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Lind is a co-author of Statistical Techniques in Business and Economics with the late Robert D. Mason and William G. Marchal. He has more than 38 years of college teaching experience, including teaching statistics at the introductory, intermediate, and advanced undergraduate levels, as well as graduate courses in statistics and research methods.

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Two main statistical methods are used in data analysis: descriptive statistics, which summarize data from a sample using indexes such as the mean or standard deviation, and inferential statistics, which draw conclusions from data that are subject to random variation (e.g., observational errors, sampling variation).

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Lind/Marchal/Wathen is a perennial market best seller due to its comprehensive coverage of statistical concepts and methods delivered in a student friendly, step-by-step format. The text presents concepts clearly and succinctly with a conversational writing style and illustrates concepts through the liberal use of business-focused examples that are relevant to the current world of a college student. Known as a "student's text," Lind's supporting pedagogy includes self reviews, cumulative exercises, and coverage of software applications including Excel, Minitab, and MegaStat for Excel. The new 15th edition puts more emphasis on the interpretation of data and results and supports Lind's student-centric, step-by-step approach with McGraw-Hill's industry leading online assessment resource Connect Business Statistics.

"We have made many changes to examples and exercises throughout the text. The section on "Enhancements" to our text details them. The major change to the text is in -response to user interest in the area of data analytics. Our approach is to provide instructors and students with the opportunity to combine statistical knowledge, computer and statistical software skills, and interpretative and critical thinking skills. A set of new and revised exercises is included at the end of chapters 1 through 18 in a section titled "Data Analytics."--

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Statistical Techniques in Business and Economics, 18e is a best seller, originally published in 1967 to provide students majoring in management, marketing, finance, accounting, economics, and other fields of business administration with an introductory survey of descriptive and inferential statistics. Its hallmark presentation boasts a step by step approach that was written so clearly that any student can learn and succeed in Business Statistics. Its simple language and use of multiple examples focus on business applications, but also relate to the current world of the college student. This step-by-step approach enhances performance, accelerates preparedness, and significantly improves motivation. Lind's real-world examples, comprehensive coverage, and superior pedagogy that now includes data analytics coverage, combined with a complete digital solution help students achieve higher outcomes in the course.

All statistical concepts are illustrated with solved applied examples immediately upon introduction. Modern computing applications (Excel, Minitab and MegaStat) are introduced, but the text maintains a focus on presenting statistics concepts as applied in business as opposed to technology or programming methods.

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