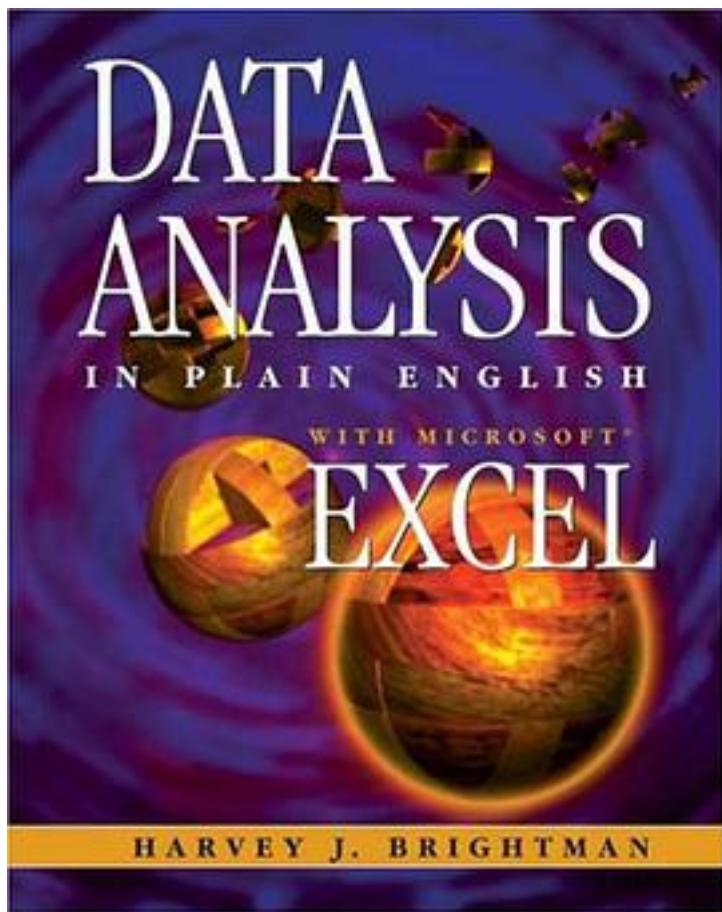


Data Analysis in Plain English with Microsoft Excel



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Harvey Brightman's accessible, easy-to-understand new book focuses on helping readers learn essential statistical concepts and data analysis. In an intuitive and non-mathematical writing style, Brightman uses actual business applications and covers practical insights in business problem solving using Microsoft Excel as the

primary computational tool. His clear, to-the-point presentation gives students a 'map' for learning what data analysis techniques to use and when to use them. Brightman presents descriptive and inferential methods in sequential chapters, and introduces probability only as needed and then only on a very limited basis.

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