



Statistical Thinking for Managers (Business Statistical)

David Hildebrand, R. Lyman Ott

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Focusing on the analysis of data using modern statistical and spreadsheet software, Hildebrand and Ott emphasize making sense of data and discuss not only how a statistical method is applied, but why and why not. Throughout the book, the authors integrate computer use into the development of statistical concepts, emphasizing the value of looking at data to make sure the right questions are being asked. The real-life applications and examples throughout challenge students to think like managers. The case that concludes every chapter asks students to deal with a relatively unstructured situation and to explain the statistical reasoning in nontechnical language. Modern statistical methods, including resampling and bootstrapping are included. In addition, the authors emphasize quality control and improvement throughout the book and include three full chapters on regression and correlation methods.

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