



The Practice of Statistics for Business Economics plus LaunchPad (Hardback)

By David Moore, George McCabe, Bruce Craig

W.H.Freeman Co Ltd, United States, 2017. Hardback. Condition: New. 4th ed. 2016. Language: English . Brand New Book. This version includes both the textbook and LaunchPad Access. Written by team of leading statisticians led by best-selling statistics textbook author David Moore, this textbook is an essential resource for students using statistics in business and economics. Using data, examples, and exercises drawn from the real world, The Practice of Statistics for Business and Economics teaches students the methods of statistical thinking, making data-based decisions using real data. With this textbook, instructors can help students develop a working knowledge of data production and interpretation in a business and economics context, giving them the practical tools they need to make data-informed, real-world business decisions from the first day of class. With the LaunchPad version of the textbook, both the print and online resource are combined, putting powerful statistical tools and interactive learning features in students hands.



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