



Introduction to Business Statistics

By Ronald M. Weiers

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If you've ever felt intimidated or a little overwhelmed by business statistics, or if you simply want to master the power of these critical business skills, this book is for you. Weiers' INTRODUCTION TO BUSINESS STATISTICS, 6E speaks to you - today's student - introducing the fundamentals of business statistics in a conversational language and application setting that you can easily understand. Proven learning aids woven throughout the text, outstanding illustrations, and hundreds of examples build upon familiar, real-life experiences to help you develop a solid understanding of key statistical concepts. You'll discover how to use the statistical software most often chosen for business today. Also, you'll learn how to complete hand calculations and Excel applications - and when it's best to use each. To further your understanding of today's statistics, a powerful online learning system - CengageNOW - helps you maximize your study time and efficiently complete homework with tutorials and interactive learning tools designed to focus specifically on the areas you individually need to master for business statistics success.

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Editorial Review

Review

"Weiers definitely is the best. The shorter chapter sections are the right length for our students. The author writes in clear and lucid prose, and is not "over their heads." This is the best book (out of five total) I have used in my fourteen years of teaching undergraduate statistics for business majors."

"Overall, I like the quantity and quality of the exercises. I think this is the real strength of this textbook. Good coverage of basic statistics; chapters are well-written and easy to read/understand; great exercises."

"I like the manner in which the material is introduced and explained through both the text and illustrations..."

"The book is well-written and easy to read. The graphics and illustrations are excellent. The learning objectives, opening chapter vignettes, statistics in action, and cases are excellent."

"Weiers has done a good job of supporting the text with a plentiful number of business related problems. There also seems to be a good mix of problems that can be solved by hand and those that require a computer."

About the Author

Dr. Ron Weiers is an award-winning teacher and textbook author in the fields of business statistics and marketing research. He holds a passion for "making complicated things understandable," which is evident in the clear, conversational writing style found in his INTRODUCTION TO BUSINESS STATISTICS. Dr. Weiers is a recipient of the Indiana University of Pennsylvania Distinguished Faculty Award for Teaching. He is an adjunct professor at the H. John Heinz III School of Public Policy and Management, Carnegie Mellon University, and is Professor Emeritus at the Eberly College of Business and Information Technology, Indiana University of Pennsylvania. Dr. Weiers has served as a marketing, technical and automotive consultant to organizations such as the Coleman Company, the U.S. Department of Energy, and the Society of Automotive Engineers. He has authored 8 automotive books on topics ranging from repair and maintenance to fuel efficiency and safety. Dr. Weiers has provided research and advisory services to the U.S. Department of Energy, National Highway Traffic Administration, and National Public Services Research Institute. He has developed Public Affairs Programs on Urban Transportation, Fuel Efficiency, Vehicle Safety, and Exhaust Emissions for the U.S. Headquarters of the Society of Automotive Engineers, and has authored an SAE Public Affairs Report on Automotive Noise Pollution. Dr. Weiers earned his B.S. in Industrial Engineering at the University of Pittsburgh and his S.M. in Industrial Management from the Sloan School of Management at the Massachusetts Institute of Technology. He later received his Ph.D. in Marketing Research and Analysis from the University of Pittsburgh. Dr. Weiers is a member of several professional organizations, including the American Marketing Association, the American Statistical Association, the Decision Sciences Institute, and the Society of Automotive Engineers.

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