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(美) Sweeney / Williams / Anderson 著

**FUNDAMENTALS OF
BUSINESS STATISTICS**
FOURTH EDITION

商务统计 第④版
(英文版)



清华大学出版社

THOMSON

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Fundamentals of Business Statistics, 4th ed.

Dennis J. Sweeney, Thomas A. Williams, David R. Anderson

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统计学是研究不确定性现象数量规律性的方法论科学,在众多的专业、学科领域中,都起着重要的作用。本书将统计学的概念与方法应用于商务领域,旨在为解决商务活动中的各种问题提供有力的工具。本书的中文翻译版也将由我社出版。

感谢汤姆森学习出版集团对清华大学出版社独家授予本书的影印版版权,使我们能够将这本深受读者喜爱的统计学教科书原汁原味地奉献给更多的中国读者,使读者能够既轻松地学习统计学,又感受到斯威尼、威廉斯和安德森三位教授的语言魅力。在本书的审阅过程中,我们得到了上海财经大学统计学系孙允午老师的热心帮助和支持,在此表示感谢!

由于原作者所处国家的政治、经济和文化背景等与我国不同,对书中所持观点,敬请广大读者在阅读过程中注意加以分析和鉴别。

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Preface

The purpose of *FUNDAMENTALS OF BUSINESS STATISTICS* is to give students, primarily those in the fields of business administration and economics, a conceptual introduction to the field of statistics and its many applications. The text is applications oriented and written with the needs of the nonmathematician in mind; the mathematical prerequisite is knowledge of algebra.

Applications of data analysis and statistical methodology are an integral part of the organization and presentation of the text material. The discussion and development of each technique is presented in an application setting, with the statistical results providing insights to decisions and solutions to problems.

Although the book is applications oriented, we have taken care to provide sound methodological development and to use notation that is generally accepted for the topic being covered. Hence, students will find that this text provides good preparation for the study of more advanced statistical material. A bibliography to guide further study is included as an appendix.

Features and Pedagogy

Some of the important features of this edition are noted here.

Methods Exercises and Applications Exercises

The end-of-section exercises are split into two parts, Methods and Applications. The Methods exercises require students to use the formulas and make the necessary computations. The Applications exercises require students to use the chapter material in real-world situation. Thus, students first focus on the computational “nuts and bolts,” then move on to the subtleties of statistical application and interpretation.

Self-Test Exercises

Certain exercises are identified as self-test exercises. Completely worked-out solutions for those exercises are provided in Appendix D at the back of the book. Students can attempt the self-test exercises and immediately check the solution to evaluate their understanding of the concepts presented in the chapter.

Notes and Comments

At the end of many sections, we provide Notes and Comments designed to give the student additional insights about the statistical methodology and its application. Notes and Comments include warnings about or limitations of the methodology, recommendations for application, brief descriptions of additional technical considerations, and other matters.

Data Sets Accompany the Text

Approximately 160 data sets are available on the CD-ROM that is packaged with the text. The data sets are available in both MINITAB and Excel formats. Data set logos are used in the text to identify the data sets that are available on the CD. Data sets for all case problems as well as data sets for larger exercises are included on the CD.

Instructor Support Materials

The following instructor support materials can be downloaded from the Web site (<http://aise.swlearning.com>).

- **Solutions Manual**—The Solutions Manual, prepared by the authors, includes solutions for all problems in the text.
- **Solutions to Case Problems**—Also prepared by the authors, solutions to all case problems presented in the text are included here.
- **PowerPoint™ Presentation Slides**—Prepared by John Loucks of St. Edward's University, the presentation slides incorporate graphics to help instructors create even more stimulating lectures. The slides include animation and may be adapted using PowerPoint software to facilitate classroom use.
- **Test Bank**—Prepared by Mohammad Ahmadi, the Test Bank includes multiple choice questions and problems for each chapter.

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