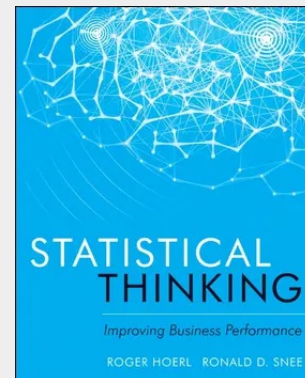


Statistical Thinking

Improving Business Performance

Succeed with statistical thinking Roger Hoerl and Ronald D. Snee's Statistical Thinking: Improving Business Performance prepares you for business leadership by developing your capacity to apply statistical thinking to improve business processes. Unique and compelling, this book shows the reader how to derive actionable conclusions from data analysis, solve real problems, and improve real processes. The authors clearly illustrate how to implement statistical thinking and methodology in your work to improve business performance. Highlights * This book begins with a discussion of why statistical thinking is necessary and helpful, and then provides case studies that illustrate how to integrate several statistical tools into the decision-making process. * The authors facilitate and encourage an experiential learning environment so that the reader may develop competency by applying the material to actual problems. * Students have the opportunity to work in teams on case studies in each chapter in addition to the course project. * Because easy-to-use data analysis software is so widely used and available, the book emphasizes conceptual understanding over formulas and calculations. * Formal statistical methods are, in most cases, illustrated with Microsoft(r) Excel, MINITAB, and JMP(r).

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