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In 1999 he wrote an Excel book (Essentials: Excel 2000 Advanced) and has done work in neural networks, spreadsheet simulation, and statistical analysis for many research projects. He has taught statistics and computer courses in the College of Business Administration of Butler University since 1971.

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ESSENTIALS OF Business Research Methods

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The new edition of Essentials of Business Statistics delivers clear and understandable explanations of core business statistics concepts, making it ideal for a one-term course in business statistics. Containing continuing case studies that emphasize the theme of business improvement, the text offers real applications of statistics that are relevant to today's business students. The authors motivate students by showing persuasively how the use of statistical techniques in support of business decision-making helps to improve business processes. A variety of examples and exercises, and a robust, technology-based ancillary package are designed to help students master this subject. In addition, the authors have rewritten many of the discussions in this edition and have explained concepts more simply from first principles. The only prerequisite for this text is high school algebra.

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An introductory text for students taking a first course in statistics-in fields as diverse as engineering, business, chemistry, and biology- Essential Statistics: Fourth Edition thoroughly updates and enhances the hugely successful third edition. It presents new information on modern statistical techniques such as Analysis of Variance (ANOVA), and software such as MINITABTM for WINDOWS. An experienced former lecturer, the author communicates to students in his trademark easy-to-follow style. Keeping complex mathematical theory to a minimum, Rees presents a wealth of fully explained worked examples throughout the text. In addition, the end-of-chapter Worksheets relate to a variety of fields-enabling students to see the relevance of the numerous methods to their study areas. Essential Statistics: Fourth Edition emphasizes the principles and assumptions underlying the statistical methods, thus providing the tools needed for students to use and interpret statistical data effectively.

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Managers increasingly must make decisions based on almost unlimited information. How can they navigate and organize this vast amount of data? Essentials of Business Research Methods provides research techniques for people who aren't data analysts. The authors offer a straightforward, hands-on approach to the vital managerial process of gathering and using data to make clear business decisions. They include such critical topics as the increasing role of online research, ethical issues, data mining, customer relationship management, and how to conduct information-gathering activities more effectively in a rapidly changing business environment. This is the only such book that includes a chapter on qualitative data analysis, and the coverage of quantitative data analysis is more extensive and much easier to understand than in other works. The book features a realistic continuing case throughout the text that enables students to see how business research information is used in the real world. It includes applied research examples in all chapters, as well as Ethical Dilemma mini - cases, and interactive Internet applications and exercises.

Essentials of Statistics raises the bar with every edition by incorporating an unprecedented amount of real and interesting data that will help instructors connect with students today, and help them connect statistics to their daily lives. The 5th Edition contains more than 1,585 exercises, 89% of which use real data and 86% of which are new. Hundreds of examples are included, 92% of which use real data and 85% of which are new.

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