

Statistical Techniques in Business and Economics, 16th Edition

By Douglas Lind, William Marchal, Samuel Wathen



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NOTE: This is a standalone text.

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 "student's text," Lind's supporting pedagogy includes self-reviews, cumulative exercises, and coverage of software applications including Excel, Minitab, and MegaStat for Excel.



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Editorial Review

About the Author

Professor of Information Systems and Operations Management at The University of Toledo College of Business Administration. He received his B.S. degree in Mathematics from The University of Dayton, an M.A. in Mathematics from The Catholic University of America, and his D. Sc. in Operations Research from The George Washington University. Dr. Marchal has held visiting appointments at The University of Michigan and George Mason University. He has also worked at the Executive Office of the District of Columbia government, the George Washington University Institute for Management Science, and the U.S. Army Chemical Research & Development Center.

Professor in the E. Craig Wall Sr. College of Business Administration at Coastal Carolina University. He earned his Ph.D. in Business Administration from the University of Minnesota, a M.B.A. from Oklahoma State University, a M.S. in Forest Biometrics from Virginia Polytechnic Institute and State University, and a B.S. in Forestry from the University of Illinois. Dr. Wathen's research interests include applied statistics, teaching methods, and manufacturing and service process design. He has published articles in the International Journal of Operations and Production Management, National Productivity Review, International Journal of Service Industry Management, and the Journal of Workplace Learning: Employee Counseling Today

Adjunct professor at Coastal Carolina University. He earned his Ph.D. and an MBA from The University of Toledo and a Bachelor of Science in Business from Bowling Green State University. Dr. Lind is the coauthor with the late Robert D. Mason and William G. Marchal of Statistical Techniques in Business and Economics and Basic Statistics for Business and Economics published by Irwin/McGraw-Hill and Statistics: An Introduction published by Duxbury. In addition he has written Study Guides to be used with these texts.

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