P. Doane is Professor of Quantitative Methods in Oakland University's Department of Decision and Information Sciences. He earned his Bachelor of Arts degree in mathematics and economics at the University of Kansas in 1966 and his PhD from Purdue University's Krannert Graduate School in 1969. His research and teaching interests include applied statistics, forecasting, and statistical education. He is corecipient of three National Science Foundation grants to develop software to teach statistics and to create a computer classroom. He is a long-time member of the American Statistical Association and INFORMS, serving in 2002 as President of the Detroit ASA chapter, where he remains on the board. He has consulted with government, health care organizations, and local firms. He has published articles in many academic journals and is the author of LearningStats (McGraw-Hill, 2003, 2007) and co-author of Visual Statistics (McGraw-Hill, 1997, 2001).

Lori E. Seward is a Senior Instructor of Systems in the Leeds School of Business at the University of Colorado—Boulder. She earned her Bachelor of Science and Master of Science degrees in Industrial Engineering at Virginia Tech in 1984 and 1985. After several years working as a reliability and quality engineer in the paper and automotive industries she earned her PhD from Virginia Tech in 1998. She joined the Leeds faculty in 1998. Her teaching interests include applied statistics, quality management, and supply chain management and she has taken the lead in using advanced technology tools for enhancing the classroom and learning experience in large lecture courses. She served as the Chair of the INFORMS Teachers'Workshop for the annual 2004 meeting. Her most recent article was published in The InternationalJournal of Flexible Manufacturing Systems (Kluwer Academic Publishers, 2004).

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