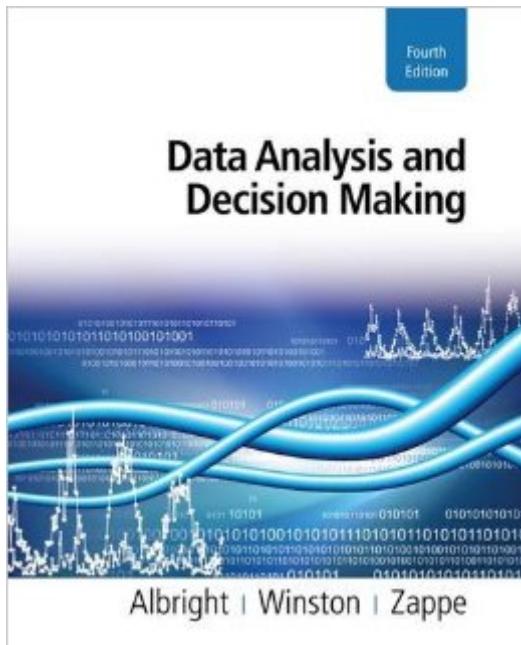


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# Data Analysis And Decision Making



## Synopsis

Note: This ISBN includes Access Code. Access code is not included for rentals. DATA ANALYSIS AND DECISION MAKING is a teach-by-example approach, learner-friendly writing style, and complete Excel integration focusing on data analysis, modeling, and spreadsheet use in statistics and management science. The Premium Online Content Website (accessed by a unique code with every new book) includes links to the following add-ins: the Palisade Decision Tools Suite (@RISK, StatTools, PrecisionTree, TopRank, RISKOptimizer, NeuralTools, and Evolver); and SolverTable, allowing users to do sensitivity analysis. All of the add-ins are revised for Excel 2007 and notes about Excel 2010 are added where applicable. About This Edition New Features Chapters 2 and 3 are completely rewritten and reorganized, focusing on the description of one variable at a time, and relationships between variables. Both chapters have more coverage of categorical variables, as well as new and more interesting data sets in the examples. Many of the problems in previous editions were deleted or updated, and a number of brand new problems were added for relevance to current statistical analysis. A problem guide is available to instructors showing the context of each of the "data" problems, and it also shows the correspondence between problems in this edition and problems in the previous edition. The previous edition's Chapter 4 is renamed Chapter 17, "Importing Data into Excel," and is completely rewritten with its section on Excel tables located in Chapter 2. (Previous edition chapters 5-17 were renumbered 4-16.) The book is still based on Excel 2007, but notes about changes in Excel 2010 have been added where they apply. Specifically, there is a small section on the new slicers for pivot tables, and there are several mentions of the new statistical functions (although the old functions still work). Each chapter now has 10-20 more consistent and relevant "Conceptual Questions" in the end-of-chapter sections. The first two linear programming examples in Chapter 13 (replacing the former Chapter 14) are replaced by two product mix models, where the second builds on the first. The previous "diet" model was overly complex as a first linear programming example. Several chapter-opening vignettes are replaced with newer and more interesting ones and there are now many short "fundamental insights" throughout the chapters. These insights are designed to allow the students to step back from the details and see the really important ideas. All updated screenshots and accompanying explanations to reflect Excel 2007 and updated add-ins. Tips on Excel 2010 have been added where applicable. This edition now provides access to Excel add-in software via an access code to a Premium Online Content Website for every student purchasing a new book. Instructors' Resource CD: PowerPoints, and Solutions, Case, and Example files have been updated to reflect the core text 4th edition. The Test Bank has been updated with new questions and is now offered in ExamView testing software.

## Book Information

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## Customer Reviews

I thought I was saving money with the Kindle version of this book, but unfortunately found out that I have to purchase the CD-ROM access code separately. I wish made this more blatantly clear to me. The book itself, however, is quite good.

Between my Undergrad, Continuing Education, and the first 3rd of my Masters, I have read a lot of textbooks. This is the worst textbook I have ever had the misfortune to use. It is impossible to sit down and read a chapter, because all of the examples are in the online content. Part of the online content is a download of the authors' software. The book is written as a manual for their software. The software is very tempermental, and it takes forever to complete an analysis for the problems, because you can only run one function at a time, and have to save and exit, and re-open to go on to the next function, or it just won't work, or will shut itself down. A page full of problems does not indicate the end of the chapter like traditional textbooks, there are pages of problems throughout the chapters. This book is just frustrating! Unless you plan on convincing your company to purchase their software, as they suggest in Chapter 1, this book is NOT a good reference for anyone trying to learn Quantitative Analysis.

The book title is completely misleading. There is an online content access card included, but the code has already been used and you will not have online access! The book is pretty worthless

without the online content or the purchase of stat tools. If you are purchasing this book for a class make sure that you do not need the online content. If you are purchasing this book for personal use be aware that it will be a difficult read and much of the book will not be useful without the online content or stat tools.

The book itself is useful - it provides a decent supplement to the Statistics class I am in. The only hitch is that when I bought this book (specifically with an Access Card) I needed to have the card in it in order to access materials necessary for my course. Considering I paid for the access card, and my textbook did arrive shrink-wrapped, I'm not quite sure what happened....Other than that, the book itself was in great shape and has been useful thus far.-----Update: Customer Service is sending me a new book, and I'm returning the one I had. Hopefully this one will have the access card with it!Thanks!

My book arrived promptly and also in great condition. The content in the book is well written and the authors try to keep things interesting by using real world examples. Be aware that if you are buying this book used, even if the used book comes with the key, you will be forced to purchase a new key in order to access the online content as each key only allows one download, the cost is around \$30.

This textbook focuses on Stata: a worthless program which is not used by professionals in the field (why not use statistics in SPSS or Excel?. Trying to use the software is a battle and because no one uses it, you won't get any experience in using programs that you will actually need in policy analysis. Why professors choose this I have no idea.

Having just gone round and round with the support at Cengage, only to find out that the "free study tools" link on the home page of my purchase is an additional \$258 over and above the outrageous cost of the book which only included the data required to perform the lessons. The code number, required by the school, does not support the "free study tools", which as noted above are absolutely not free.

I really liked this book! Mainly because when you compare it to other stats books this breaks everything down to a very elementary level but in a way that you can catch on but won't take too long getting the point. With that being said there were a few things I didn't like (why I didn't give it

five stars). 1. The books references too much of the Palisades software. I know it's great software but there is no reason to keep expressing that. 2. The authors often say later in the chapter, later in the book, in a later section, we won't get to it in this book, etc. I get the point but it's not necessary to tell me what I will not be reading in a particular section, just stick to the text no need for a heads up. Other than that the book is five stars in my eyes -so let's give them four.

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