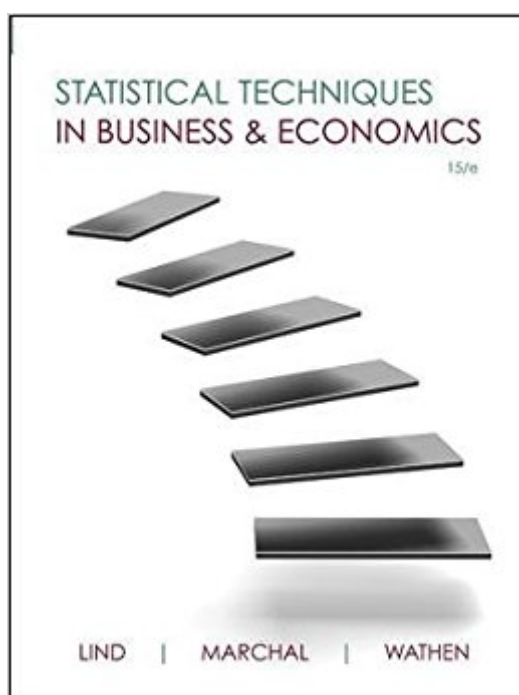


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# Statistical Techniques In Business And Economics (Mcgraw-Hill/Irwin Series Operations And Decision Sciences)



## Synopsis

Lind/Marchal/Wathen 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 presents concepts clearly and succinctly with a conversational writing style and illustrates concepts through the liberal use of business-focused examples that are relevant to the current world of a college student. Known as a "student's text," Lind's supporting pedagogy includes self reviews, cumulative exercises, and coverage of software applications including Excel, Minitab, and MegaStat for Excel. The new 15th edition puts more emphasis on the interpretation of data and results and supports Lind's student-centric, step-by-step approach with McGraw-Hill's industry leading online assessment resource Connect Business Statistics.

## Book Information

Series: McGraw-Hill/Irwin Series Operations and Decision Sciences

Hardcover: 800 pages

Publisher: McGraw-Hill/Irwin; 15 edition (January 7, 2011)

Language: English

ISBN-10: 0073401803

ISBN-13: 978-0073401805

Product Dimensions: 8.4 x 1.3 x 10.6 inches

Shipping Weight: 4 pounds

Average Customer Review: 4.0 out of 5 stars 60 customer reviews

Best Sellers Rank: #70,046 in Books (See Top 100 in Books) #49 in Books > Business & Money > Processes & Infrastructure > Operations Research #141 in Books > Business & Money > Education & Reference > Statistics #278 in Books > Science & Math > Mathematics > Applied > Statistics

## Customer Reviews

Douglas A. Lind is now an 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 co-author 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. Dr. Lind has more than 25 years of college teaching experience. This includes teaching statistics at the introductory, intermediate,

and advanced undergraduate level, as well as graduate courses in statistics and research methods. He is a past recipient of the Tony DeJute Outstanding Teacher award. This award is given annually by the College of Business to the outstanding teacher in the College. He is active in both consulting and community service in Northwest Ohio. He has consulted with such national firms as Ford Motor Company, Key Bank, National City Bank, and the former Sheller Globe. Regional consulting includes work with The Toledo Hospital, St. Vincent Mercy Medical Center, and the Toledo Community Oncology Program. He has served the community of Perrysburg, Ohio as a member of volunteer committees for the city and the school system. This includes his most avid avocation, coaching high school baseball, having served as a volunteer coach for more than 12 years. His professional memberships include The American Statistical Association, Decision Sciences, and The Textbook Author's Association.

William G. Marchal is 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. Dr. Marchal is co-author with the late Robert D. Mason and Douglas A. Lind of three textbooks: *Statistics: An Introduction*; *Statistical Techniques in Business & Economics*; and *Basic Statistics for Business & Economics*. His research on stochastic models focuses on applications to waiting line models. Dr. Marchal has made paper presentations at meetings of professional societies, referred papers for journals and served as an associate editor of *Naval Research Logistics*. Published articles appear in the journals: *Communications in Statistics*, *INFORMS*, *Journal on Computing*, *IIE Transactions*, *Interfaces*, *Operations Research*, *The Annals of Operations Research*, *AIIE Transactions* and *The Journal of Applied Probability*.

Samuel Wathen is a Professor in the E. Craig Wall Sr. College of Business Administration at Coastal Carolina University. He earned his Ph.D. in Business Administration from the University of Minnesota, a M.B.A. from Oklahoma State University, a M.S. in Forest Biometrics from Virginia Polytechnic Institute and State University, and a B.S. in Forestry from the University of Illinois. Dr. Wathen's research interests include applied statistics, teaching methods, and manufacturing and service process design. He has published articles in the *International Journal of Operations and Production Management*, *National Productivity Review*, *International Journal of Service Industry Management*, and the *Journal of Workplace Learning: Employee Counseling*

Today. Dr. Wathen has 14 years of teaching experience. This includes introductory statistics, decision analysis, operations management, materials management, and service operations management. His experience spans both graduate and undergraduate programs. He attended a Master Teaching seminar held at Georgia State University that offered concepts and techniques to improve course design, course delivery, exam construction, student involvement, and many other aspects of teaching.

the CD didn't load on my computer. It was outdated (1999) and wouldn't work on windows 7. the rest of the text was same old and the instructor was even worse. Redlands U. should have gotten rid of Fattoon (that's all folks)

This is a textbook for Business Statistics and my teacher has used it for several years, she is using a more current edition this semester. She suggested to students that this older edition would work just as adequately in the event we did not want to purchase the new edition. All the exercises are the same. Good textbook, examples walk you through concepts well, and material is well defined. Hope to not need again.

Pages of the book were in a very new like condition! The back cover had many stickers and the edges were worn out. However, the condition of the book was worth more than the price I bought it for! Very pleased with my purchase. The bookstore at my college sells this book for \$300 some on new and \$170 on used. Getting this book for under \$50 was a great deal!

I purchased this book as an international version because it was significantly cheaper than the US version. I had no issues using this book for my statistics course.

Excellent! I really liked having the Instructor's Edition since it was the same as my classmates, but it had the ANSWERS to every other (odd numbered) questions in the back. I could check on how I was doing.

Very good price for a quality book. The book in the bookstore on campus cost twice as much as it did on . Got a great deal for a quality book. Thank you !!

I am using this book for the pre-req for my MBA. It's a stats book. I'm making an A. I've read about

half of it and haven't had any huge issues with it. It's amazingly boring but it's statistics - I didn't expect to be riveted.

Exactly what I needed. In good condition

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