STATISTICS FOR BUSINESS AND ECONOMICS

A classic text for accuracy and statistical precision. *Statistics for Business and Economics* enables readers to conduct serious analysis of applied problems rather than running simple "canned" applications. This text is also at a mathematically higher level than most business statistics texts Provides readers with the knowledge they need to become stronger analysts for managerial positions. These include the following:

1. Increased number of real world examples derivedfrom current businesses and current events
2. Expanded discussion of variance, shape of a distribution, and the interquartile range
3. Improved readability based on real and relevant business concerns
4. Revised and improved discussion of probability, including further emphasis on conditional probability and bayes theorem, which are importhant for management decision making
5. Expanded portfolio analysis using new monthly stock price and stock return data for the post 2,000 time period
6. Portfolio methodology extending beyond two securities, which indicated the complexity and procedures for developing portfolio means and variances
7. Very strong and in depth development of linear regression
8. Extended discussion of multicollinearity with guidelines for adjustment
9. Estimation of financial beta coefficients and their interpretation
10. Application of dummy variable models to public sector policy analysis
11. Improved discussion of finite population sampling and confidence intervals
12. Increased applications in finance, accounting, and marketing
13. Expanded discussion of categorical data analysis with marketing applications