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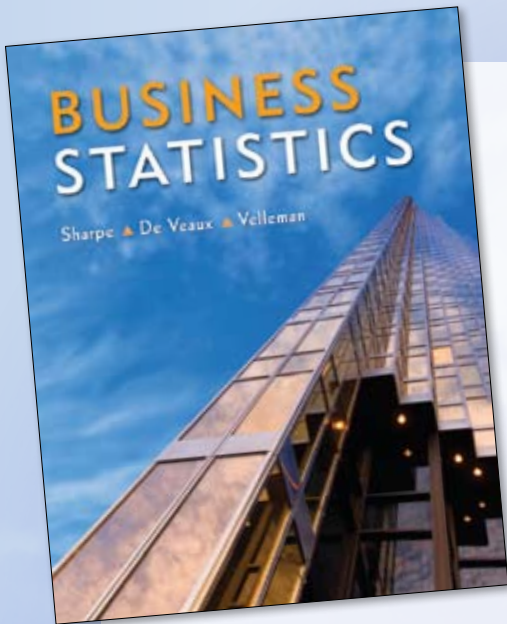


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February 1, 2009

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Dear Professor <<last>>,

It's arrived! Your "hot off the press" copy of *Business Statistics* will be with you shortly. Thank you for your input, which helped shape and strengthen a book we are proud to have been a part of. As a special thanks, we want you to be one of the first to see how we have applied your feedback and created a book designed to excite business students about statistics.

The goal in undertaking this project was to combine our classroom experience with our expertise as consultants and business owners, creating what we believe is an insightful, relevant text that leaves students with no doubt as to why they are learning statistics. We're confident that, with your input and support, we have achieved this goal. Managers make better decisions when they understand statistics, and we hope this book will help students do both.

- ▶ You have helped us make our *Plan/Do/Report* rubric even better by adding a Memo as part of the Report step, giving students practice with communicating the results of statistical analysis in an impactful and meaningful way.
- ▶ An *Ethics in Action* section at the end of every chapter shows how ethics anchors any decision involving data.
- ▶ Our *What Can Go Wrong?* advice helps students navigate and avoid common pitfalls that we've witnessed decision makers make in practice.

As authors, we appreciate hearing what students think when they use our book and, of course, we want to continue to hear what you think. Please send us questions, comments, and insights from you and your students. We look forward to your feedback.

Thanks again for all of your help.

Sincerely,

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