Applied Statistics in Business and Economics
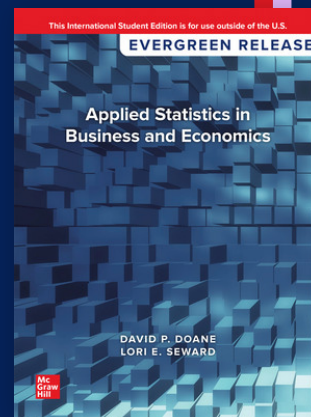
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2024 Release

This International Student Edition is for use outside of the U.S.

EVERGREEN RELEASE

Applied Statistics in Business and Economics

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McGraw Hill

Overview

The 2024 release of Applied Statistics in Business and Economics offers a complete yet student-friendly application-based approach necessary for student success in the classroom and beyond. This title continues to focus on Excel and business applications, with new Integrated Excel exercises and concept videos, while also taking into account that the analytics world is using more sophisticated tools with the addition of an optional section on R for each chapter to expose students to the application of R to solve statistical problems. This title also includes updated and applicable Analytics in Action briefings and Mini Cases in each chapter to help students tie concepts to real-world situations found in today's business environment, further promoting career-readiness.

What You Need to Know

Foundational Concepts: Data Collection, Data, Descriptive Statistics, Probability, and Sampling.

Statistical Inference and Analysis: Hypothesis Testing, Variance, Regression, Time-Series, Chi-Square, and Nonparametric Methods.

Advanced Probability and Distribution: Analytics, Quality Management, Simulation, Binomial Probabilities, Poisson Probabilities, Standard Normal Areas, Cumulative Standard Normal Distribution, Student's t Critical Values, and Chi-Square Critical Values.

Introduction to R: Recognizes the growing interest in analytics training beyond Excel by providing an optional introduction to R, supported by LearningStats modules, R function tables, R-compatible Excel data sets, and tutorials/demonstrations for Excel, Minitab, MegaStat, and R.

Depth of Topic Coverage

Low ▢ ▢ ▢ ▮ ▢ High

Writing Style

Conceptual

Course Level

Juniors, Seniors, or MBA

Duration of Course

1 or 2 Semester

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This Title has Gone Evergreen

This title is transitioning to an Evergreen delivery model. This means you will have the most relevant and up-to-date content, tools, and accessibility delivered directly to your existing McGraw Hill Connect® course, all without switching editions or building a new course from scratch. If you use the McGraw Hill eBook, your content will be updated automatically. Please talk to your representative about your options if you require a print component. A complete list of Release Notes for this title is available within your Connect course at **connect.mheducation.com**

Big Changes in this Release

Updated Content

In the 2025 Release, the authors implemented extensive improvements based on valuable input from students, faculty, and reviewers. Notable changes include enhanced design and improved Connect connectivity, emphasizing Excel and business applications with new Integrated Excel exercises and concept videos. The addition of Analytics in Action briefings explores contemporary topics like Dark Data, Data Privacy, Sharpe Ratio, and the impact of Big Data on statistics. A refined Appendix J provides a comprehensive comparison of statistics functions in Excel and R, while Appendix K offers an accessible walkthrough for getting started with R and RStudio. Moreover, new and updated test bank questions, Mini Cases for economics and business, exercises, data sets, web links, Big Data Sets (e.g., NFL free agent contracts), and Related Reading. Guided Examples in Connect facilitate learning, and the LearningStats demonstrations for key topics using R have been introduced in each chapter, collectively reflecting a commitment to meeting user needs and enhancing the overall learning experience.