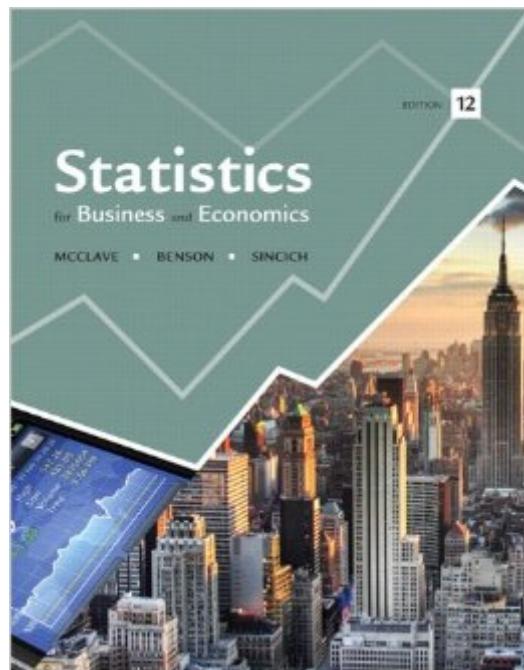


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# Statistics For Business And Economics (12th Edition)



## **Synopsis**

Statistics for Business and Economics, Twelfth Edition, meets today's business students with a balance of clarity and rigor, and applications incorporated from a diverse range of industries. This classic text covers a wide variety of data collection and analysis techniques with these goals in mind: developing statistical thinking, learning to assess the credibility and value of inferences made from data, and making informed business decisions. The Twelfth Edition has been updated with real, current data in many of the exercises, examples, and applications. Exercises draw on actual business situations and recent economic events so that students can test their knowledge throughout the course. Statistics in Action case studies open each chapter with a recent, controversial, or high-profile business issue, motivating students to critically evaluate the findings and think through the statistical issues involved. A continued emphasis on ethics highlights the importance of ethical behavior in collecting, interpreting, and reporting on data.

## **Book Information**

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## **Customer Reviews**

This is a very readable and useable text for undergraduates, business students, and general readers who want to learn or brush-up on basic statistics. There is a tremendous amount of information in its 1200 pages, but it is well laid out, amply illustrated, with lots of practical work. The answers to the odd numbered questions are provided in the back to aid self-study. There are several appendices that provide important tables and the methods for calculating important statistical formulas. The index is also quite helpful. I think the book has a good balance of the technical with the practical. It is easy on the eyes and though statistics necessitates the use of a

significant amount of math, it is well explained and never overwhelms the reader.

I haven't had math in years and my math foundation was not that great in the first place. Pursuing my MBA required me to take and understand statistics. This textbook conveys concepts in a clearly understandable manner that helped me grasp the basic workings of mathematical processes. I am happy to say that it was instrumental in helping me to pass the class. That is saying a lot because I am someone who is more of a verbal person and feel that it requires a command of verbal skills to accurately convey mathematical skills to the lay person.

You do not get every chapter. Apparently chapters 13, 14, and 15 are on a CD but not a part of the Kindle version. Kindle being a digital download does not provide access to these chapters. Am a bit miffed for the 150 dollar price I paid for the Kindle version but did not get the full book. Very shortsighted whether Kindle or the publishers, I do not know. Very frustrating!

If you are looking to buy the Kindle edition of this book it does not come with the MyStatLab access code, it is misleading in the description as it says that it MAY NOT be but it DOES NOT come with this. Even though following that, it shows the package to contain Statistics 12th Edition and the access card. It is not a bundle, it is just the book.

The textbook is self I felt explained the topics clearly and used language that made it easy to follow. Most of the examples were good and explained the topics well. This edition includes the MyStatLab which my class required, and also why this book costs so much more than it should. The MyStatLab does provide many practice problems that you can work out, additionally my professor created the homework problems through MyStatLab. The issue I have with MyStatLab is that you must input your answer exactly as it wants it. Generally it will say round to 2 or 3 decimal places but you need to make sure to hold on to many more than that through the many steps of problems. Other problems do not specify the number of decimal places and you have to hope that you are correct. The other helpful portion of the book I enjoyed was the explanation of how to do different topics in various statistics programs. If you ever actually have to work with statistics you will most likely be using one of the programs included and it is nice to have that included. One thing that should be noted however is do not bother trying to trade in this book under the same ISBN number you purchase here. Since this is a package product the book shows the ISBN of the book alone, so when you trade in the book under the ISBN you purchased it as you get rejected as the incorrect book. really

should not allow you to try to trade in the book as the package and direct you instead to the book on its own. And if you complain that you traded in the correct book they only direct you back to your trade in account and the merchant said it is the incorrect book, even though it isn't.

I found this book hard to use as a lot of the information on how to do the homework problems were located later on in the chapters of the book. The copy that I purchased was a rental and had a lot of markings in it as well as curse words.

I used the 7th Edition in a graduate course in statistics and was frustrated both by the text's poor organization and its failure to present key statistical concepts clearly. I had to resort frequently to other sources to clarify topics that were poorly presented in the Prentice Hall text, and tended to find much simpler explanations outside of the text. The problem sets are particularly troublesome, as many of them do not appear to relate to the section in which they are contained and insufficient explanations are offered in the answer key. I recommend you look elsewhere.

I did not have much statistics background while in undergrad or through my job experiences and found this book to be quite easy to understand. The problems at the end of the chapters were quite useful in that they seemed applicable to the real world. I thought the most useful section was on regression so if you are interested in learning about that topic, this textbook is quite useful.

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