

# 2007-2008 *NEW* Business Statistics Titles

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## *2007 New Titles*

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- **BOWERMAN**  
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- **DOANE**  
**Applied Statistics in Business and Economics  
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- **WILSON**  
**Business Forecasting, 5e** .....75  
ISBN-13: 978-0-07-320398-0 / MHID: 0-07-320398-X

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## *2008 New Titles*

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- **BOWERMAN**  
**Essentials of Business Statistics, 2e** ..... 70  
ISBN-13: 978-0-07-297748-6 / MHID: 0-07-297748-5
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ISBN-13: 978-0-07-327296-2 / MHID: 0-07-327296-5

## Business Statistics - Textbook



### ESSENTIALS OF BUSINESS STATISTICS

#### 2nd Edition

By Bruce Bowerman and Richard O'Connell of Miami University of Oh-Oxford, Burdeane Orris, Butler University

2008 (December 2006) / 640 pages

ISBN-13: 978-0-07-297748-6 / MHID: 0-07-297748-5

The new edition of Essentials of Business Statistics delivers clear and understandable explanations of core business statistics concepts, making it ideal for a one term course in business statistics. Containing continuing case studies that emphasize the theme of business improvement, the text offers real applications of statistics that are relevant to today's business students. The authors motivate students by showing persuasively how the use of statistical techniques in support of business decision-making helps to improve business processes. A variety of computer centered examples and exercises, and a robust, technology-based ancillary package are designed to help students master this subject.

#### NEW TO THIS EDITION

- Business Improvement – 'Business Improvement' theme, connecting statistical analysis and business decision making, is highlighted and called out with BI icons in the book.
- The Z vs T Decision—The Z versus T decision is governed by sigma known-unknown rather than by sample size. This is a reasonably significant change reflecting a new and widely accepted direction in this course area
- Hypothesis Testing – Hypothesis testing is approached using a new stepped method, which makes the material easier to learn. This new method received outstanding reviews.

#### CONTENTS

1. An Introduction to Business Statistics 2. Descriptive Statistics 3. Probability 4. Discrete Random Variables 5. Continuous Random Variables Distribution 6. Sampling Distributions 7. Confidence Intervals 8. Hypothesis Testing 9. Statistical Inferences Based on Two Samples 10. Experimental Design and Analysis of Variance 11. Chi Square Tests 12. Simple Linear Regression Analysis 13. Multiple Regression and Model-Building 14. Process Improvement Using Control Charts (On CD ROM) Appendix A. Statistical Tables Appendix B. Covariance and Correlation Appendix C (1) Counting Rules Appendix C (2) The Hypergeometric Appendix D The Normal Probability Plot Appendix E Two-Way Analysis of Variance (On CD-ROM)



### STATISTICAL TECHNIQUES IN BUSINESS AND ECONOMICS

#### 13th Edition

By Douglas Lind, Coasta Carolina University, William Marchal, University of Toledo and Samuel Wathen, Coastal Carolina University

2008 (October 2006)

ISBN-13: 978-0-07-327296-2 / MHID: 0-07-327296-5

ISBN-13: 978-0-07-128575-9 / MHID: 0-07-128575-X

[IE with Student CD]

Website: <http://www.mhhe.com/lind13e>

The new edition of Lind's Statistical Techniques in Business and Economics is a perennial market best seller due to its comprehensive coverage of statistical concepts and methods delivered in a student-friendly, step-by-step format. The text is non-threatening and presents concepts clearly and succinctly with a conversational writing style. All statistical concepts are illustrated with solved applied examples immediately upon introduction. Self reviews and exercises for each section, and review sections for groups of chapters also support the student learning steps. Modern computing applications (Excel, Minitab, and MegaStat) are introduced, but the text maintains a focus on presenting statistics concepts as applied in business as opposed to technology or programming methods. The thirteenth edition continues as a students' text with increased emphasis on interpretation of data and results.

#### NEW TO THIS EDITION

- Z Versus T: The division between the z and t distributions is based sigma known or unknown rather than on sample sizes
- Multiple Regression: Treatment now includes an investigation of the theory behind the linear model along with tests for the violation of each assumption.
- Robust Technology Package: Lind 13e features additional detail in the software sections, is available with Homework Manager/Homework Manager Plus, and is available as a Zinio eBook. Excel, MegaStat, and Minitab are integrated throughout the text, in enough detail to support students. The comprehensive, user-friendly Student CD includes MegaStat, Visual Statistics, ScreenCam tutorials and additional study resources.

#### CONTENTS

1 What Is Statistics? 2 Describing Data: Frequency Tables, Frequency Distributions, and Graphic Presentation 3 Describing Data: Numerical Measures 4 Describing Data: Displaying and Exploring Data 5 A Survey of Probability Concepts 6 Discrete Probability Distributions 7 Continuous Probability Distributions 8 Sampling Methods and the Central Limit Theorem 9 Estimation and Confidence Intervals 10 One-Sample Tests of Hypothesis 11 Two-Sample Tests of Hypothesis 12 Analysis of Variance 13 Linear Regression and Correlation 14 Multiple Regressions and Correlation Analysis 15 Index Numbers 16 Time Series and Forecasting 17 Nonparametric Methods: Chi-Square Applications 18 Nonparametric Methods: Analysis of Ranked Data 19 Statistical Process Control and Quality Management 20 An Introduction to Decision Theory : MegaStat for Excel / Visual Statistics 2.0 / Appendixes / Photo Credits / Index

International Edition



## BUSINESS STATISTICS IN PRACTICE

### 4th Edition

By Bruce L Bowerman and Richard T O'Connell of Miami University—Oxford

2007 (December 2005) / 912 pages

ISBN-13: 978-0-07-297747-9 / MHID: 0-07-297747-7

ISBN-13: 978-0-07-325291-9 / MHID: 0-07-325291-3 (with CD)

ISBN-13: 978-0-07-110837-9 / MHID: 0-07-110837-8 [IE with Student CD]

Website: <http://www.mhhe.com/bowerman4e>

The new edition of Business Statistics in Practice delivers clear and understandable explanations of business statistics concepts through the use of continuing case studies and an emphasis on business improvement. The cases and examples show real applications of statistics relevant to today's business students. The authors motivate students by showing persuasively how the use of statistical techniques in support of business decision-making helps to improve business processes. A variety of computer centered examples and exercises, and a robust, technology-based ancillary package are designed to help students master this subject. Acknowledging the importance of spreadsheets and statistical software in their statistical instruction, the authors continue to integrate Excel and Minitab output throughout the text. In addition, a new enhanced version of MegaStat, an Excel add-in program designed to optimize Excel for statistical application, is available free on the Student CD. For students and instructors who want to explore statistical concepts from a graphical perspective, Visual Statistics is again available on the Student CD. New Business Improvement icons are integrated throughout the text to illustrate the 'BI' theme.

### NEW TO THIS EDITION

- Several new continuing case examples, with new data sets, have been added to the Fourth Edition. Where an example of a statistical technique is applied to reach a business solution, such instances are highlighted by an icon.
- Certain chapters and sections have been abbreviated and generally tightened up, delivering a more concise, digestible presentation to students.
- A greater number of basic exercises have been added, at the request of reviewers and users.
- Output and instruction for SPSS has been selectively incorporated into the Fourth Edition, alongside Excel, Minitab, and Megastat.
- Techniques in Hypothesis Testing have been re-cast in "steps" for greater student accessibility.
- Chapters on Simple and Multiple Regression have been revised for a clearer and more concise presentation.

### FEATURES

- Latest version of Megastat Excel-add-in package: The coverage and capabilities of the Megastat add-in package, included on the CD ROM that accompanies the book, have been greatly expanded to enhance calculation capabilities. Among the topics now handled by Megastat are: (for descriptive statistics): stem-and-leaf; dot plot; auto histograms; (for hypothesis testing) empirical idea for tolerance intervals, group comparison for unequal variance; comparison of means with unequal variances; test of equal variances; (for ANOVA): Factorial ANOVA; simultaneous inference; one-way design for ANOVA; (for Regression) residual plots; normal plots; outlying influence and observation diagnostics; variance inflation factors; model-building; all possible regressions; step-wise selection; (for NonParametrics) sign test; (for Time Series) decomposition method.

- Thorough integration of Megastat: The Megastat Excel add-in package, available on the CD of the previous edition of the book, has now been thoroughly integrated into the text. As the authors do with Excel and Minitab, instruction in the use of Megastat, complete with step-by-step screen captures, is offered at the conclusion of most every chapter of the book providing students with clearer direction.
- Internet tutorials and exercises highlight real work applications and give students practice in gathering and using real data.
- Consistent theme of business improvement through statistical analysis. Since this is the ultimate goal for statistical analysis in business (to improve business processes), this is B & O's motto in the book. This theme is the foundations for the many case studies and examples found in the text.
- Unique use of case studies that integrates different statistical areas. Many of BOH's unique case studies span not only within chapters, but also groups of chapters. This leads to additional student relevance, as they become familiar with the real decisions businesses face.
- A real emphasis on the importance of variation. This starts in Chapter 1 and continues throughout the book. The practical, continuing case studies that permeate the book are consistently used to highlight this reality.
- Utilization of a flexible topic flow that facilitates different topic choices and encourages different teaching approaches.
- Modern use of the latest versions of Minitab, Excel.

### CONTENTS

1. An Introduction to Business Statistics
2. Descriptive Statistics
3. Probability
4. Discrete Random Variables
5. Continuous Random Variables
6. Sampling Distributions
7. Confidence Intervals
8. Hypothesis Testing
9. Statistical Inferences Based on Two Samples
10. Experimental Design and Analysis of Variance
11. Simple Linear Regression Analysis
12. Multiple Regression and Model Building
13. Time Series Forecasting
14. Process Improvement Using Control Charts
15. Nonparametric Methods
16. Chi-Square Tests
17. Decision Theory / Appendix A: Statistical Tables Appendix B: Covariance Between Two Variables Appendix C: ● Part I: Counting Rules ● Part II Hypergeometric Distribution Appendix D: Normal Plots ● On CDROM: Appendix E: ● Part I: Properties of the Mean and the Variance of a Random Variable, and the Covariance Between Two Random Variables ● Part II: Derivations of the Mean and the Variance of the Sample Mean and of the Mean and the Variance of the Sample Proportion Appendix F: ● Part I: Stratified Sampling ● Part II: Cluster Sampling and Ratios Estimation

### COMPLIMENTARY COPIES

Complimentary desk copies are available for course adoption only. Kindly contact your local McGraw-Hill Representative or fax the Examination Copy Request Form available on the back pages of this catalog.

Visit McGraw-Hill Education  
Website: [www.mheducation.com](http://www.mheducation.com)

## APPLIED STATISTICS IN BUSINESS AND ECONOMICS WITH ST CD-ROM

By David P Doane, Oakland University and Lori E Seward, Leeds College of Business

2007 (January 2006)

ISBN-13: 978-0-07-321575-4 / MHID: 0-07-321575-9

ISBN-13: 978-0-07-110814-6 / MHID: 0-07-110814-9

[IE with Student CD]

ISBN-13: 978-0-07-321498-0 / MHID: 0-07-321498-1

[Instructor's Edition with CD-ROM]

Website: <http://www.mhhe.com/doane1e>

This new text offers an Excel focused approach to using statistics in business. All statistical concepts are illustrated with applied examples immediately upon introduction. Modern computing tools and applications are introduced, and the text maintains a strong focus on presenting statistical concepts as applied in business—as opposed to providing programming methods used to find a mathematical solution. Interpretation is heavily emphasized, enabling students to take full advantage of Excel to develop and drive problem-solving skills.

### FEATURES

- Applied Statistics in Business and Economics covers all the basic topics in the standard Business Statistics course, both undergraduate and MBA, using real and realistic data sets and modern technology.
- Visual Statistics, Learning Stats, and MegaStat are integrated within the text and included in the package.
- Examples, case studies, and problems are almost completely from published research or real applications. Two key example data sets are a health care management data and a midwest bank collection on Automated teller machines.
- Exercises are placed at the ends of chapters-keeping the chapter text 'clean and concise'.
- There are plenty of examples within the chapters, and virtually all of those are available in a technology form on CD. The exercises do often include 'encouragement' of experimentation and alternative analysis.
- Though approx 800 pages in length- the text is concise in it's treatment. Much of the length is due to the heavy use of graphics and illustrative material.
- The text is also decidedly non-mathematical- in both 'look and feel' and in substance.
- All but the simplest proofs and derivations are eliminated.
- The text integrates many real world data sets, including two large sets featuring health care management and banking/financial data.
- The treatment of confidence intervals and inference emphasizes proportions because they are more important in business applications. The text also thoroughly integrates p-value interpretations of all tests.
- Hypothesis Testing chapters and all examples are presented following a consistent five step format

### CONTENTS

Chapter One: Overview of Statistics Chapter Two: Data Collection Chapter Three: Describing Data Visually Chapter Four: Descriptive Statistics Chapter Five: Probability Chapter Six: Discrete Distributions Chapter Seven: Continuous Distributions Chapter Eight: Sampling Distributions and Estimation Chapter Nine: Hypothesis Testing: One Sample Chapter Ten: Hypothesis Testing: Two Sample Tests Chapter Eleven: Analysis of Variance Chapter Twelve: Bivariate Regression Chapter Thirteen: Multiple Regression Chapter Fourteen: Time Series Analysis Chapter Fifteen: Chi-Square Tests Chapter Sixteen: Nonparametric Tests Chapter Seventeen: Quality Management

## BASIC STATISTICS USING EXCEL AND MEGASTAT

By J Burdeane Orris, Butler University

2007 (March 2006)

ISBN-13: 978-0-07-321158-9 / MHID: 0-07-321158-3

(with CD)

ISBN-13: 978-0-07-125431-1 / MHID: 0-07-125431-5

[IE with Student CD]

Website: <http://www.mhhe.com/orris1e>

This new text offers an Excel-focused approach to using statistics in business. All statistical concepts are illustrated with applied examples immediately upon introduction. Modern computing tools and applications are introduced, and the text maintains a strong focus on presenting statistical concepts as applied using Excel, enhanced by MegaStat, the Excel add-in created by the author and used as a standard for all McGraw-Hill/Irwin Business Statistics textbooks. The text enables students to take full advantage of Excel to develop and drive problem-solving skills. As a one-color paperback, it is also a competitive low-cost alternative to most of the higher-priced books in the market.

### FEATURES

- Concise but complete text with coverage appropriate for one-semester and most two-semester courses. The book is relatively short, but not "easy." It covers the "real thing" but avoids getting overly theoretical or mathematical.
- Modern in that it avoids computational calculator equations and emphasizes computer use. It is the author's belief that Excel is a wonderful learning tool as a super-calculator. The book includes the Excel add-in MegaStat, but is not a book about MegaStat. The focus is always on learning statistics—MegaStat is one tool students can use to do so.
- Learning Activities that guide learning and encourage experimentation are interspersed throughout the text. Most of the Learning Activities work through computations and concepts manually and then verify with MegaStat.
- Chapter "Modules," which contain practical material that supports the concepts introduced in the main text of the chapter, are placed at the end of chapter so that instructors can easily skip or include the material at their own discretion.
- Text references to animated, narrated Tutorials housed on the Student CD, which will help the student understand a particular tool or topic better. These include two Excel "primer" tutorials and MegaStat setup and introduction tutorials, as well as 14 tutorials on various statistical subjects.
- End-of-Chapter problems presented in a table that lists the chapter's Exercises, which are contained on a Excel spreadsheet on the Student CD. The book has approximately 150 Exercises including more than 350 individual problems.

### CONTENTS

Chapter 1 Introduction. Chapter 2 Descriptive Statistics. Chapter 3 Frequency Distributions. Chapter 4 Probability Concepts. Chapter 5 Discrete Probability Distributions. Chapter 6 Normal Distribution. Chapter 7 Sampling and Sampling Distributions. Chapter 8 Confidence Intervals. Chapter 9 Hypothesis Testing Concepts. Chapter 10 Hypothesis Testing Applications. Chapter 11 Analysis of Variance. Chapter 12 Linear Regression Analysis. Chapter 13 Multiple Regression. Chapter 14 Chi-Square Applications. Chapter 15 Time-Series Analysis. Chapter 16 Summary and Integration. Appendix A: Excel Statistical Functions. Appendix B: Hypothesis Test Summaries. Appendix C: Glossary and Key Equations. Appendix D: Tables. Appendix E: Tutorial List

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## International Edition

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### COMPLETE BUSINESS STATISTICS

#### 6th Edition

By Amir Aczel, Bentley College and Jayavel Sounderpandian

2006 / 800 pages

ISBN-13: 978-0-07-286882-1 / MHID: 0-07-286882-1

ISBN-13: 978-0-07-312698-2 / MHID: 0-07-312698-5

(with Student CD)

ISBN-13: 978-0-07-124416-9 / MHID: 0-07-124416-6

[IE with Student CD]

Website: <http://www.mhhe.com/aczel6e>

Statistical integrity with a complete Excel solution, this new edition of Complete Business Statistics offers revised sections on regression analysis and updated cases highlighting companies across the globe.

#### CONTENTS

Working with Templates / 1. Introduction and Descriptive Statistics 2. Probability 3 Random Variables 4. The Normal Distribution 5. Sampling and Sampling Distributions 6. Confidence Intervals 7. Hypothesis Testing 8. The Comparison of Two Populations 9 Analysis of Variance 10. Simple Linear Regression and Correlation 11. Multiple Regression and Correlation 12. Time Series, Forecasting, and Index Numbers 13. Quality Control and Improvement 14. Nonparametric Methods and Chi-Square Test 15. Bayesian Statistics and Decision Analysis /Appendices A: References B: Answers to Most Odd-Numbered Problems C: Statistical Tables / On the CD 16. Sampling Methods / 17. Multivariate Analysis

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## International Edition

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### BASIC STATISTICS FOR BUSINESS AND ECONOMICS

#### 5th Edition

By Douglas Lind, Coastal Carolina University, William G Marchal of University of Toledo and Robert D Mason, Coastal Carolina University

2006 / 576 pages

ISBN-13: 978-0-07-312165-9 / MHID: 0-07-312165-7

(with Student CD-ROM)

ISBN-13: 978-0-07-124461-9 / MHID: 0-07-124461-1

[IE with Student CD]

Website: <http://www.mhhe.com/lindbasics5e>

Lind/Marchal/Wathen: Basic Statistics for Business and Economics 5e is a derivative of the best-selling STATISTICAL TECHNIQUES IN BUSINESS AND ECONOMICS, 12/e offering the essential topics of statistical tools and methods delivered in a student friendly, step-by-step format. The text presents concepts clearly and succinctly with a conversational writing style. All statistical concepts are illustrated with solved applied examples immediately upon introduction. Modern computing tools and applications are introduced, though the text maintains a focus on presenting statistics content as opposed to technology or programming methods, and the fifth edition continues as a 'students' text with increased emphasis on interpretation of data and results.

#### CONTENTS

Brief Contents 1 What Is Statistics? 2 Describing Data: Frequency Distributions and Graphic Presentation 3 Describing Data: Numerical Measures 4 Describing Data: Displaying and Exploring Data 5 A Survey of Probability Concepts 6 Discrete Probability Distributions 7 Continuous Probability Distributions 8 Sampling Methods and the Central Limit Theorem 9 Estimation and Confidence Intervals 10 One-Sample Tests of Hypothesis 11 Two-Sample Tests of Hypothesis 12 Analysis of Variance 13 Linear Regression and Correlation 14 Multiple Regression and

Correlation Analysis 15 Chi-Square Applications Appendixes Answers to Odd-Numbered Chapter Exercises

### BUSINESS STATISTICS

#### 2nd Edition

By G C Beri, Professor of University of Baroda

2005 (July 2005) / 692 pages

ISBN-13: 978-0-07-059946-8 / MHID: 0-07-059946-7

Tata McGraw-Hill Title

The author has given lucid exposition of the statistical methods with illustrations. There are few books even today which cover the subject in such a detailed vigorous manner. The design of the book, viz., the easy-to-follow presentation, chapter prerequisites, chapter objectives, glossary, list of formulae will be very much useful to the management students and also make the book reader friendly.

#### CONTENTS

1. Introduction 2. Classification of Data 3. Graphic Presentation of Data 4. Diagrammatic Presentation of Data 5. Measures of Central Tendency 6. Measures of Dispersion 7. Skewness, Moments and Kurtosis 8. Probability 9. Probability Distributions 10. Sampling and Sampling Distributions 11. Estimation 12. Testing Hypotheses 13. Chi-Square Distribution 14. Analysis of Variance 15. Regression Analysis 16. Correlation 17. Multiple Regression and Correlation Analysis 18. Time Series Analysis and Forecasting 19. Non-Parametric Tests 20. Index Numbers 21. Decision Theory 22. Quality Control

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## International Edition

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### PRACTICAL BUSINESS STATISTICS

#### 5th Edition

By Andrew F Siegel, University of Washington

2003 / 180 pages

ISBN-13: 978-0-07-282125-3 / MHID: 0-07-282125-6

(with Student CD-ROM)

ISBN-13: 978-0-07-121338-7 / MHID: 0-07-121338-4

[IE with CD-ROM]

Website: <http://www.mhhe.com/siegel5e>

#### CONTENTS

**Part 1: Introduction: Defining the Role of Statistics in Business** 1. Introduction: Defining the Role of Statistics in Business 2. Data Structures: Classifying the Various Types of Data Sets 3. Histograms: Looking at the Distribution of Data 4. Landmark Summaries: Interpreting Typical Values and Percentiles 5. Variability: Dealing with Diversity **Part 2: Probability** 6. Probability: Understanding Random Situations 7. Random Variables: Working with Uncertain Numbers **Part 3: Statistical Inference** 8. Random Sampling 9. Confidence Intervals: Admitting that estimates are not exact 10. Hypothesis Testing: Deciding between reality and confidence **Part 4: Regression and Time Series** 11. Correlation and Regression: Measuring and predicting relationships 12. Multiple Regression: Predicting one factor from several others 13. Report Writing: Communicating the results of a multiple regression 14. Time Series: Understanding Changes over time **Part 5: Methods and Applications** 15. Anova: Testing for Differences among many samples, and much more. 16. Nonparametrics: Testing with Ordinal Data or Nonnormal Distributions 17. Chi-Squared Analysis: Testing for Patterns in Qualitative Data 18. Quality Control: Recognizing and Managing Variation / Appendix A: Employee Database Appendix B: Donations Database Appendix C: Self-Test: Solutions to selected problem and database exercises Appendix D: Statistical Tables Appendix E: Statpad Quick Reference Guide

*International Edition*

## STATISTICS

### A First Course, 6th Edition

By Donald Sanders, Education Consultant and Robert Smidt, California Polytechnic State University - San Luis Obispo

2000 / 704 pages

ISBN-13: 978-0-07-233217-9 / MHID: 0-07-233217-4

(with CD-ROM)

ISBN-13: 978-0-07-116984-4 / MHID: 0-07-116984-9

[IE with CD-ROM]

### CONTENTS

Chapter 1: Let's Get Started Chapter 2: Thinking Critically about Data: Liars, Liars, and a Few Statisticians Chapter 3: Descriptive Statistics Chapter 4: Probability Concepts Chapter 5: Probability Distributions Chapter 6: Sampling Concepts Chapter 7: Estimating Parameters Chapter 8: Testing Hypotheses: One Sample Procedures Chapter 9: Inference: Two-Sample Procedures Chapter 10: Analysis of Variance Chapter 11: Chi-Square Tests: Goodness-of-Fit and Contingency Table Methods Chapter 12: Linear Regression and Correlation Chapter 13: Non parametric Statistical Methods Appendices 1: Selected Values of the Binomial Probability Distribution 2: Areas under the Standard Normal Probability Distribution 3: A Brief Table of Random Numbers Distribution 4: Areas for t Distributions Distribution 5: Distribution Tables Distribution 6: Chi-Square Distribution Distribution 7: Critical Values of  $\alpha = .05$  and  $\alpha = .01$  in the Wilcoxon Signed Rank Test Distribution 8: Distribution of U in the Mann-Whitney Test Distribution 9: Critical Values for r in the Runs Test for Randomness Distribution 10: Selected Values of the Poisson Probability Distribution Distribution 11: Entering and Editing Data in Minitab Distribution 12: Answers to Odd-Numbered Exercises

## Business Statistics Supplements



### BASIC STATISTICS USING EXCEL FOR USE WITH STATISTICAL TECHNIQUES IN BUSINESS AND ECONOMICS

#### 13th Edition

By Douglas Lind, Coasta Carolina University, William Marchal, University of Toledo and Robert Mason

2008 (October 2006)

ISBN-13: 978-0-07-303026-5 / MHID: 0-07-303026-0

(Details unavailable at press time)

## SCHAUM'S OUTLINE OF BEGINNING STATISTICS

### 2nd Edition

By Larry J. Stephens, University of Nebraska, Omaha

2006 / 416 pages

ISBN-13: 978-0-07-145932-7 / MHID: 0-07-145932-4

*A Schaum Professional Reference Title*

This study tool is ideal if you wish to master the basics for an introductory course or solo study. This new edition includes output from Excel, SAS, SPSS, STATISTIX, and MINITAB, all of which are now in general use for college courses on statistics at this level. It will also include up-to-date statistical examples taken from the latest media sources.

*International Edition*

## SCHAUM'S OUTLINE OF BUSINESS STATISTICS

### 4th Edition

By Leonard J. Kazmier, Arizona State University

2004 / 432 pages

ISBN-13: 978-0-07-141080-9 / MHID: 0-07-141080-5

ISBN-13: 978-0-07-123679-9 / MHID: 0-07-123679-1 [IE]

*A Schaum Professional Reference Title*

Conforming to the current business statistics curriculum, this fourth edition of Schaums Outline of Business Statistics reflects recent changes in the course as well as in general practice, including new sections in each chapter on the application of Excel—the most used program in offices throughout the world—making this the first book to address this change in the curriculum. The fourth edition continues to provide a direct and effective tool for learning the fundamentals of business statistics without the technical verbiage.

## SCHAUM'S EASY OUTLINE OF BUSINESS STATISTICS

By Leonard J. Kazmier, Arizona State University

2003 / 160 pages

ISBN-13: 978-0-07-139876-3 / MHID: 0-07-139876-7

*A Schaum Professional Reference Title*

### CONTENTS

Chapter 1: Analyzing Business Data / Chapter 2: Statistical Presentations and Graphical Analysis / Chapter 3: Describing Business Data: Measures of Location / Chapter 4: Describing Business Data: Measures of Variability / Chapter 5: Probability / Chapter 6: Probability / Distributions for Discrete Random Variables / Chapter 7: Probability Distributions for Continuous Random Variables / Chapter 8: Sampling Distributions and Confidence Intervals for the Mean / Chapter 9: Other Confidence Intervals / Chapter 10: Testing Hypotheses Concerning the Value of the Population Mean / Chapter 11: Testing Other Hypotheses / Chapter 12: The Chi-Square Test / Chapter 13: Analysis of Variance / Chapter 14: Linear Regression and Correlation Analysis / Chapter 15: Multiple Regression and Correlation / Chapter 16: Time Series Analysis and Business Forecasting / Chapter 17: Index Numbers for Business and Economic Data / Chapter 18: Decision Analysis: Payoff Tables And Decision Trees / Chapter 19: Decision Analysis: The Use of the Sample Information / Chapter 20: Statistical Process Control / Chapter 21: Nonparametric Statistics / Appendices

## SCHAUM'S OUTLINE OF STATISTICS AND ECONOMETRICS

### 2nd Edition

By Dominick Salvatore and Derrick Reagle of Fordham University  
2002 / 256 pages

ISBN-13: 978-0-07-134852-2 / MHID: 0-07-134852-2

*A Schaum Professional Reference Title*

### CONTENTS

Introduction. / Descriptive Statistics. / Probability and Probability Distributions. / Statistics Inference: Estimation. / Statistical Inference: Testing Hypothesis. / Statistics Examination. / Simple Regression Analysis. / Multiple Regression Analysis. / Problems in Regression Analysis. / Further Techniques and Applications in Regression Analysis. / Simultaneous-Equations Methods. / Time Series Econometrics. / Statistics Examination. / Binomial Distribution. / Poisson Distribution. / Standard Normal Distribution. / Table of Random Numbers. / Student *t* Distribution. / Chi-Square Distribution. / F Distribution. / Durbin-Watson Statistics. / Critical Values of Runs in the Run Tests.

## SCHAUM'S OUTLINE OF PROBABILITY AND STATISTICS

### 2nd Edition

By Murray R. Spiegel (Deceased), John J Schiller and R Alu Srinivasan  
2000 / 408 pages

ISBN-13: 978-0-07-135004-4 / MHID: 0-07-135004-7

*A Schaum Professional Reference Title*

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## Business Forecasting

*International Edition*

**NEW**

## BUSINESS FORECASTING

### 5th Edition

By J Holton Wilson, Central Michigan University, Barry Keating,  
University of Notre Dame and John Galt Solutions Inc  
2007 (December 2005) / 416 pages

Jan 2005

ISBN-13: 978-0-07-320398-0 / MHID: 0-07-320398-X  
(with Forecast X Software and Student CD-ROM)

Oct 2005

ISBN-13: 978-0-07-297967-1 / MHID: 0-07-297967-4  
(Text only)

ISBN-13: 978-0-07-124494-7 / MHID: 0-07-124494-8

[IE – Text only]

The Fifth Edition of Business Forecasting is the most practical forecasting book on the market with the most powerful software—Forecast X. This new edition presents a broad-based survey of business forecasting methods including subjective and objective approaches. As always, the author team of Wilson and Keating deliver practical how-to forecasting techniques, while

theory and math are held to a minimum. This edition focuses on the most proven, acceptable methods used commonly in business and government such as regression, smoothing, decomposition, and Box-Jenkins. This new edition continues to integrate the most comprehensive software tool available in this market, Forecast X. With the addition of ForeCastX, this text provides the most complete and up-to-date coverage of forecasting concepts with the most technologically sophisticated software package on the market. This Excel-based tool (which received a 4 point out 5 rating from PC Magazine, Oct. 2, 2000 issue) effectively uses wizards and many tools to make forecasting easy and understandable.

### NEW TO THIS EDITION

- Point-of-Sale (POS) Data featured: With new POS data, readers will be learning about an important issue to many businesses attempting to improve their long and short term planning.
- Supply Chain Issues discussed: The coverage of forecasting as it relates to supply chain issues has been increased to cover cutting-edge companies, such as Wal-Mart, and how they are establishing strong supply chain relationships and operations.
- New and Updated Data Mining coverage: Data Mining is shown to help deliver more accurate forecasts, resulting in better operations and marketing processes and practices.
- Updated Version of Forecast X Software: Developed by John Galt Solutions, Inc. for professional applications, FORECAST X has been updated with the new edition. This software adds a level of realism to the course and students appreciate having to learn software that is actually used in the business community.

### FEATURES

- Real-World Data used: This text consists almost entirely of real-world examples, showing readers how to deal with real-life problems and difficulties in a realistic environment.
- Extended Examples used in each chapter: Two examples are used demonstrate the progression of techniques needed to solve each issue, these examples provide a realistic illustration of the concepts that are relevant to the student used in the text. One example is sales data from The Gap, while the other example uses domestic car sales data.
- Excel Data is presented: Excel is the leading calculation software used in business, and by consistently providing all the data in Excel, students recognize how easy it is to use with FORECAST X software.
- Screenshots of problems help students better conceptualize the problems: The edition includes many screenshots of actual problems; the data for each of these examples and problems is included on the accompanying CD.

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1998

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Cooper and Schindler's Business Research Methods offers students and instructors thorough coverage of business research topics backed by solid theory. The authors are successful marketing research consultants and that is evident in the rich and realistic case studies found in the text. Managerial decision making is the underlying theme, topics and applications are presented and organized in a manner that allow students to thoroughly understand business research topics and functions. Consequently, the structure of the text encourages and supports completion of an in-depth business research project during the semester.

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