



Essentials of Business Statistics

Bruce Bowerman, Richard O'Connell, Emily Murphree, J. Burdeane Orris

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The primary goal of Essentials of Business Statistics is to illustrate an accurate view of business statistics in a way that students can easily understand. This is achieved in the following ways:

- New statistical topics and tools are introduced by using continuing case studies. This approach helps to alleviate student anxiety in learning new concepts and enhances overall comprehension
- Streamlined and clarified coverage of graphical and numerical methods
- New graphically based procedures for finding confidence intervals and performing hypothesis tests
- Increased emphasis on Excel and MINITAB with improved and updated step-by-step instructions in the end of chapter material
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