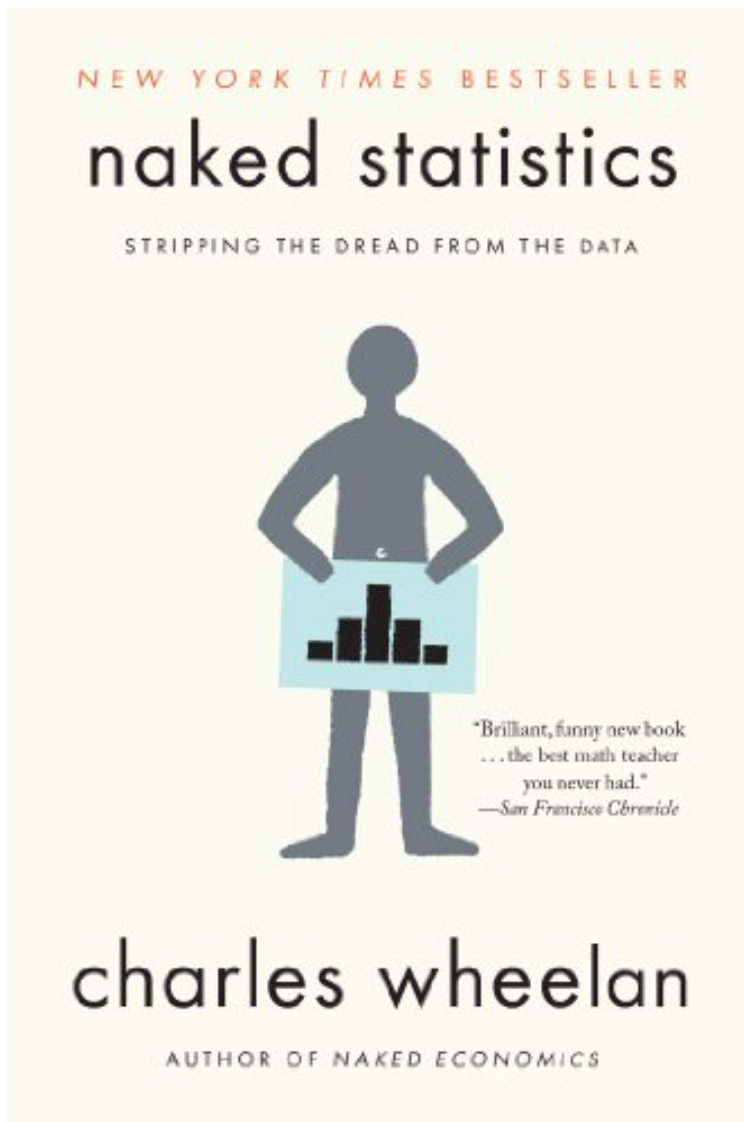


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# Naked Statistics: Stripping the Dread from the Data



Par Charles Wheelan  
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## Description :

Prsentation de l'diteur Brilliant, funny . . . the best math teacher you never had. San Francisco Chronicle Once considered tedious, the field of statistics is rapidly evolving into a discipline Hal Varian, chief economist at Google, has actually called sexy. From batting averages and political polls to game shows and medical research, the real-world application of statistics continues to grow by leaps and bounds. How can we catch schools that cheat on standardized tests? How does Netflix know which movies you'll like? What is causing the rising incidence of autism? As best-selling author Charles Wheelan shows us in Naked Statistics, the right data and a few well-chosen statistical tools can help us answer these questions and more. For those who

slept through Stats 101, this book is a lifesaver. Wheelan strips away the arcane and technical details and focuses on the underlying intuition that drives statistical analysis. He clarifies key concepts such as inference, correlation, and regression analysis, reveals how biased or careless parties can manipulate or misrepresent data, and shows us how brilliant and creative researchers are exploiting the valuable data from natural experiments to tackle thorny questions. And in Wheelan's trademark style, there's not a dull page in sight. You'll encounter clever Schlitz Beer marketers leveraging basic probability, an International Sausage Festival illuminating the tenets of the central limit theorem, and a head-scratching choice from the famous game show *Lets Make a Deal* and you'll come away with insights each time. With the wit, accessibility, and sheer fun that turned *Naked Economics* into a bestseller, Wheelan defies the odds yet again by bringing another essential, formerly unglamorous discipline to life.

Revue de presse Two phrases you don't often see together: 'statistics primer' and 'rollicking good time.' Until Charlie Wheelan got to it, that is. This book explains the way statistical ideas can help you understand much of everyday life. --Austan Goolsbee, professor of economics at the University of Chicago and former chairman of the Council of Economic Advisers

Charles Wheelan, a professor at Dartmouth College (and a former Chicago correspondent for *The Economist*), does something unique here: he makes statistics interesting and fun. His book strips the subject of its complexity to expose the sexy stuff underneath. --*The Economist*

Presentation de l'auteur Brilliant, funny . . . the best math teacher you never had. *San Francisco Chronicle*

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