

Who is *your* statistics alter ego?



Brian Haemorrhage



Confusious



Cramming Sam



Curious Cat



Jane Superbrain



Labcoat Leni



Oditi's Lantern



Oliver Twisted



Satan's Personal
Statistics Slave



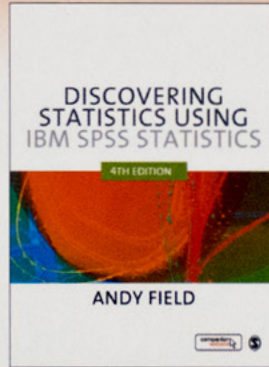
Smart Alex

Meet them all, in:

Discovering Statistics using IBM SPSS Statistics

Fourth Edition

By Andy Field
University of Sussex, UK



Each of these characters provide a different way for your students to look at statistics. From bookwormy to brainy to totally dazed and confused, there is a character in this book to suit your students and support them in their studies. **Cramming Sam** alerts the reader to some of the most relevant bits of information, **Labcoat Leni** provides real data, and **Brian** and **Jane's** slightly twisted relationship introduces both the basics and the more sophisticated elements of the course.

Andy Field's irreverently compelling take on statistics has made this title a perennial best-seller. Now in a **Fourth Edition**, this immensely comprehensive textbook focuses on providing essential updates, better accessibility to its key features, more instructor resources, and a broader reach to new student groups—all with powerful new digital developments on the textbook's Companion Website.

The Fourth Edition:

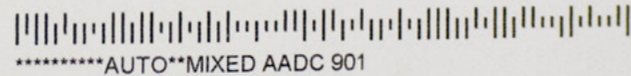
- Provides a MobileStudy facility—accessible through imbedded QR codes—encouraging students to utilize their smartphones and tablets to study.
- Offers WebAssign® as well as an enhanced Companion Website with plenty of instructor and student material to use in conjunction with the textbook.
- Includes new dedicated questions, written by experts in the field, for Business & Marketing, Education, Health, and Sports Sciences.
- Uses known and loved characters in addition to two new exciting additions. Statistical cult leader **Odit** provides students with access to video clips to provide further understanding of statistical/SPSS concepts, while **Confusious** helps to better differentiate statistical terms.
- Is fully compatible with recent SPSS releases, including version 21.0.



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