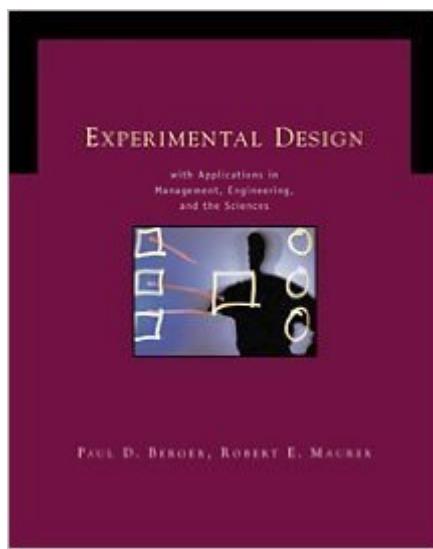


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Synopsis

Based on decades of teaching, consulting, and industrial experience in the field of design and analysis of experiments, the authors provide an intuitive understanding of the principles of experimental design and analysis. The emphasis is on the application of experimental design concepts in such traditional management and industrial engineering areas such as marketing, operations, management information systems, organizational behavior, and others. The authors also apply this material to such non-profit areas as education, health care, and government. Using popular analytical tools such as SPSS, JMP, and Microsoft Excel, Berger and Maurer emphasize the modern application of experimental design to real problems.

Book Information

Hardcover: 528 pages

Publisher: Duxbury Press; 1 edition (August 1, 2001)

Language: English

ISBN-10: 0534358225

ISBN-13: 978-0534358228

Product Dimensions: 9.6 x 7.4 x 1 inches

Shipping Weight: 2 pounds

Average Customer Review: 5.0 out of 5 starsÂ [See all reviewsÂ \(1 customer review\)](#)

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