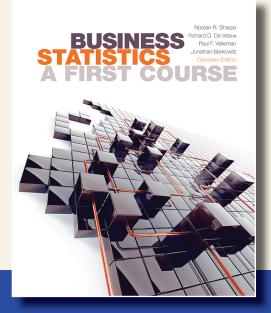
### Business Statistics: A First Course, First Canadian Edition Plus MyStatLab

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### **Providing Real Business Context!**

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#### BUSINESS STATISTICS: A FIRST COURSE, First Canadian

Edition, recognizes both the changing curriculum and the changing pedagogy for teaching introductory statistics. It focuses on application, streamlines and reorganizes topics, sheds unneeded theoretical details, and recognizes learning styles of the current generation of students, making it an attractive choice for one-semester Business Statistics courses at Canadian universitites and colleges.

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- Motivating Examples. Each chapter opens with a motivating example, often taken from the authors' consulting experiences. These companies—such as Angus Reid, Mountain Equipment Co-op, Manulife Financial, and Canada Goose—enhance and illustrate the story of each chapter and show students how and why statistical thinking is so vital to modern business decision-making. We analyze the data from those companies throughout the chapter.
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