



The Role of Statistics in Business and Industry

Gerald J. Hahn, Necip Doganaksoy

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An insightful guide to the use of statistics for solving key problems in modern-day business and industry

This book has been awarded the **Technometrics Ziegel Prize** for the best book reviewed by the journal in 2010. *Technometrics* is a journal of statistics for the physical, chemical and engineering sciences, published jointly by the American Society for Quality and the American Statistical Association. Criteria for the award include that the book brings together in one volume a body of material previously only available in scattered research articles and having the potential to significantly improve practice in engineering and science.

Highlighting the relevance of statistical methods in everyday applications, *The Role of Statistics in Business and Industry* bridges the gap between the tools of statistics and their use in today's business world. This one-of-a-kind resource encourages the proactive use of statistics in three well-organized and succinct parts:

- Setting the Stage provides an introduction to statistics, with a general overview of its uses in business and industry
- Manufactured Product Applications explains how statistical techniques assist in designing, building, improving, and ensuring the reliability of a wide variety of manufactured products such as appliances, plastic materials, aircraft engines, and locomotives
- Other Applications describe the role of statistics in pharmaceuticals, finance, and business services, as well as more specialized areas including the food, semiconductor, and communications industries

This book is truly unique in that it first describes case studies and key business problems, and then shows how statistics is used to address them, while most literature on the topic does the reverse. This approach provides a comprehensive understanding of common issues and the most effective methods for their treatment. Each chapter concludes with general questions that allow the reader to test their understanding of the presented statistical concepts as well as technical questions that raise more complex issues. An extensive FTP site provides additional material, including solutions to some of the applications.

With its accessible style and real-world examples, *The Role of Statistics in Business and Industry* is a valuable supplement for courses on applied statistics and statistical consulting at the upper-undergraduate and graduate levels. It is also an ideal resource for early-career statisticians and practitioners who would like to learn the value of applying statistics to their everyday work.



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