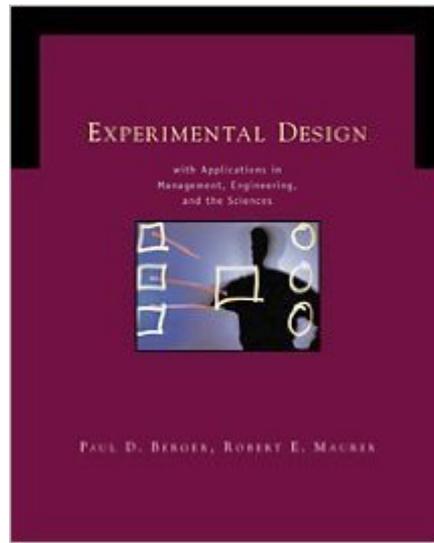


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Synopsis

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.

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I have found this book for all that I have read (about half of it) extremely useful for my PhD research work. The lessons are lucid. The exercises first ground your basics firmly then challenge your understanding of the fundamental concepts. Many of the questions are designed keeping in mind so many confounding little situations that we face often in the real world of experimenting. The text and questions, in short, prepare you for the 'real world' of experimenting. A must have in every student/user of Experimental Designs

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