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## KARTER ANDREWS

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Gerald Keller's new APPLIED STATISTICS WITH MICROSOFT<sup>®</sup> EXCEL integrates Excel into the general introductory statistics course. Keller, the co-author of the market-leading STATISTICS FOR MANAGEMENT AND ECONOMICS, Fifth Edition, incorporates his proven three-step problem-solving process throughout this book. The first step, "Identify," is the work a statistician does before the calculations are performed, which entails organizing the experiment, gathering the data, and deciding which statistical techniques to employ. The second step, "Compute," is the computation with Excel. In this step, Keller shows the manual calculation for the simplest of techniques only. For example, he describes how to calculate the sample mean, variance, and

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data type; 2. COMPUTE the statistics doing them by hand and using Excel; and 3. INTERPRET results in the context of the problem. This unique approach enhances comprehension and practical skills. The text's vast assortment of data-driven examples, exercises and cases covers the various functional areas of business, demonstrating the statistical applications that marketing managers, financial analysts, accountants, economists and others use. Completely up-to-date and with a NEW XLStat analysis plugin/tool, the eighth edition offers comprehensive coverage, current examples and an increased focus on applications in the real world. Premium online teaching and learning tools are available on the MindTap platform. Learn more about the online tools [cengage.com.au/mindtap](http://cengage.com.au/mindtap)

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Managerial Statistics by Gerald Keller is an established and worldwide bestselling business statistics text. Packed with examples and real data, UK-based author Nicoleta Gaciu joins Gerald Keller in this new edition to present a comprehensive, application-driven text developed and tailored especially for courses across the UK, Europe, the Middle East and Africa (EMEA). Through Keller's unique three-step approach to problem solving, students learn to identify the correct statistical technique, compute the statistics, and ultimately interpret results in the context of the problem.

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Discover how statistical methods and tools are vital for today's managers as you learn how to apply these tools to real business problems. STATISTICS FOR MANAGEMENT AND ECONOMICS, 11E emphasizes applications over calculation using a proven three-step "ICI" approach to problem solving. You learn how to IDENTIFY the correct statistical technique by focusing on the problem objective and data type; how to COMPUTE the statistics by hand or using Excel® or XLSTAT; and how to INTERPRET results in the context of the problem. Extensive data-driven examples, exercises, and cases address the functional areas of business and demonstrate how marketing managers, financial analysts, accountants, and economists rely on statistical applications. Engaging cases focus on climate change and the relationship between payroll and wins in professional sports,

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