



Statistical Thinking for Managers (Business Statistical)

By David Hildebrand, R. Lyman Ott

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Focusing on the analysis of data using modern statistical and spreadsheet software, Hildebrand and Ott emphasize making sense of data and discuss not only how a statistical method is applied, but why and why not. Throughout the book, the authors integrate computer use into the development of statistical concepts, emphasizing the value of looking at data to make sure the right questions are being asked. The real-life applications and examples throughout challenge students to think like managers. The case that concludes every chapter asks students to deal with a relatively unstructured situation and to explain the statistical reasoning in nontechnical language. Modern statistical methods, including resampling and bootstrapping are included. In addition, the authors emphasize quality control and improvement throughout the book and include three full chapters on regression and correlation methods.

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Editorial Review

About the Author

The late David Hildebrand earned his Ph.D. at Carnegie-Mellon University, and was affiliated with the Wharton School of Business at the University of Pennsylvania.

Lyman Ott earned his Bachelor's degree in Mathematics and Education and Master's degree in Mathematics from Bucknell University, and Ph.D in Statistics from the Virginia Polytechnic Institute. After two years working in statistics in the pharmaceutical industry, Dr. Ott became assistant professor in the Statistic Department at the University of Florida in 1968 and was named associate professor in 1972. He joined Merrell-National laboratories in 1975 as head of the Biostatistics Department and then head of the company's Research Data Center. He later became director of Biomedical Information Systems, Vice President of Global Systems and Quality Improvement in Research and Development, and Senior Vice President Business Process Improvement and Biometrics. He retired from the pharmaceutical industry in 1998, and now serves as consultant and Board of Advisors member for Abundance Technologies, Inc. Dr. Ott has published extensively in scientific journals and authored or co-authored seven college textbooks including Basic Statistical Ideas for Managers, Statistics: A Tool for the Social Sciences and An Introduction to Statistical Methods and Data Analysis. He has been a member of the Industrial Research Institute, the Drug Information Association and the Biometrics Society. In addition, he is a Fellow of the American Statistical Association and received the Biostatistics Career Achievement Award from the Pharmaceutical research and Manufacturers of America in 1998. He was also an All-American soccer player in college and is a member of the Bucknell University Athletic Hall of Fame.

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