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This best-selling text teaches students how to apply statistics to real business problems through the authors' unique approach. Keller and Warrack teach students a three-step approach to problem solving: to identify the right technique by focusing on the relationship between the problem and the data; to solve the problem by hand calculation, or by using Microsoft- Excel or MINITABO; and to interpret the results. Step-by-step instructions for both Excel and MINITAB are integrated throughout the book. This approach offers maximum flexibility to instructors wishing to teach concepts primarily by hand or with the computer (Excel or MINITAB) or by using both computer and hand calculation methods."

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data type, compute the statistics and how to interpret the results meaningfully, equipping them with the practical skills they need in a world of big data, data visualization and social media.

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hypothetical databases on his website

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