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Full of biological applications, exercises, and interactive graphical examples, Foundational and Applied Statistics for Biologists Using R presents comprehensive coverage of both modern analytical methods and statistical foundations. The author harnesses the inherent properties of the R environment to enable students to examine the code of complica

Essentials of Business Statistics offers a student-friendly, applications-based approach to teaching a course that is generally perceived as being very technical. Students learn how and why statistical tools are used and benefit from a walk-through approach where new concepts are applied to clear examples.

Interpreting statistical data as evidence, Statistical Evidence: A Likelihood Paradigm focuses on the law of likelihood, fundamental to solving many of the problems associated with interpreting data in this way. Statistics has long neglected this principle, resulting in a seriously defective methodology. This book redresses the balance, explaining why science has clung to a defective methodology despite its well-known defects. After examining the strengths and weaknesses of the work of Neyman and Pearson and the Fisher paradigm, the author proposes an alternative paradigm which provides, in the law of likelihood, the explicit concept of evidence missing from the other paradigms. At the same time, this new paradigm retains the elements of objective measurement and control of the frequency of misleading results, features which made the old paradigms so important to science. The likelihood paradigm leads to statistical methods that have a compelling rationale and an elegant simplicity, no longer forcing the reader to choose between frequentist and Bayesian statistics.

Every business area relies on an understanding of statistics to succeed. Statistics for Business and Economics by Carlos Cortinhas and Ken Black shows students that the proper application of statistics in the business world goes hand-in-hand with good decision making. Every statistical tool presented in this book has a business application set in a global context and the many learning features and easy to use structure will engage and reassure each business statistic student. Featuring a strong focus on European cases, data and scenarios throughout, Statistics for Business and Economics provides: Decision Dilemma – each chapter opens with a short case describing a real company or business situation, that raises questions to be answered using techniques presented in the chapter. Answers and explanations are given at the end of the chapter bringing closure. Each chapter uses different cases. Ethical Considerations box – underscores the potential misuse of statistics by discussing such topics as lying with statistics, failing to meet statistical assumptions, failing to include pertinent information, and other matters of principle. Most cases, data and scenarios are based on real information students will recognise and relate to such as Caffè Nero, Nando's, Raleigh, online shopping, European Banks and more.