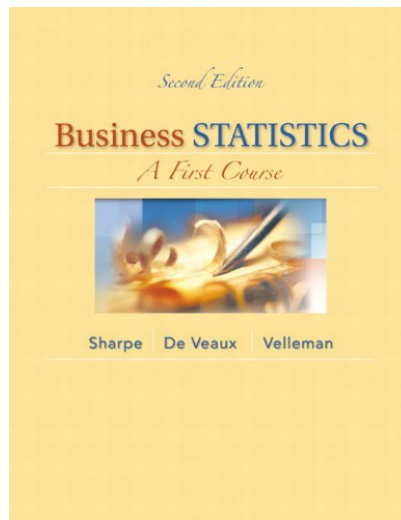


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In Business Statistics: A First Course, the authors leverage their unique blend of teaching, consulting, and entrepreneurial experiences to bring a modern business edge and dynamic approach to teaching statistics to business students. Focusing on statistics in the context of real business issues, the text emphasizes analysis and understanding over computation. This approach helps students be analytical, preparing them to make better business decisions and effectively communicate results. The authors have an accessible and compelling writing style and use short, targeted chapters to build understanding of new topics. They integrate current business applications to capture students' attention and teach statistical concepts needed in the modern business world.

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