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Editorial Review

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A pragmatic approach to statistics, data analysis and decision modeling.

Data and Business Decisions; Displaying and Summarizing Data; Probability Distributions; Sampling and Estimation; Hypothesis Testing and Statistical Inference; Regression Analysis; Forecasting; Statistical Quality Control; Building and Using Spreadsheet Decision Models; Risk Analysis and Monte Carlo Simulation; Making decisions under risk and uncertainty; Queues and Process Simulation Modeling; Linear Optimization; Integer and Nonlinear Optimization

MARKET: *Statistics, Data Analysis & Decision Modeling* focuses on the practical understanding of its topics that allows readers to develop conceptual insight on fundamental techniques and theories.

About the Author

James R. Evans is a professor in the Department of Operations, Business Analytics, and Information Systems in the Lindner College of Business at the University of Cincinnati. His served as president of the Decision Sciences Institute 1997-1998 and 11 years on the Board of Examiners and Panel of Judges for the Malcolm Baldrige National Quality Award. He has been editor of the Quality Management Journal, published by the American Society for Quality, and served on editorial boards of numerous other journals. Dr. Evans has published more than 90 refereed papers and more than 30 editions of books. During the annual Quality Congress in May 2004, the American Society for Quality presented Dr. Evans and co-author Bill Lindsay with the Philip B. Crosby Medal for writing THE MANAGEMENT AND CONTROL OF QUALITY, 6E. The Crosby medal was presented "for authoring a distinguished book contributing significantly to the extension of the philosophy and application of the principles, methods, and techniques of quality management."

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