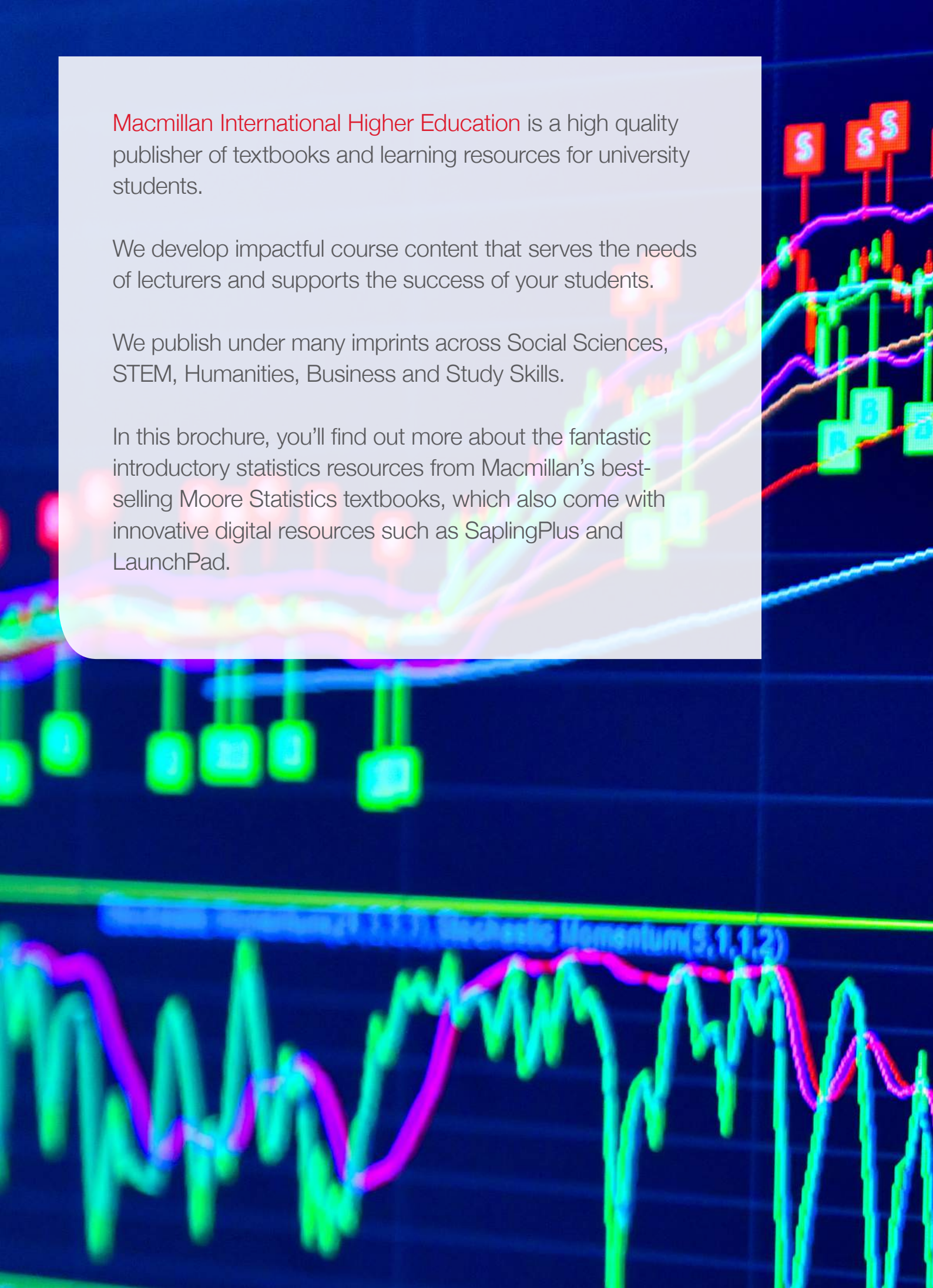




**Introductory
Statistics**



Macmillan International Higher Education is a high quality publisher of textbooks and learning resources for university students.

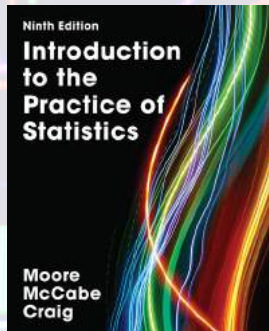
We develop impactful course content that serves the needs of lecturers and supports the success of your students.

We publish under many imprints across Social Sciences, STEM, Humanities, Business and Study Skills.

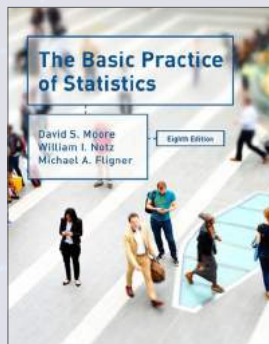
In this brochure, you'll find out more about the fantastic introductory statistics resources from Macmillan's best-selling Moore Statistics textbooks, which also come with innovative digital resources such as SaplingPlus and LaunchPad.

Get to know the Moore family of introductory textbooks

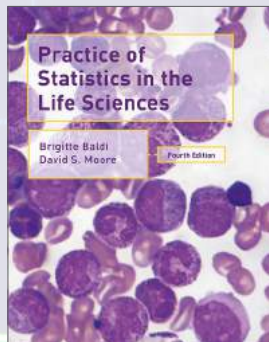
David Moore's popular and best-selling statistics textbooks teach students to think conceptually, not just computationally.



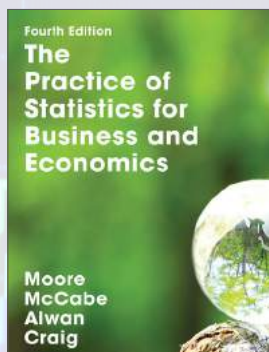
Rigorous book, perfect for students already comfortable with computation skills and those studying 'introductory statistics' over two semesters



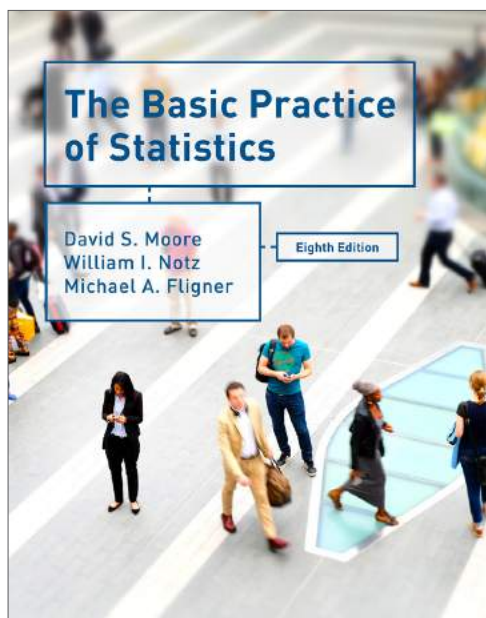
Well suited for students less comfortable with computational skills and taking a one-semester 'introductory statistics' course



The same approach as *Basic Practice* but with examples relating to the fields of life and health sciences.



Examples relating specifically to the world of business and economics, but following the same format as *Basic Practice*.



8th edition

Author: David Moore, William Notz and Michael Fligner

Publication date: 2018

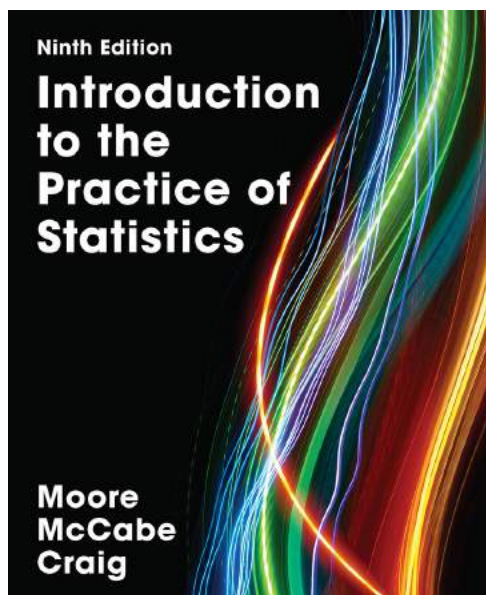
ISBN: 9781319187637

One of the most popular textbooks for teaching statistics at university, *The Basic Practice of Statistics* introduces students to the world of statistics. Using real-life examples from fields such as sport and politics, the authors bring the study of statistics to life.

The Basic Practice of Statistics is designed for a one-semester 'introduction to statistics' course for students across disciplines such as economics, psychology, engineering, maths and more.

It's also available through SaplingPlus, our innovative teaching and learning digital platform. Turn to page 5 for more information.

Introduction to the Practice of Statistics



9th edition

Author: David Moore, George McCabe and Bruce Craig

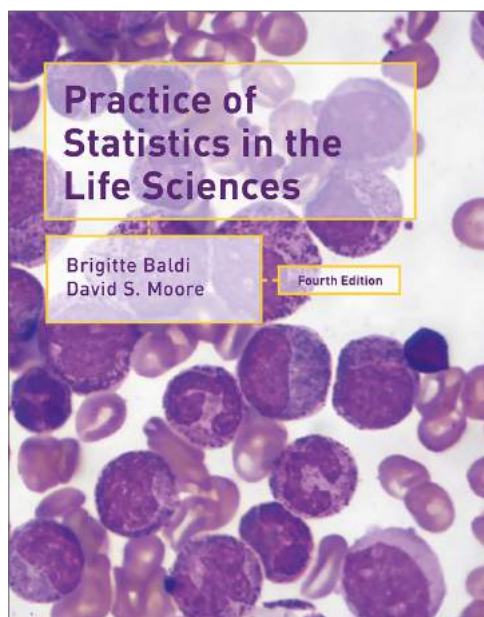
Publication date: 2017

ISBN: 9781319153977

Introduction to the Practice of Statistics turns statistics into more than just a collection of techniques and formulas. Instead, students develop a way of thinking about data with a focus on problem-solving that helps them understand concepts and master statistical reasoning.

This textbook is ideal for a rigorous, two-semester introductory statistics course.

Introduction to the Practice of Statistics is also available on LaunchPad. Turn to page 6 for more information.



4th edition

Author: Brigitte Baldi and David Moore

Publication date: 2018

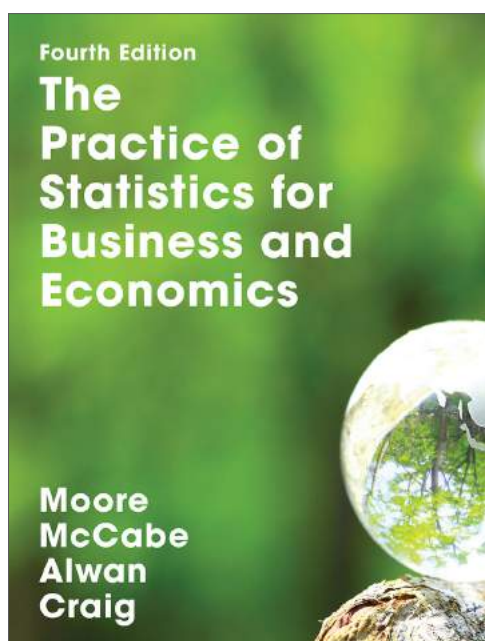
ISBN: 9781319187606

This engaging textbook is the perfect resource for undergraduate life science students studying statistics and data analysis. It covers essential statistical topics with examples and exercises drawn from across the field of life sciences, including disciplines such as nursing, public health, and allied health.

This textbook uses the approach of the bestselling *Basic Practice of Statistics* but makes it directly relevant to the world of life sciences.

This book is also available on SaplingPlus. Find out more about the product on page 5.

The Practice of Statistics for Business and Economics



4th edition

Author: David Moore, George McCabe, Bruce Craig and Layth Alwan

Publication date: 2016


ISBN: 9781319154127


Part of the best-selling David Moore introductory statistics textbook family, *The Practice of Statistics for Business and Economics* uses a similar, accessible approach found in *The Basic Practice of Statistics* but applies it to the world of business and economics.


With *The Practice of Statistics for Business and Economics*, instructors can help students develop a working knowledge of data production and interpretation in a business and economics context, giving them the practical tools they need to make data-informed, real-world business and economic decisions from the first day of class.

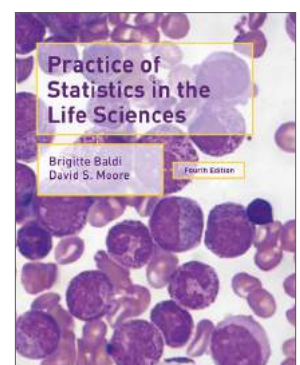
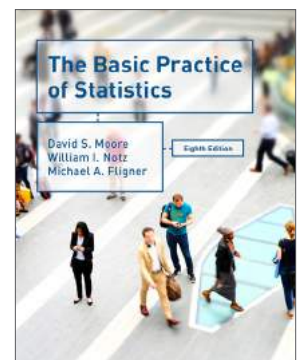
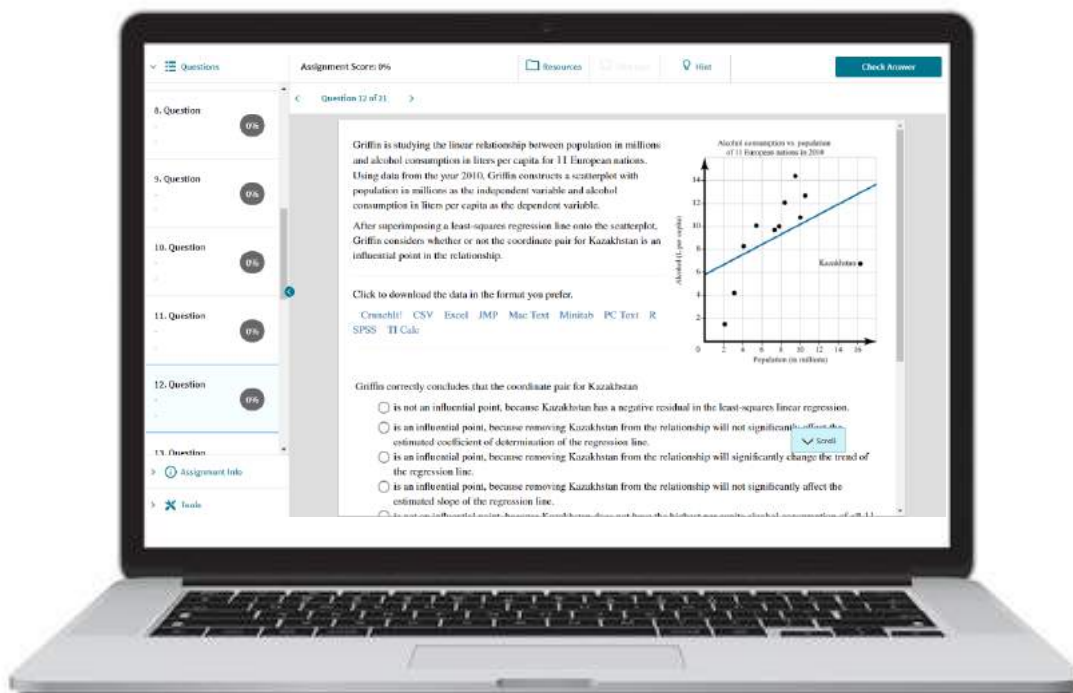
This book is available on LaunchPad. Turn to page 6 for more information.

Our cutting-edge online homework tool, Sapling Learning, drives student success and saves lecturers' time. Using thousands of questions combined with intelligent grading systems, you can build the perfect digital resource into your teaching course. It can be matched to textbook – whether it's one of our Moore books or a textbook from any other competitor.

 **Driving student success:** Each question comes with multiple wrong-answer options, written by statistics experts. Sapling's detailed feedback helps students identify gaps in their knowledge – just like a personal tutor.

 **Detailed insight into the performance of your class:** You can see which questions your class are struggling with. Drill down deeper into individual student performance.

 **Unparalleled support:** We'll never leave you in the lurch. SaplingPlus offers peer-to-peer support of a dedicated Client Success Specialist who is a statistics specialist at PhD level. They can help customize the course to your preferences.



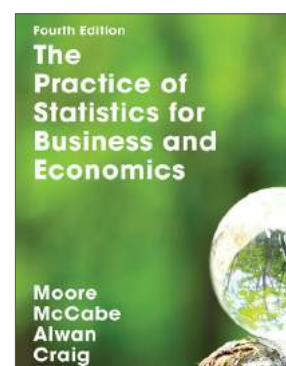
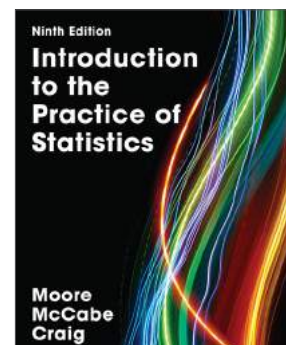
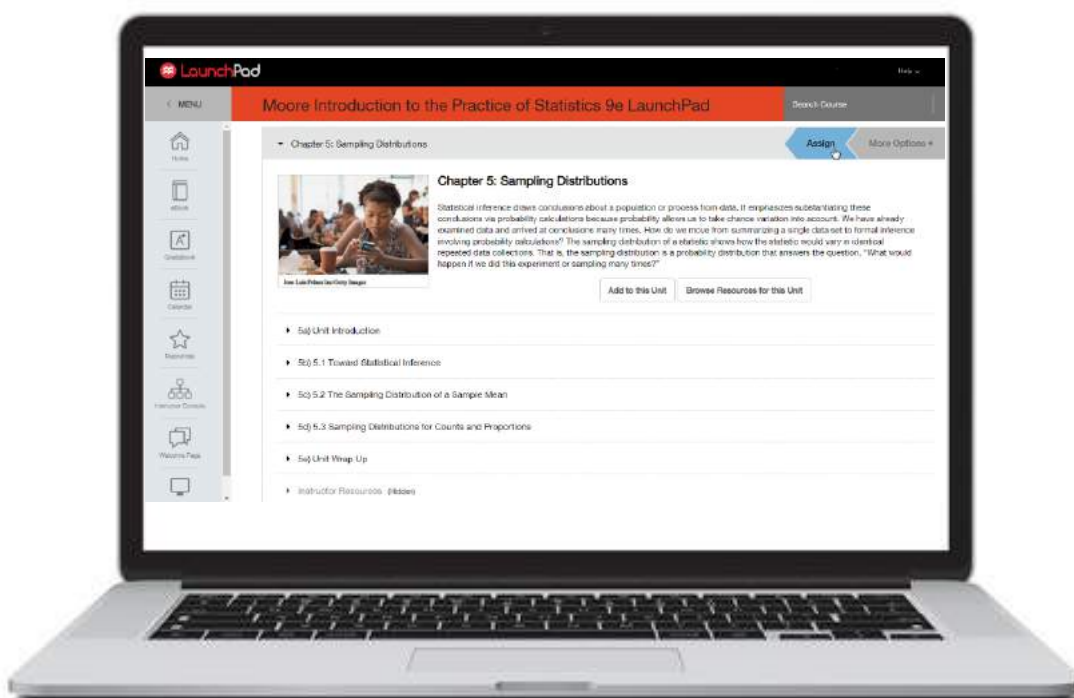
For more information or to request an online demonstration, visit:
www.macmillanihe.com/sapling

Introduction to the *Practice of Statistics* and *The Practice of Statistics for Business and Economics* are available on LaunchPad. With LaunchPad, students can access an interactive online version of the two books which have been enriched with multimedia content.

LaunchPad comes with LearningCurve, a quiz functionality which adapts to the level of your student. If it notices your student getting questions wrong, it'll offer them easier questions to build their confidence back up and address misunderstandings.

LaunchPad also provides you with an online gradebook that gives you a clear overview on the performance of your class.

Find out more about LaunchPad here: www.macmillanihe.com/launchpad



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