



## **Statistical Thinking for Managers**

J.A. John, D. Whitaker, D.G. Johnson

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All business activities are subject to variability. As a consequence, managers and business students need the ability to think statistically about how to deal with the resulting uncertainty and its effect on decision-making in management and commerce. To give them that ability, there is a growing recognition that we must change the way business statistics is taught. Traditional texts tend to focus on probability, mathematical detail, and heavy computation, and thus fail to meet the real needs of future business managers.

Statistical Thinking for Managers takes a very different, very practical, approach that presents even sophisticated statistics concepts with a minimum of mathematics. It focuses on statistical thinking and discusses a range of topics that specifically apply to managers in business. Its scenario-based, interactive format and integrated use of Excel facilitate and reinforce the learning experience. Through this innovative treatment, readers will gain the ability to:

- " Appreciate basic statistical ideas
- " Use a scientific approach to problem solving
- " Understand the nature of variability
- " Use meaningful information to make informed decisions
- "Think in terms of processes and systems and develop strategies for process improvement

Designed as an introductory text in business statistics, Statistical Thinking for Managers challenges the way students look at business problems and issues. It shows them the importance of statistics in all aspects of business and equips them with the skills they need to make informed and effective decisions.



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