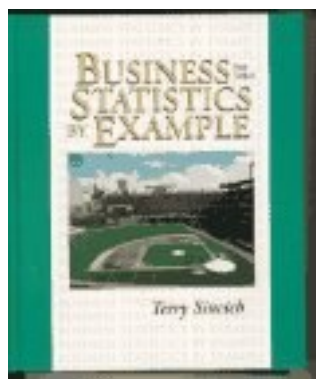


Business Statistics by Example



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Gathering and interpreting statistics to diagnose problems and evaluate results in the business environment is an important skill that is more easily learned in the context of real applications, cases, and projects. This thorough introduction to business statistics introduces every topic with real examples and data sets from today's business world, and features menu-driven, user-friendly ASP statistical software that performs all necessary statistical computations, allowing readers to concentrate on interpretations. An abundance of practice exercises focuses on both mechanics applications. Comprehensive coverage surveys the "full range" of statistical topics and provides a thorough exploration of statistical computing -- with computer printouts for SAS, MINITAB, and SPSS, integrated throughout, and optional computer applications for each chapter -- with SAS, MINITAB, and SPSS commands. Real data sets include appraisals and sale prices for residential property sales; "Business Week"'s executive compensation scoreboard, 1994; characteristics of HMO physicians in a managed-care system; Federal Trade Commission rankings of 372 cigarette brands. In addition to the new accompanying software, the "Fifth Edition" provides updated case studies, examples, and exercises based on studies reported in recent magazine, journal and news articles. For business personnel who want a comprehensive, applied introduction to business statistics.

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