

Statistics for Management and Economics (with CD-ROM and InfoTrac) (Available Titles CengageNOW)

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This worldwide best-selling business statistics text teaches students how to apply statistics to real business problems through the author's unique three-step approach to problem solving. Students learn to IDENTIFY the right technique by focusing on the problem objective and data type. They then learn to COMPUTE the statistics either by hand, using Excel, or using MINITAB. Finally, they INTERPRET the results in the context of the problem. Keller's approach enhances student comprehension as well as practical skills. The book offers maximum flexibility to instructors wishing to teach concepts by hand or with the computer, or by using both hand and computer methods.

Dr. Gerald Keller is Emeritus Professor of Business at Wilfrid Laurier University, where he taught statistics, management science, and operations management from 1974 to 2011. He also taught at the University of Toronto, the University of Miami, McMaster University, the University of Windsor, and the Beijing Institute of Science and Technology. In addition to consulting with banks on credit scoring and credit card fraud, Dr. Keller has conducted market surveys for the Canadian government on energy conservation. His books include BSTAT, 2e, APPLIED STATISTICS WITH MICROSOFT EXCEL, ESSENTIALS OF BUSINESS STATISTICS (co-authored), AUSTRALIAN BUSINESS STATISTICS (co-authored), and STATISTICS LABORATORY MANUAL EXPERIMENTS USING MINITAB. Dr. Keller also has been published in OMEGA, IIE TRANSACTIONS, DECISION SCIENCES, INFOR, ECONOMICS LETTERS, and ARCHIVES OF SURGERY.

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