



Making Sense of Statistics: A Conceptual Approach

Keok Park

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"Dedicated to all the wise people in the world who suddenly become clueless when they encounter numbers, this book takes a kinder and gentler approach to the study of statistics. Instead of using complex formulas, it uses simple words and figures to explain the essential concepts of a variety of statistical methods. Although written primarily for public administration and management majors, it can be read by the mathematically challenged students in any social science discipline. The book includes timely and reasonable examples in marketing, health services management, business administration, political science, and other fields." "Major topics: *Why do we need to study statistics? * What do we need in order to succeed in statistics? * Basic descriptive statistics; * Central tendency measures; * Dispersion measures; * Normal distribution; * Population mean Approximation test; * Difference of means test; * Analysis of Variance (ANOVA); * Crosstabulation Analysis and Chi-Square test; * Elaboration Analysis; * Measures of Association; * Simple and multiple regression; * Path analysis; * Factor analysis." [Excerpt from back cover's book notes.]

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