



Applied Statistics in Business and Economics

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Applied Statistics in Business and Economics provides real meaning to the use of statistics in the real world by using real business situations and real data while appealing students to know the why rather than just the how. Four distinct objectives have been met to follow this premise:

Objective 4: Provide More In-Depth Explanation of the Why and Let the Software Take Care of the HowThe emphasis of the 5th edition remains the same: thinking about data, choosing appropriate analytic tools, using computers effectively, and recognizing limitations of statistics.

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