Introductory Business Statistics is designed to meet the scope and sequence requirements of the one-semester statistics course for business, economics, and related majors. Core statistical concepts and skills have been augmented with practical business examples, scenarios, and exercises. The result is a meaningful understanding of the discipline, which will serve students in their business careers and real-world experiences.

- Front Matter
- 1: Sampling and Data
- 2: Descriptive Statistics
- 3: Probability Topics
- 4: Discrete Random Variables
- 5: Continuous Random Variables
- 6: The Normal Distribution
- 7: The Central Limit Theorem
- 8: Confidence Intervals