

Basic Statistics for Business and Economics (Irwin Statistics)

By Douglas Lind, William Marchal, Samuel Wathen



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The 8th edition of Lind/Marchal/Wathen: Basic Statistics for Business and Economics, is a step-by-step approach that enhances student performance, accelerates preparedness and improves motivation for the student taking a business statistics course. The main objective of the text is to provide students majoring in all fields of business administration with an introductory survey of the many applications of descriptive and inferential statistics. The relevant approach taken in this text relates to the college students today as they will receive the information that is important to them in this class as well as their future careers. Understanding the concepts, seeing and doing plenty of examples and exercises, and comprehending the application of statistical methods in business and economics are the focus of this book.

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Editorial Review

About the Author

Professor of Information Systems and Operations Management at The University of Toledo College of Business Administration. He received his B.S. degree in Mathematics from The University of Dayton, an M.A. in Mathematics from The Catholic University of America, and his D. Sc. in Operations Research from The George Washington University. Dr. Marchal has held visiting appointments at The University of Michigan and George Mason University. He has also worked at the Executive Office of the District of Columbia government, the George Washington University Institute for Management Science, and the U.S. Army Chemical Research & Development Center.

Adjunct professor at Coastal Carolina University. He earned his Ph.D. and an MBA from The University of Toledo and a Bachelor of Science in Business from Bowling Green State University. Dr. Lind is the coauthor with the late Robert D. Mason and William G. Marchal of Statistical Techniques in Business and Economics and Basic Statistics for Business and Economics published by Irwin/McGraw-Hill and Statistics: An Introduction published by Duxbury. In addition he has written Study Guides to be used with these texts.

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