

This is an introductory statistics textbook for business and management students which uses the innovative approach of statistical thinking. Statistics courses are essential for business students but traditional teaching methods are often seen as difficult and are therefore unpopular; this book aims to offer a new and more appealing way of learning to this market. An Introduction to Statistical Analysis for Business and Industry presents a new and innovative introduction to statistics which trains students directly to address problems which commonly arise in business and industry. Having read and worked through the book and its accompanying manual, students should have the essential skills necessary to apply statistical thinking in business and be able to: “recognise statistical variation in processes,” “apply a statistical problem-solving strategy for process improvement,” “select and apply appropriate methods of statistical analysis.

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