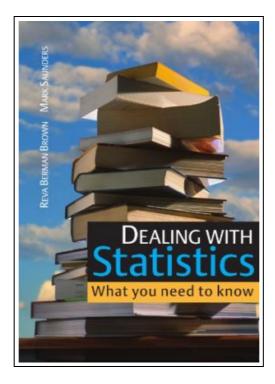
# Dealing with Statistics: What you need to know: What you need to know (Paperback)



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OPEN UNIVERSITY PRESS, United Kingdom, 2008. Paperback. Condition: New. Language: English . Brand New Book. `This is a highly accessible, yet an adequately sophisticated text, which can be enjoyed by students across the skills spectrum. I am confident that it will help students who suffer from maths phobia as it offers to teach statistics with anxiety-busting clarity. The book benefits from easy to follow demonstrations and illustrations of statistical methods and techniques, which are highly relevant for business and management research at the undergraduate and masters level courses. Professor Mustafa F. Ozbilgin, University of East Anglia, UK Are you confused about which statistical tests to use, when you should be using them and why you should be using them? This book is about helping you to choose and use the right statistical technique to analyse your data and write about your results and findings convincingly. It provides a concise and accessible guide to the essential statistical skills needed for success in your assignment, project or dissertation. Berman Brown and Saunders concentrate on particular statistical tests and their three Ws - what, why, and when. They provide you with the tools to choose the graphs and statistics that are suitable for your data, and to understand what the statistical results actually mean. In addition, the book: Explains why it is impossible to avoid using statistics in analysing data Describes the language of statistics to make it easier to understand the various terms used for statistical techniques Deals with using tables and charts to present data so that they are easy to understand Explains the statistics used to describe data used to infer differences and relationships. The book also includes a handy alphabet of statistics as well as a glossary of key statistical terms. Dealing with Statistics is key reading for students...



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