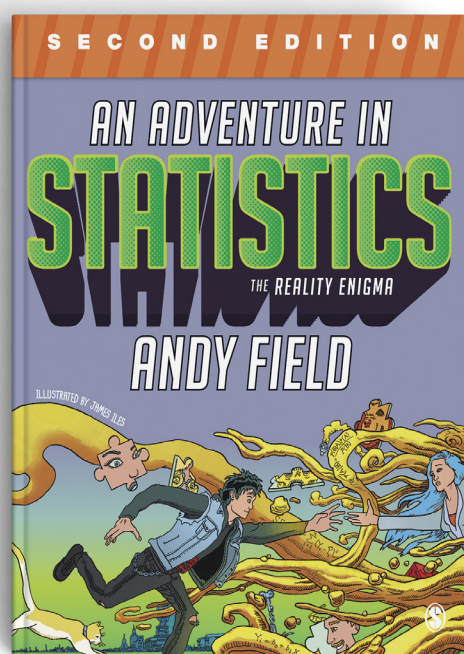


THE FUN WAY TO MASTER STATISTICS

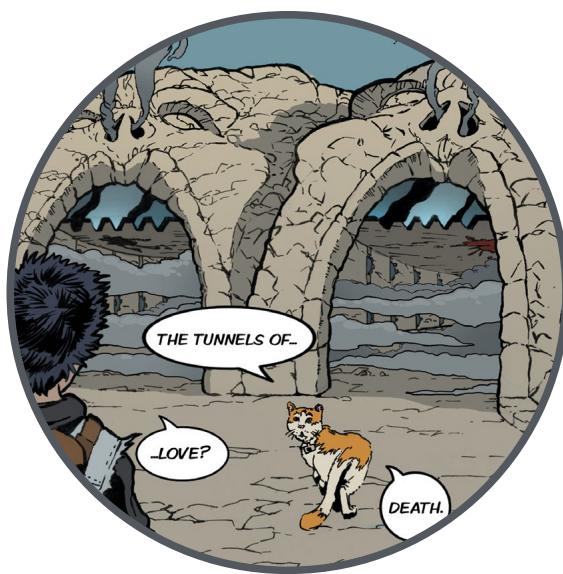


Statistics may have a bad rep for being difficult to master but Andy Field has got you covered. His fabulous adventure takes you on an exciting, immersive journey to understanding statistics. It is jam-packed with illustrations and uses the compelling story to introduce you to what you need to help you get through your next statistics assignment or assessment. No longer do you have to feel that learning statistics is a daunting experience. With its unique combination of story, concepts and terminology this complete introduction to statistics breaks the mould to present a statistical tale you won't want to put down!



Rock solid stats

Examples from real life help you to understand and apply key concepts



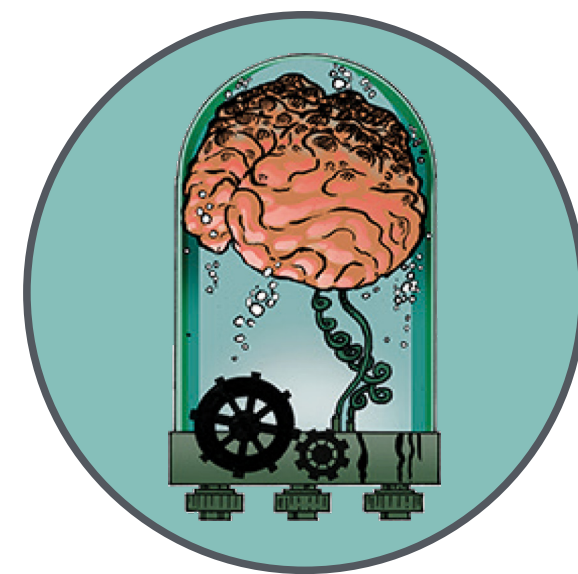
A thrilling story

Join Zach, a beginner in stats, who goes on an adventure to master inferential statistics, probability and z-scores... and save the world at the same time



Stunning graphic-novel style art

Beautifully illustrated to further help convey the story of Zach and statistical concepts



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In chapter exercises and freely accessible online resources encourage you to test your newfound knowledge. Progress through the chapters and build your stats confidence as you go.

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