



Statistics: The Conceptual Approach

By Gudmund R. Iversen; Mary Gergen

Springer, 1997. Hardcover. Book Condition: New. An imaginative introduction to statistics, reorienting the course towards an understanding of statistical thinking and its meaning and use in daily life and work. Gudmund Iversen and Mary Gergen bring their years of experience and insight into teaching the subject, incorporating such innovations and insights as a sustained emphasis on the process of statistical analysis and what statistics can and cannot do as well as careful exposition of the ideas of developing statistical and graphical literacy. In the spirit of contemporary pedagogy and by using technology, the authors break down the traditional barriers of statistical formulas and lengthy computations encountered by students without strong quantitative skills. Further, formulas are grouped at the end of each chapter along with related problems, and, with only algebra as a prerequisite, the book is ideal for students in the liberal arts and the behavioural and social sciences.

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