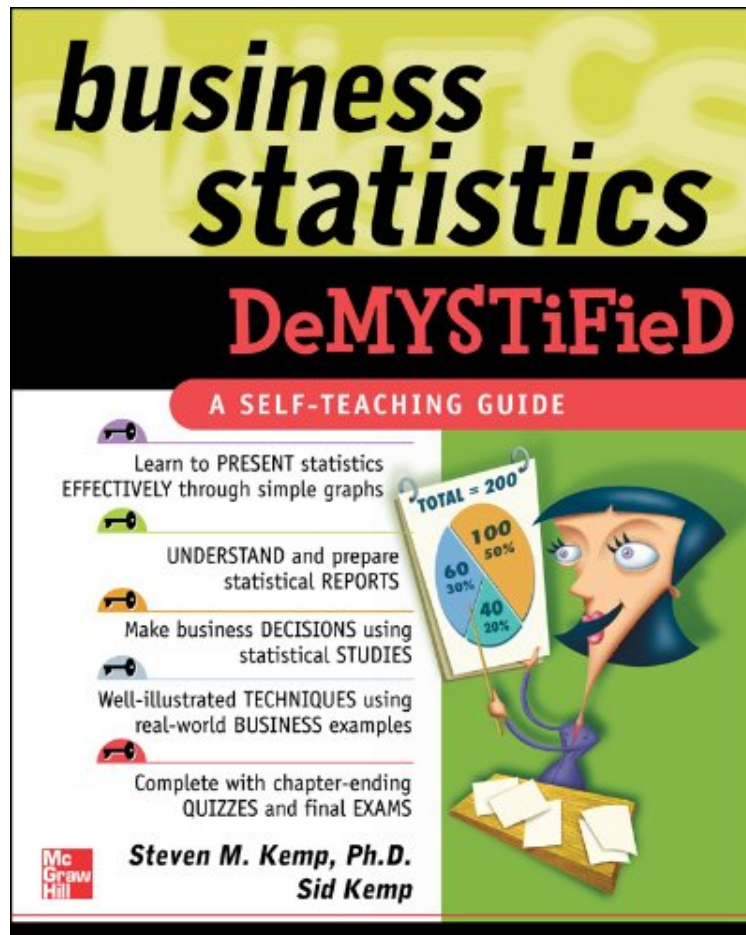


Business Statistics Demystified

Sid Kemp, Steven M Kemp

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Sid Kemp, Steven M Kemp : Business Statistics Demystified before purchasing it in order to gage whether or not it would be worth my time, and all praised Business Statistics Demystified:

2 of 2 people found the following review helpful. Great Rough GuideBy FloresThe book has a lot of great examples, and when paired with the workbook - is a force to be reckoned with when studying. However, the book I currently am using for my Business Stats class uses a lot of different formulas and symbols so at times it did not help me.I wish the book had more work through examples, and guides as to when to use certain formulas when doing word problems, as with stats, knowing when to use a certain formula over another one is key.0 of 0 people found the following review helpful. Five StarsBy Charles HengelThank you!0 of 2 people found the following review helpful. One StarBy melannie millerNo help

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From the Back Cover **YOU CAN COUNT ON BUSINESS STATISTICS DEMYSTIFIED!** "If I had Business Statistics Demystified in school, I would have passed business statistics the first time, instead of having to retake the course twice. I find Business Statistics Demystified easy to follow and apply." -- Anne Englert, M.Ed. Learn the statistics that makes for good business decisions. Now anyone who wants to improve business performance can master statistics -- without formal training, unlimited time, or a genius I.Q. In Business Statistics Demystified, top-notch statistical programmer Steve Kemp and business author Sid Kemp team up to provide an effective, painless way to learn or review the statistics that can help ensure your business success. With Business Statistics Demystified, you master the subject one simple step at a time -- at your own speed. This unique self-teaching guide offers quizzes at the end of each chapter, an exam for each section, as well as handy hints and tips to help you master terminology, concepts, and equations. Here's a fast, easy-to-use self-teaching course that gives you everything you need to: * Become the "can-do" new manager who reads, evaluates, uses, and creates statistical studies and reports * Use statistics for customer and human resources surveys, forecasting, quality management, and more * See how business and statistics come together in the real world with "Tips on Terms," "Study," and "Survival Strategies" * Pick up practical tips and rules of thumb and avoid mistakes * Learn, step-by-step, how to perform a statistical study and present the results in reports and meetings * Understand when to use each type of statistical graph, and how to create each one * Take a "final exam" in each section and grade it yourself! Simple enough for beginners but challenging enough for those with some statistical background, Business Statistics Demystified is your direct route to learning or brushing up on statistics and boosting your career.

About the Author Steven M. Kemp, Ph.D. is a Research Assistant Professor at the University of North Carolina at Chapel Hill, where he received his Ph.D. in Psychology in 1993 from the L. L. Thurstone Psychometric Laboratory. He has taught Statistics at the Master's level at the Nursing School at UNC/CH. Steve does research in such exotic areas as neural network simulations of behavior, situational evaluations of behavioral simulations, and abductive reasoning. He is the inventor of the InSitu testbed (www.InSituTestbed.org). In previous lives, he has worked in data processing, software development, technical writing, advertising, and retail. This is his first book. When not writing or researching, he is a computer programmer and statistical consultant. Steve lives south of town with his cat, Eureka. Those interested in Steve's research or personal life can browse his WebSite: <http://www.unc.edu/~skemp/>

Sid Kemp, PMP is a certified Project Management Professional and a leading expert in project management for information technology, with over 15 years of experience. He assists Fortune 500 companies and major governmental agencies in the deployment of new technology and in developing and deploying custom project management methodologies. Sid has trained thousands of first-time managers and team leaders in PM?in public, corporate, and government seminars. He has over 10 years of experience as a trainer and author of training programs. Sid is the author of two other McGraw-Hill books that may be of interest to readers of Business Statistics Demystified: Budgeting for Managers (2002) and Project Management Demystified (2004).