



Business Statistics: Contemporary Decision Making

Ken Black

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Help your students see the light.

With its myriad of techniques, concepts and formulas, business statistics can be overwhelming for many students. They can have trouble recognizing the importance of studying statistics, and making connections between concepts.

Ken Black's fifth edition of *Business Statistics: For Contemporary Decision Making* helps students see the big picture of the business statistics course by giving clearer paths to learn and choose the right techniques.

Here's how Ken Black helps students see the big picture:

- **Video Tutorials**-In these video clips, Ken Black provides students with extra learning assistance on key difficult topics. Available in WileyPLUS.
- **Tree Taxonomy Diagram**-Tree Taxonomy Diagram for Unit 3 further illustrates the connection between topics and helps students pick the correct technique to use to solve problems.
- **New Organization**-The Fifth Edition is reorganized into four units, which will help professor teach and students see the connection between topics.

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