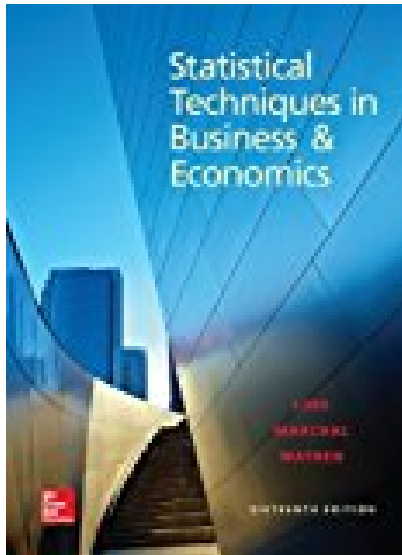


# Statistical Techniques in Business and Economics 16th Edition

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## BOOK DETAILS

- Author : Douglas Lind
- Pages : 830 Pages
- Publisher : McGraw-Hill Education
- Language : English
- ISBN : 0078020522

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## **BOOK SYNOPSIS**

Lind/Marchal/Wathen is a perennial market best seller due to its comprehensive coverage of statistical concepts and methods delivered in a student friendly, step-by-step format. The text presents concepts clearly and succinctly with a conversational writing style and illustrates concepts through the liberal use of business-focused examples that are relevant to the current world of a college student. Known as a "students text," Lind's supporting pedagogy includes self-reviews, cumulative exercises, and coverage of software applications including Excel, Minitab, and MegaStat for Excel. And now, McGraw-Hill's adaptive learning component, LearnSmart, provides assignable modules that help students master chapter core concepts and come to class more prepared. In addition, resources within Connect Plus help students solve problems and apply what they've learned. Lind's real-world examples, comprehensive coverage, and superior pedagogy combine with a complete digital solution to help students achieve higher outcomes in the course.

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