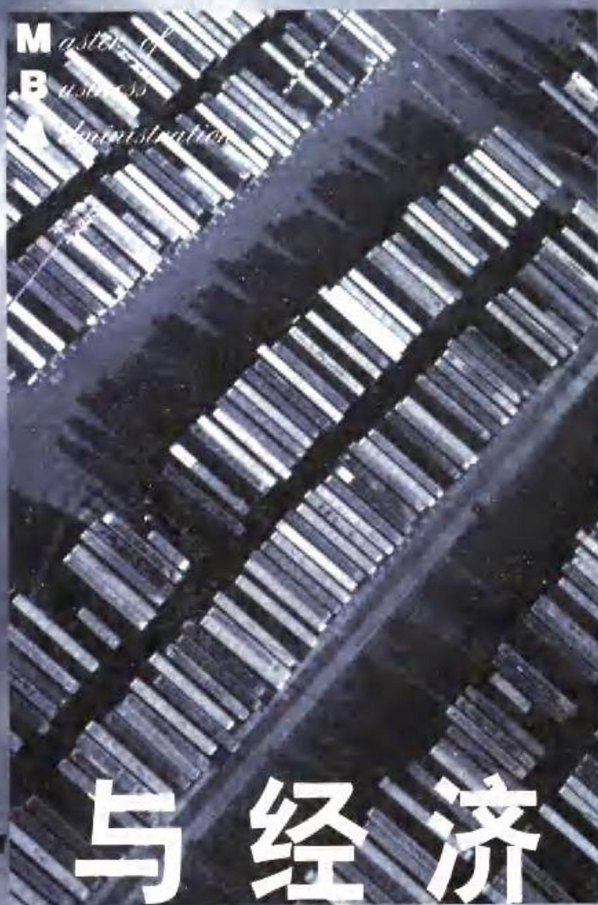加拿大毅伟管理学院
清华大学经管学院　共同策划、推荐

商 务 与 经 济 统 计

戴维 R. 安德森　丹尼斯 J. 斯威尼　托马斯 A. 威廉姆斯　／著

Statistics for Business and Economics

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

SIXTH EDITION
英文版·第⑥版

商务与经济统计
（英文版·第 6 版）

Statistics for Business and Economics

(SIXTH EDITION)

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序 言 1

此次首批专为中国影印的系列教材直接配合中国工商管理硕士课程的各门必修课程，而且是由加拿大西安大略大学毅伟管理学院的任课教授们专门参予选择的。

毅伟管理学院是加拿大西安大略大学（UWO）所属的一所专业学院，而西安大略大学是加拿大历史最悠久的大学之一。毅伟管理学院的本校在安大略省伦敦市，同时在多伦多的密西沙加设有分校，而且最近在香港也建立了分校。

历史地看，毅伟管理学院一直是管理学开发领域的领导者，现将部分成就列后，标示毅伟管理学院日新月异的发展：

- 1922 年，创立了加拿大第一个培养本科生的商学系。

- 1932 年，开始出版杂志《毅伟商学季刊》。该杂志发行到 25 个国家，发行量多达 10 000册，深受学术界和管理界读者的喜爱。

- 1948 年，在加拿大首次设立行政管理人员培训计划以及工商管理硕士课程。

- 1961 年，首创了加拿大的第一个商学博士课程。

- 1974 年，被联邦政府正式指定为加拿大第一个（现在已发展到 8 个）国际商业研究中心（CIBS，即美国 CIBERS 的前身），联邦外交部对该中心持续提供财政支援。

- 1975 年，毅伟管理学院成立了自己的出版社。该部门目前拥有 2 000 个加拿大的案例，并成为哈佛案例的加拿大资料交换所。1998 年，毅伟管理学院的案例已分销至 20 多个国家的 100 多所学院和 100 多家企业。毅伟管理学院是全世界管理学案例研究的第二大制作者，每年向校外读者分销案例教材超过 100 万册。

- 1978 年开始实施第一项国际学生交换计划，目前该交换计划已增至 20 余项。

- 1984 年毅伟管理学院在加拿大联邦政府的支持下，在伦敦市组建国家管理学研究与开发中心的过程中发挥了主导作用。

- 1984 年，是毅伟管理学院和清华大学连续合作开始的第一年，合作内容包括：交换访问学者、教材编写与出版以及各种培训活动。

- 1992 年，毅伟管理学院被选为主导性的国际商学刊物，即《国际商学研究杂志》在 1993 年至 1997 年间的编辑总部。

- 1993 年，《加拿大商学》杂志根据由各大聘用公司首席执行官、人力资源管理人员和求职顾问等人士组成的所有评选组得出的全方位评比结果，将毅伟管理学院列为加拿大培养工商管理硕士的最佳学院，并且这一结论被逐年的评比一再肯定。1994 年《亚洲企业》杂志又将毅伟管理学院列于亚洲公认的 25 所世界最佳商学院的行列中。

- 1997 年，《国际管理学杂志》将毅伟管理学院评为国际战略管理学文献的主要贡献者，并领先于哈佛大学与西北大学凯洛格商学院。《商业周刊》将毅伟管理学院列为全世界最佳国际商学院之一，和欧洲管理学院（INSEAD）及伦敦商学院（LBS）并列，而且《美国新闻与世界报导》将毅伟管理学院选为全世界在行政管理人员培训

计划方面最佳的 15 所商业学院之一。

至 1998 年，毅伟管理学院拥有 65 名全职教授，他们每年负责教授 600 名普通课程的和行政管理人员培训课程的工商管理硕士生、300 名本科生、40 名博士生，以及范围广泛的非学位课程。

负责挑选这批 MBA 通用教材的教师们均具有著名商学院（如：哈佛、沃顿、密西根、麻省理工学院和毅伟管理学院等）的博士学位，每位教授都对大批现有教材进行了仔细筛选，确保为中国市场提供最佳教材。相信您会对他们的选择表示满意。

<div style="text-align: right">加拿大西安大略大学毅伟管理学院</div>

PREFACE 1

The texts in this initial series of books were selected to directly correspond to each of the required courses in China's MBA programs. The books were selected for reprinting by faculty members at the Ivey Business School, The University of Western Ontario, Canada.

The Richard Ivey School of Business is a professional School within The University of Western Ontario (UWO), one of Canada's oldest universities. Although Ivey is based in London, Ontario, it also has campuses in Mississauga (Toronto), Ontario and most recently, in Hong Kong.

Historically the School has been a leader in management development. A partial list of achievements follows.

- In 1922, the first undergraduate business department in Canada was established.

- In 1932, the school began to publish its own journal. Known as *Ivey Business Quarterly*, it reaches out to both academic and management audiences and enjoys a circulation of 10 000 in 25 countries.

- In 1948, Canada's first executive development program and first MBA program were established.

- In 1961, Canada's first Ph. D. program in business was introduced.

- In 1974, official designation was received by the Federal Government as Canada's first Centre for International Business Studies (CIBS).

- In 1975, Ivey opened its own case and publications office. This office now holds an inventory of 2 000 cases. In 1998, Ivey cases were being distributed to over 100 teaching institutions and 100 corporations in over 20 countries. Ivey is the second largest producer of management case studies in the world (and the largest producer of Asian cases), with over 1 000 000 copies studied each year by people outside the university.

- In 1978, commencement of its first international student exchange program took place. Over twenty such exchange programs are now in place.

- In 1984, the School took a leading role in establishing the National Centre for Management Research and Development in London with support from the Canadian Federal Government.

- 1984 also marked the beginning of a continuing linkage with Tsinghua University, one

which has involved visiting scholars, materials development and publication, and various training initiatives.

- In 1992, Ivey was selected to be the editorial home for the 1993-1997 period for the *Journal of International Business Studies*, the leading international business journal.

- In 1993, *Canadian Business* magazine' s survey rated Ivey as the top MBA School in Canada, according to all groups: CEOs, human resources executives, and placement consultants. This ranking has been re – confirmed every year. In 1994, *Asia, Inc*. rated Ivey among the World' s Top 25 Business Schools for Asians.

- In 1997, the *Journal of International Management* named Ivey the world' s leading contributor in the previous decade to the international strategic management literature, a-head of Harvard & Kellogg. Business Week magazine ranked Ivey as one of the top international business schools in the world, alongside INSEAD and LBS; and *US News* and *World Report* selected Ivey as one of the top 15 business school in the world for executive development programs.

As of 1998, the School had 65 full – time faculty who annually taught 600 regular and executive MBA, 300 undergraduate, and 40 Ph. D. students, plus executives in a wide range of non – degree programs.

The faculty members who selected each book for reprinting all have Ph. D. s from major business schools such as Harvard, Wharton, Michigan, M. I. T., and Ivey. Each professor carefully reviewed the various books available to ensure the best possible choices of material for the China market. We are confident you will be pleased with their selection.

Richard Ivey School of Business
The University of Western Ontario

序 言 2

中国的改革开放事业催生了中国的现代管理教育，社会主义市场经济体制的确立，为中国的管理教育开辟了广阔的发展空间，使中国的管理教育，尤其是工商管理项士（Master of Business Administration，MBA）的教育进入了一个全新的发展阶段。1991 年，国务院学位办刚刚批准在部分高校中试办 MBA 教育时，只有九所院校得到授权，当年只招收了 86 名学生；到 1994 年，授权院校增加到 26 所，招生规模扩大为 1230 名；而在不久前结束的 1998 年招生工作中，已有 56 所院校得到了授权，这些院校共招收了 4000 名 MBA 学生。这一事实生动地说明了 MBA 教育在我国正方兴未艾。根据美国的经验，MBA 学位占每年硕士学位授予人数的四分之一，中国目前这一比例只占到百分之五，因此，从发展的前景看，MBA 教育在中国前程远大。

然而，也应看到，中国的 MBA 教育还刚刚起步，在培养人的各个环节：师资、课程与教材方面还很落后，难以适应经济发展的需要，与发达国家的情况相比差距是十分巨大的。加强国际合作与交流，大胆地借鉴、引进世界上一切优秀的 MBA 教育方面的教学内容、方法和手段，特别是系统地引进国外优秀的 MBA 教材，在此基础上坚持贯彻"以我为主，博采众长，融合提炼，自成一家"的指导方针，是逐步提高师资水平、更新专业知识、不断改进课程结构与内容、努力改革教学方法、引进案例教学、从而大大缩小中国与发达国家的差距、迅速提高中国 MBA 教育水平的重要步骤。

为此，清华大学经济管理学院与加拿大西安大略大学毅伟管理学院（Richard Ivey School of Business，The University of Western Ontario）合作，联合推出一套能反映当代水平、体现国际规范、可供中国借鉴的 MBA 核心课程的教材。清华大学的经管学院成立于 1984 年，是国务院学位办首批授权举办 MBA 教育的九所院校之一，1997～1998 学年度招收 MBA 学生 400 多名，现拥有全国最大规模的 MBA 教育项目；毅伟管理学院成立于 1948 年，是加拿大最好的商学院，拥有很高的国际声誉，在 MBA 的培养方面具有丰富的经验和很强的力量，它所培养的 12000 名毕业生中有六分之一成为其所在机构的董事会主席、副主席，总裁、副总裁，首席执行官或经理。

两院推出的这套 MBA 教材共十八种，大致可分为四部分。第一部分是反映管理主要内容 的《管理学》（Richard L.Daft）、《战略管理》（Arthur A.Thompson，Jr.and A.J.Strickland Ⅲ）、《市场营销学基础：全球管理》（William D.Perreault，Jr.and Jerome McCarthy）、《人力资源管理》（Lawrence S.Kleiman）、《国际管理》（Paul W.Beamish，Allen Morrison and Philip M.Rosenzweig）、《经理人员的沟通》（Norman B.Sigband and Arthur H.Bell）与《管理沟通：原理与实践》（Michael E.Hattersley and Linda McJannet）；第二部分是反映企业资产负债管理、投融资与财务活动和企业会计理论与实践的《公司财务原理》 （Richard A.Brealey and Stewart C.Myers）、《投资学精要》（Zvi Bodie，Alex Kane and Alan J.Marcus）、《财务会计》（Clyde P.Stickney and Roman L.Weil）与《管理会计》（Ronald W.Hilton ）；第三部分是反映企业管理技术方面的《管理科学导论》（David R.Anderson，Dennis J.Sweeney

and Thomas A.Williams)、《信息时代的管理信息系统》(Stephen Haag，Maeve Cummings and James P.Dawkins)、《商务与经济统计》(David R.Anderson，Dennis J.Sweeney and Thomas A.Williams)与《生产与运作管理》(Richard B.Chase，Nicholas J.Aquilano and F.Robert Jacobs)；最后一部分是反映管理基础内容的《经济学原理》(N.Gregory Mankiw)、《商业伦理学》(David J.Fritzsche)和《商法与监管环境》(Ronald A.Anderson，David P.Twomey，Ivan Fox and Marianne Moody Jennings)。

在这套 MBA 教材的挑选中，在版权允许的范围内，既照顾了课程的结构，又考虑了 MBA 的特点。反映最新成果、理论结合实际、突出案例分析、作者知名度高是挑选中注意把握的基本原则。毅伟管理学院还特意组织了 17 名教授专为这套教材编配了案例集。这套教材可以做教师的教学参考书，教师可以运用书中的原理与国情相结合，逐渐发展出有中国特色的 MBA 教材；它也可以做 MBA 学生的教科书，帮助学生掌握市场经济的原理与规律，以便分析、解决中国的实际问题。另外，所有具有英文阅读能力的企业界与经济界人士、对经济管理有兴趣的高校学生，都可以把它作为系统学习经济管理知识、了解市场经济的规范的学习材料，以便更好地理解经济管理问题，增长分析、处理经济管理问题的才干。

朱镕基总理在 1994 年写给清华大学经济管理学院建院十周年的贺信中曾明确指出："建设有中国特色的社会主义，需要一大批掌握市场经济的一般规律、熟悉其运行规则、而又了解中国企业实情的经济管理人才。"他在 1996 年提出"管理科学、兴国之道"，希望在中国"掀起一股学习管理、加强管理、发展管理科学、加强管理培训的热潮"。我们联合推出这套书，就是希望能在普及市场经济的一般规律与运行规则的知识、促进管理教育在中国的发展、提高中国企业的管理水平方面做一点实际的工作。

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清华大学经济管理学院

1998 年 6 月 16 日

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PREFACE

The purpose of this book 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 AND METHODOLOGY

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.

CHANGES IN THE SIXTH EDITION

We appreciate the acceptance of and positive response to the previous editions of this text. Accordingly, in making modifications for this new edition, we have maintained the presentation style and readability of those editions. The significant changes are summarized here.

MORE EXAMPLES AND MANY EXERCISES BASED ON REAL DATA

We have continued the emphasis on helping students understand the wide range of statistical applications by updating and expanding the examples and exercises based on real data and actual statistical studies. Sources such as *The Wall Street Journal, Business Week, USA Today, Fortune, Forbes, Financial World, and Barrons* are used to provide referenced applications and exercises that demonstrate uses of statistics in business and economics. The use of real data enables students to learn about not only the statistical methodology, but also the application.

MINITAB AND EXCEL SPREADSHEET APPENDIXES

The illustrations of computer output within the main body of the text were generated by using the Minitab statistical software package. Today most statistical packages are

similar enough in output format that users of other software packages should have little difficulty with interpretation. However, as requested by instructors not using Minitab, the main body of the text does not include the detailed instructions necessary to generate the computer output. Chapter appendixes have been added that describe the Minitab instructions used to generate the output shown in the chapter.

Spreadsheet appendixes have been added to selected chapters to show the statistical capabilities of modern spreadsheet systems. Microsoft Excel is used to illustrate and step-by-step instructions are included.

QUALITY MANAGEMENT APPLICATIONS THROUGHOUT THE TEXT

The use of statistics for the improvement of quality is demonstrated throughout the text. In many chapters, examples and exercises are based on such applications as improving customer service and improving production processes. Chapter 20 is devoted exclusively to the topic of quality control.

TYPES OF DATA

The introduction to data measurement in Chapter 1 has been simplified to the distinction between quantitative and qualitative data. Detailed discussion of nominal, ordinal, interval, and ratio data is left to Chapter 19, Nonparametric Methods. Although the emphasis on data measurement has been reduced, a discussion of cross-sectional and time series data has been added to Chapter 1 because of the importance of such data in business and economics.

BIVARIATE DATA AND CORRELATION APPEAR EARLIER

We present bivariate data in Chapter 2 with crosstabulations and scatter diagrams to help students begin the important process of understanding the relationship between variables. In Chapter 3 we introduce covariance and correlation as descriptive measures for bivariate data.

ADDITIONAL SAMPLING METHODS PRESENTED IN CHAPTER 7

Chapter 7 is used to introduce sampling and sampling distributions. The emphasis is on simple random sampling, but a new section at the end provides an overview of additional sampling methods. Included are stratified simple random sampling, cluster sampling, and systematic random sampling. The importance of probability sampling methods and the drawbacks of convenience and judgmental sampling are noted. A more detailed discussion of these topics and presentation of the appropriate methodology are deferred to Chapter 21, Sample Survey.

MULTIPLE COMPARISON SECTION IN CHAPTER 13 REVISED

Previously, we covered three methods of conducting multiple-comparison tests based on analysis of variance. The section has now been shortened and simplified with an emphasis on Fisher's least significant difference method.

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CHANGES TO REGRESSION ANALYSIS IN CHAPTERS 14, 15, AND 16

Chapters 14 and 15 have been revised to provide parallel treatments of simple linear regression and multiple regression. Both chapters begin with the regression model followed by the regression equation and the use of the least squares method to develop the estimated regression equation. The coefficient of determination follows as a measure of how well the estimated regression equation fits the data. Then we provide a full discussion of the model assumptions. Both chapters conclude with the standard tests for significance, residual analysis, and the identification of outliers. Chapter 16 on model building continues to be an important part of the complete regression package; it includes issues that may be of interest to instructors and students who have the time and desire to study regression analysis in more depth.

NEW STATISTICS IN PRACTICE APPLICATIONS

To emphasize the application of statistics, we open each chapter with an actual situation supplied by practitioners in business and economics. Each Statistics in Practice briefly describes an organization and a problem in which the statistical methodology introduced in the chapter has been applied. New applications from *Business Week*, Nevada Occupational Health Clinic, and Fisons Corporation have been added to other applications featuring Procter & Gamble, Polaroid, Monsanto, Xerox, Dow Chemical, and Colgate-Palmolive. The table at the end of this preface lists the organizations and applications described.

NEW CHAPTER ON DECISION ANALYSIS

Chapter 22 has undergone a significant revision. A new application involving construction of condominiums is presented to guide the student through the fundamentals of using probability and expected value in the decision analysis process.

FEATURES AND PEDAGOGY

We have continued many of the features that appeared in previous editions. Some of the important ones follow.

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 situations. 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 an appendix at the end of the text. Students can attempt the self-test exercises and immediately check the solution to evaluate their understanding of the concepts presented in the chapter.

NOTES & COMMENTS

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

COMPUTER CASES

Many chapters have computer cases, which contain problem scenarios accompanied by data sets of modest size. Computer solution by Minitab, The Data Analyst, a spreadsheet, or another statistical software package is required. Each case outlines a managerial report that the student prepares to summarize statistical results as well as present interpretations and recommendations. The data sets for all computer cases are available on a data disk that accompanies the text.

COMPUTER SOFTWARE

The text contains numerous examples and discussions of the important role of statistical software packages in the computation and presentation of statistical results. Use and interpretation of the computer output provided by Minitab are illustrated in the main body of the text. Chapter appendixes have been added that provide the Minitab instructions necessary to generate the within-chapter illustrations. Additional appendixes show how some of those analyses can be conducted with modern spreadsheet packages. Microsoft Excel is used.

DATA DISK

Data sets for text examples, exercises, and computer cases are available on a special data disk accompanying the text. Data disks containing the data sets in a format acceptable to Minitab, Microsoft Excel, and The Data Analyst can be obtained shrink-wrapped with the text.

FLEXIBILITY

The text gives the instructor a reasonable amount of flexibility in selecting material to satisfy specific course needs. A possible outline for a two-quarter sequence follows.

Possible Two-Quarter Course Outline

First Quarter	Second Quarter
Data and Statistics (Chapter 1)	Hypothesis Testing (Chapter 9)
	Two-Population Cases (Chapter 10)
Descriptive Statistics (Chapters 2 and 3)	Inferences about Population Variances (Chapter 11)
Introduction to Probability (Chapter 4)	
Probability Distributions (Chapters 5 and 6)	Tests of Goodness of Fit and Independence (Chapter 12)
Sampling and Sampling Distributions (Chapter 7)	
Interval Estimation (Chapter 8)	Analysis of Variance and Experimental Design (Chapter 13)
	Regression Analysis (Chapters 14 and 15)

Other possibilities for such a course depend on the time available and the background of the students. Topics such as model building in regression analysis (Chapter 16), index numbers (Chapter 17), forecasting (Chapter 18), nonparametric methods (Chapter 19), quality control (Chapter 20), sample surveys (Chapter 21), and decision analysis (Chapter 22) can be selected at the option of the instructor to meet the special needs of a particular academic program. However, it is not possible to cover all the material in one semester or in two quarters unless some of the topics have been studied previously.

ACKNOWLEDGMENTS

We owe a debt to many of our colleagues and friends for their helpful comments and suggestions in the development of this text. Among them are:

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Abdul Basti	Jeffrey Jarrett	Suzanne Smith
Harry Benham	Robert Bruce Jones	William E. Stein
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Nicholas Farnum	Ruby Ramirez	Gary Yoshimoto
Sharon Fitzgibbons	Tom Ryan	Charles Zimmerman
Jerome Geaun	James R. Schwenke	Greg Zimmerman
Paul Guy		

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

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An Overview of Statistics in Practice Features

Chapter Number	Chapter Title	Organization Featured	Application Topic
1	Data and Statistics	*Business Week*	Subscriber sample survey and use of statistics
2	Descriptive Statistics I. Tabular and Graphical Approaches	Colgate-Palmolive	Quality assurance for heavy duty detergents
3	Descriptive Statistics II. Measures of Location and Dispersion	Barnes Hospital	Time spent in hospice program
4	Introduction to Probability	Morton International	Evaluation of customer service testing program
5	Discrete Probability Distributions	Xerox	Performance test of an on-line computerized publication system
6	Continuous Probability Distributions	Procter & Gamble	Manufacturing strategy
7	Sampling and Sampling Distributions	Mead	Estimating the value of Mead forest ownership
8	Interval Estimation	Dollar General	Sampling for estimation of LIFO inventory costs
9	Hypothesis Testing	Harris	Testing for defective plating
10	Statistical Inference about Means and Proportions with Two Populations	Fisons	Evaluation of new drugs
11	Inferences about Population Variances	U.S. General Accounting Office	Water pollution control
12	Tests of Goodness of Fit and Independence	United Way	Determining community perceptions of charities
13	Analysis of Variance and Experimental Design	Burke Marketing Services	New product design
14	Simple Linear Regression and Correlation	Polaroid Corporation	Aging study of film
15	Multiple Regression	Champion International	Control of pulp bleaching process
16	Regression Analysis: Model Building	Monsanto	Feed development for chickens
17	Index Numbers	U.S. Department of Labor, Bureau of Labor Statistics	Consumer price index
18	Time Series Analysis and Forecasting	Nevada Occupational Health Clinic	Forecasting revenue
19	Nonparametric Methods	West Shell Realtors	Comparison of real estate prices across neighborhoods
20	Statistical Methods for Quality Control	Dow Chemical U.S.A.	Statistical process control
21	Sample Survey	Cincinnati Gas & Electric	Survey of commercial customers
22	Decision Analysis	Ohio Edison	Choice of best type of particulate control equipment

ABOUT THE AUTHORS

DAVID R. ANDERSON. David R. Anderson is Professor of Quantitative Analysis in the College of Business Administrationn at the University of Cincinnati. Born in Grand Forks, North Dakota, he earned his B.S., M.S., and Ph.D. degrees from Purdue University. Professor Anderson has served as Head of the Department of Quantitative Analysis and Operations Management and as Associate Dean of the College of Business Administration. In addition, he was the coordinator of the College's first Executive Program.

At the University of Cincinnati, Professor Anderson has taught introductory statistics for business students as well as graduate level courses in regression analysis, multivariate analysis, and management science. He has also taught statistical courses at the Department of Labor in Washington, D.C. He has been honored with nominations and awards for excellence in teaching and excellence in service to student organizations.

Professor Anderson has coauthored six textbooks in the areas of statistics, management science, linear programming, and production and operations management. He is an active consultant in the field of sampling and statistical methods.

DENNIS J. SWEENEY. Dennis J. Sweeney is Professor of Quantitative Analysis and Director of the Center for Productivity Improvement at the University of Cincinnati. Born in Des Moines, Iowa, he earned a BSBA degree from Drake University, graduating summa cum laude. He received his MBA and DBA degrees from Indiana University where he was an NDEA Fellow. Since receiving his doctorate in 1971, Professor Sweeney has spent all but 2 years at the University of Cincinnati. During 1978–79, he spent a year working in the management science group at Procter & Gamble; during 1981–82, he was a visiting professor at Duke University. Professor Sweeney has served as Head of the Department of Quantitative Analysis and as Associate Dean at the University of Cincinnati.

Professor Sweeney has published over 30 articles and monographs in the general area of management science. The National Science Foundation, IBM, Procter & Gamble, Federated Department Stores, Kroger, and Cincinnati Gas & Electric have funded his research, which has been published in *Managment Science, Operations Research, Mathematical Programming, Decision Sciences,* and other journals.

Professor Sweeney has coauthored six textbooks in the areas of statistics, management science, linear programming, and production and operations management.

THOMAS A. WILLIAMS. Thomas A. Williams is Professor of Management Science in the College of Business at Rochester Institute of Technology. Born in Elmira, New York, he earned his B.S. degree at Clarkson University. He did his graduate work at Rensselaer Polytechnic Institute, where he received his M.S. and Ph.D. degrees.

Before joining the College of Business at RIT, Professor Williams served for 7 years as a faculty member in the College of Business Administration at the University of Cincinnati, where he developed the undergraduate program in Information Systems and