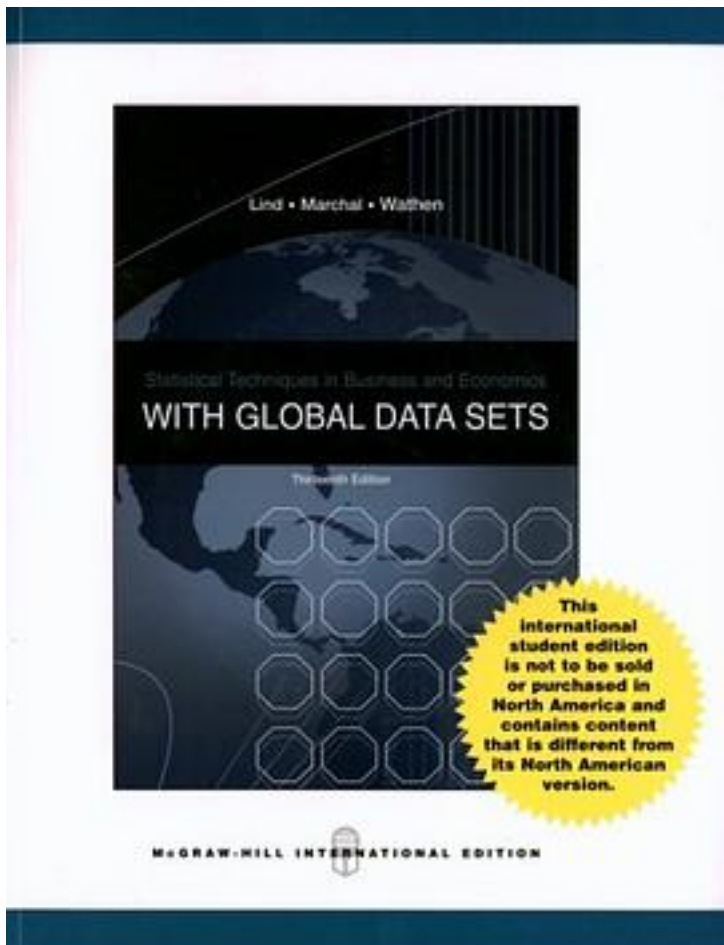


Statistical Techniques in Business and Economics



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The new edition of Lind's "Statistical Techniques in Business and Economics" is a perennial market best seller due to its comprehensive coverage of statistical concepts and methods delivered in a student-friendly, step-by-step format. The text is

non-threatening and presents concepts clearly and succinctly with a conversational writing style. All statistical concepts are illustrated with solved applied examples immediately upon introduction. Self reviews and exercises for each section, and review sections for groups of chapters also support the student learning steps. Modern computing applications (Excel, Minitab, and MegaStat) are introduced, but the text maintains a focus on presenting statistics concepts as applied in business as opposed to technology or programming methods. The thirteenth edition continues as a students' text with increased emphasis on interpretation of data and results.

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