

Basic Statistics



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This introductory statistics textbook for non-statisticians covers basic principles, concepts, and methods routinely used in applied research. What sets this text apart is the incorporation of the many advances and insights from the last half century when explaining basic principles. These advances provide a foundation for vastly improving our ability to detect and describe differences among groups and associations among variables and provide a deeper and more accurate sense of when basic methods perform well and when they fail. Assuming no prior training, Wilcox introduces students to basic principles and concepts in a simple manner that makes these advances and insights, as well as standard ideas and methods, easy to understand and appreciate.

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