



An Adventure in Statistics: The Reality Enigma

Andy Field

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Once again, bestselling author and award-winning teacher Andy Field hasn't just broken the traditional textbook mould with his new novel/textbook, he has forged the only statistics book on the market with a terrifying probability bridge, zombies and a talking cat!

Andy Field's unique approach gently introduces students across the social sciences to the importance and relevance of statistics in a stunningly illustrated format and style. By weaving in a compelling narrative, he takes students on an exciting journey through introductory level statistics overcoming potential anxiety around the subject and providing a vibrant alternative to the dullness of many typical offerings.

The medium, the message and the rock-solid statistics coverage combine to raise the level of attainment of even the most Maths-phobic student. It assumes no previous knowledge, nor requires the use of data analysis software.

It covers the material you would expect for an introductory level statistics module that his previous books (*Discovering Statistics Using IBM SPSS Statistics* and *Discovering Statistics Using R*) only touch on, but with a contemporary twist, laying down strong foundations for understanding classical and Bayesian approaches to data analysis.

In doing so, it provides an unrivalled launchpad to further study, research and inquisitiveness about the real world, equipping students with the skills to succeed in their chosen degree and which they can go on to apply in the workplace.

Our Facebook page for lovers of Andy Field's books and statistics-phobes alike is a place for readers to share their experiences of Andy's texts and where we post news, free stuff, photos, videos, competitions and more.

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