



Statistics for Management and Economics: Abbreviated

By Gerald Keller, Brian Warrack

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This value-priced, abbreviated edition of Keller and Warrack's Statistics for Management and Economics offers students all the features that have made the original book a best-seller. The authors systematically teach students what statisticians do--solve problems--focusing on the relationship between the type of problem, the type of data involved, the appropriate technique, and interpreting results. The book includes Data Analysis Plus statistical add-ins for Excel that greatly expands Excel's capability to be used throughout the course. Realistic applications and the use of statistical software and spreadsheets motivate and show students how statistics is relevant to their future careers. Each in-text example utilizes the authors' effective problem-solving approach: 1) identify the appropriate techniques; 2) solve the problem (by hand, with Minitab, with Excel); and 3) interpret results (What does the solution mean in the context of the problem?).

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Editorial Review

Review

"This book is a breath of fresh air in the teaching of statistics to non-statistician, and could teach us a lot about teaching statisticians!"

About the Author

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.

Dr. Brian Warrack: After teaching in the Faculty of Commerce and Business Administration at the University of Alberta, Dr. Warrack joined Wilfrid Laurier University, where he has taught courses in corporate finance, investment management, statistics, and decision analysis. He also has published several articles and cases in these areas. His current research interest lies in financial markets. Dr. Warrack also is co-author of PROXIMITY SPACES.

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