



Statistics for Management and Economics: Abbreviated

Gerald Keller, Brian Warrack

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This value-priced, abbreviated edition of Keller and Warrack's Statistics for Management and Economics offers students all the features that have made the original book a best-seller. The authors systematically teach students what statisticians do--solve problems--focusing on the relationship between the type of problem, the type of data involved, the appropriate technique, and interpreting results. The book includes Data Analysis Plus statistical add-ins for Excel that greatly expands Excel's capability to be used throughout the course. Realistic applications and the use of statistical software and spreadsheets motivate and show students how statistics is relevant to their future careers. Each in-text example utilizes the authors' effective problem-solving approach: 1) identify the appropriate techniques; 2) solve the problem (by hand, with Minitab, with Excel); and 3) interpret results (What does the solution mean in the context of the problem?).

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