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THE MANGA GUIDE TO STATISTICS

The Manga Guide to Statistics capitalizes on the international manga phenomenon. This first in a series of EduManga titles from No Starch Press (co-published with Ohmsha, Ltd. of Japan), The Manga Guide to Statistics uses manga to introduce the reader to the world of statistics. Rather than learning from a dry textbook, readers follow the animated adventures of Rui and her teacher, Mamoru Yamamoto, as Rui interacts with a colorful cast of characters. The book consists of seven chapters, each containing a cartoon, text to supplement the cartoon, an exercise and answer section, and a summary. Readers learn about working with numerical and categorical data; probability; relationships between two variables; tests of independence; even how to perform calculations in Microsoft Excel. Other titles in the series will cover topics like databases, electricity, and physics.

THE MANGA GUIDE TO STATISTICS

Uses manga characters to introduce the reader to the world of statistics. Rather than learning from a dry textbook, readers follow the animated adventures of Rui and her teacher, Mamoru Yamamoto, as Rui interacts with a colorful cast of characters. The book consists of seven chapters, each containing a cartoon, text to supplement the cartoon, an exercise and answer section, and a summary. Readers learn about working with numerical and categorical data; probability; relationships between two variables; tests of independence; even how to perform calculations in Microsoft Excel.

THE MANGA GUIDE TO REGRESSION ANALYSIS

No Starch Press **Like a lot of people, Miu has had trouble learning regression**

analysis. But with new motivation—in the form of a handsome but shy customer—and the help of her brilliant café coworker Risa, she's determined to master it. Follow along with Miu and Risa in The Manga Guide to Regression Analysis as they calculate the effect of temperature on iced tea orders, predict bakery revenues, and work out the probability of cake sales with simple, multiple, and logistic regression analysis. You'll get a refresher in basic concepts like matrix equations, inverse functions, logarithms, and differentiation before diving into the hard stuff. Learn how to: -Calculate the regression equation –Check the accuracy of your equation with the correlation coefficient –Perform hypothesis tests and analysis of variance, and calculate confidence intervals –Make predictions using odds ratios and prediction intervals –Verify the validity of your analysis with diagnostic checks –Perform chi-squared tests and F-tests to check the goodness of fit Whether you're learning regression analysis for the first time or have just never managed to get your head around it, The Manga Guide to Regression Analysis makes mastering this tricky technique straightforward and fun.

THE MANGA GUIDE TO DATABASES

No Starch Press **Want to learn about databases without the tedium? With its unique combination of Japanese-style comics and serious educational content, The Manga Guide to Databases is just the book for you. Princess Ruruna is stressed out. With the king and queen away, she has to manage the Kingdom of Kod's humongous fruit-selling empire. Overseas departments, scads of inventory, conflicting prices, and so many customers! It's all such a confusing mess. But a mysterious book and a helpful fairy promise to solve her organizational problems—with the practical magic of databases. In The Manga Guide to Databases, Tico the fairy teaches the Princess how to simplify her data management. We follow along as they design a relational database, understand the entity-relationship model, perform basic database operations, and delve into more advanced topics. Once the Princess is familiar with transactions and basic SQL statements, she can keep her data timely and accurate for the entire kingdom. Finally, Tico explains ways to make the database more efficient and secure, and they discuss methods for concurrency and replication. Examples and exercises (with answer keys) help you learn, and an appendix of frequently used SQL statements gives the tools you need to create and maintain full-featured databases. (Of course, it wouldn't be a royal kingdom without some drama, so read on to find out who gets the girl—the arrogant prince or the humble servant.) This EduManga book is a translation of a bestselling series in Japan, co-published with Ohmsha, Ltd., of Tokyo, Japan.**

THE MANGA GUIDE TO CALCULUS

No Starch Press **Noriko is just getting started as a junior reporter for the**

Asagake Times. She wants to cover the hard-hitting issues, like world affairs and politics, but does she have the smarts for it? Thankfully, her overbearing and math-minded boss, Mr. Seki, is here to teach her how to analyze her stories with a mathematical eye. In The Manga Guide to Calculus, you'll follow along with Noriko as she learns that calculus is more than just a class designed to weed out would-be science majors. You'll see that calculus is a useful way to understand the patterns in physics, economics, and the world around us, with help from real-world examples like probability, supply and demand curves, the economics of pollution, and the density of Shochu (a Japanese liquor). Mr. Seki teaches Noriko how to: –Use differentiation to understand a function's rate of change –Apply the fundamental theorem of calculus, and grasp the relationship between a function's derivative and its integral –Integrate and differentiate trigonometric and other complicated functions –Use multivariate calculus and partial differentiation to deal with tricky functions –Use Taylor Expansions to accurately imitate difficult functions with polynomials Whether you're struggling through a calculus course for the first time or you just need a painless refresher, you'll find what you're looking for in The Manga Guide to Calculus. This EduManga book is a translation from a bestselling series in Japan, co-published with Ohmsha, Ltd. of Tokyo, Japan.

THE MANGA GUIDE TO PHYSICS

No Starch Press **Megumi is an all-star athlete, but she's a failure when it comes to physics class. And she can't concentrate on her tennis matches when she's worried about the questions she missed on the big test! Luckily for her, she befriends Ryota, a patient physics geek who uses real-world examples to help her understand classical mechanics—and improve her tennis game in the process! In The Manga Guide to Physics, you'll follow alongside Megumi as she learns about the physics of everyday objects like roller skates, slingshots, braking cars, and tennis serves. In no time, you'll master tough concepts like momentum and impulse, parabolic motion, and the relationship between force, mass, and acceleration. You'll also learn how to: –Apply Newton's three laws of motion to real-life problems –Determine how objects will move after a collision –Draw vector diagrams and simplify complex problems using trigonometry –Calculate how an object's kinetic energy changes as its potential energy increases If you're mystified by the basics of physics or you just need a refresher, The Manga Guide to Physics will get you up to speed in a lively, quirky, and practical way.**

STATISTICS DONE WRONG

THE WOEFULLY COMPLETE GUIDE

No Starch Press **Scientific progress depends on good research, and good research needs good statistics. But statistical analysis is tricky to get right,**

even for the best and brightest of us. You'd be surprised how many scientists are doing it wrong. Statistics Done Wrong is a pithy, essential guide to statistical blunders in modern science that will show you how to keep your research blunder-free. You'll examine embarrassing errors and omissions in recent research, learn about the misconceptions and scientific politics that allow these mistakes to happen, and begin your quest to reform the way you and your peers do statistics. You'll find advice on: –Asking the right question, designing the right experiment, choosing the right statistical analysis, and sticking to the plan –How to think about p values, significance, insignificance, confidence intervals, and regression –Choosing the right sample size and avoiding false positives –Reporting your analysis and publishing your data and source code –Procedures to follow, precautions to take, and analytical software that can help Scientists: Read this concise, powerful guide to help you produce statistically sound research. Statisticians: Give this book to everyone you know. The first step toward statistics done right is Statistics Done Wrong.

THE MANGA GUIDE TO ELECTRICITY

No Starch Press **Rereko is just your average high-school girl from Electopia, the land of electricity, but she's totally failed her final electricity exam! Now she has to go to summer school on Earth. And this time, she has to pass. Luckily, her ever-patient tutor Hikaru is there to help. Join them in the pages of The Manga Guide to Electricity as Rereko examines everyday electrical devices like flashlights, heaters, and circuit breakers, and learns the meaning of abstract concepts like voltage, potential, current, resistance, conductivity, and electrostatic force. The real-world examples that you'll find in The Manga Guide to Electricity will teach you: –What electricity is, how it works, how it's created, and how it can be used –The relationship between voltage, current, and resistance (Ohm's law) –Key electrical concepts like inductance and capacitance –How complicated components like transformers, semiconductors, diodes, and transistors work –How electricity produces heat and the relationship between current and magnetic fields If thinking about how electricity works really fries your brain, let The Manga Guide to Electricity teach you all things electrical in a shockingly fun way.**

THE CARTOON INTRODUCTION TO STATISTICS

Hill and Wang **The Cartoon Introduction to Statistics is the most imaginative and accessible introductory statistics course you'll ever take. Employing an irresistible cast of dragon-riding Vikings, lizard-throwing giants, and feuding aliens, the renowned illustrator Grady Klein and the award-winning statistician Alan Dabney teach you how to collect reliable data, make confident statements based on limited information, and judge the usefulness of polls and the other numbers that you're bombarded with every day. If you want to go beyond the basics, they've created the**

ultimate resource: "The Math Cave," where they reveal the more advanced formulas and concepts. Timely, authoritative, and hilarious, The Cartoon Introduction to Statistics is an essential guide for anyone who wants to better navigate our data-driven world.

THE MANGA GUIDE TO MICROPROCESSORS

<u>No Starch Press</u> **Ayumi is a world-class shogi (Japanese chess) player who can't be beaten—that is, until she loses to a powerful computer called the Shooting Star. Ayumi vows to find out everything she can about her new nemesis. Lucky for her, Yuu Kano, the genius programmer behind the Shooting Star, is willing to teach her all about the inner workings of the microprocessor—the "brain" inside all computers, phones, and gadgets. Follow along with Ayumi in The Manga Guide to Microprocessors and you'll learn about: -How the CPU processes information and makes decision -How computers perform arithmetic operations and store information -logic gates and how they're used in integrated circuits -the Key components of modern computers, including registers, GPUs, and RAM -Assembly language and how it differs from high-level programming languages Whether you're a computer science student or just want to understand the power of microprocessors, you'll find what you need to know in The Manga Guide to Microprocessors.**

THE MANGA GUIDE TO MOLECULAR BIOLOGY

<u>No Starch Press</u> **Rin and Ami have been skipping molecular biology class all semester, and Professor Moro has had enough—he's sentencing them to summer school on his private island. But they're in store for a special lesson. Using Dr. Moro's virtual reality machine to travel inside the human body, they'll get a close-up look at the fascinating world of molecular biology. Join them in The Manga Guide to Molecular Biology, and learn all about DNA, RNA, proteins, amino acids, and more. Along the way, you'll see chemical reactions first-hand and meet entertaining characters like Enzyme Man and Drinkzilla, who show how the liver metabolizes alcohol. Together with Ami and Rin, you'll learn all about: –The organelles and proteins inside cells, and how they support cellular functions –The processes of transcription and translation, and your genes' role in synthesizing proteins –The pieces that make up our genetic code, like nucleotides, codons, introns, and exons –The processes of DNA replication, mitosis and cytokinesis –Genetic technology like transduction and cloning, and the role of molecular biology in medicine Whether you need a molecular biology refresher or you're just fascinated by the science of life, The Manga Guide to Molecular Biology will give you a uniquely fun and informative introduction.**

THE MANGA GUIDE TO LINEAR ALGEBRA

"The Manga Guide to Linear Algebra" uses Japanese comics, clear

explanations, and a charming storyline to explain the essentials of linear algebra.

THE MANGA GUIDE TO RELATIVITY

No Starch Press **Everything's gone screwy at Tagai Academy. When the headmaster forces Minagi's entire class to study Einstein's theory of relativity over summer school, Minagi volunteers to go in their place. There's just one problem: He's never even heard of relativity before! Luckily, Minagi has the plucky Miss Uraga to teach him. Follow along with The Manga Guide to Relativity as Minagi learns about the non-intuitive laws that shape our universe. Before you know it, you'll master difficult concepts like inertial frames of reference, unified spacetime, and the equivalence principle. You'll see how relativity affects modern astronomy and discover why GPS systems and other everyday technologies depend on Einstein's extraordinary discovery. The Manga Guide to Relativity also teaches you how to: –Understand and use E = mc2, the world's most famous equation –Calculate the effects of time dilation using the Pythagorean theorem –Understand classic thought experiments like the Twin Paradox, and see why length contracts and mass increases at relativistic speeds –Grasp the underpinnings of Einstein's special and general theories of relativity If the idea of bending space and time really warps your brain, let The Manga Guide to Relativity straighten things out.**

THE MANGA GUIDE TO CRYPTOGRAPHY

No Starch Press **Cryptography is hard, but it's less hard when it's filled with adorable Japanese manga. The latest addition to the Manga Guide series, The Manga Guide to Cryptography, turns the art of encryption and decryption into plain, comic illustrated English. As you follow Inspector Jun Meguro in his quest to bring a cipher-wielding thief to justice, you'll learn how cryptographic ciphers work. (Ciphers are the algorithms at the heart of cryptography.) Like all books in the Manga Guide series, The Manga Guide to Cryptography is illustrated throughout with memorable Japanese manga as it dives deep into advanced cryptography topics, such as classic substitution, polyalphabetic, and transposition ciphers; symmetric-key algorithms like block and DES (Data Encryption Standard) ciphers; and how to use public key encryption technology. It also explores practical applications of encryption such as digital signatures, password security, and identity fraud countermeasures. The Manga Guide to Cryptography is the perfect introduction to cryptography for programmers, security professionals, aspiring cryptographers, and anyone who finds cryptography just a little bit hard.**

THE MANGA GUIDE TO PHYSIOLOGY

No Starch Press **Student nurse Kumiko has just flunked her physiology exam and has one last shot at passing her makeup test. Lucky for her, newbie**

health science professor Kaisei needs a guinea pig for his physiology lectures. Join Kumiko in The Manga Guide to Physiology as she examines the inner workings of the body while training hard for the campus marathon. You'll learn all about: –How the digestive system and the Citric Acid Cycle break food down into nutrients and energy –How the body regulates temperature and vital fluids –The body's powerful cell defense system, led by helper T cells and enforced by macrophages –The architecture of the central nervous system –The kidneys' many talents: blood filtration, homeostasis, and energy production You'll also gain insight into medical procedures like electrocardiograms, blood pressure tests, spirograms, and more. Whether you're cramming for a test like Kumiko or just want a refresher, The Manga Guide to Physiology is your fun, cartoon guide to the human body.

THE MANGA GUIDE TO BIOCHEMISTRY

"The latest addition to No Starch Press's EduManga series, The Manga Guide to Biochemistry uses Japanese comics, clear explanations, and a charming storyline to explain the basics of biochemistry. This volume begins with a discussion of the cells that make up living beings, as well as the basics of protein synthesis, metabolism, energy production, and photosynthesis. It goes on to cover ecosystems and material cycles; the mechanisms of respiration; lipids, cholesterol, and blood types; and the roles and structures of enzymes and proteins. Readers explore genes and DNA; the differences between biochemistry and molecular biology; and the mystery surrounding the origin of the cell, all with the aid of original Manga cartoons. This EduManga title is co-published with Ohmsha, Ltd. of Tokyo, Japan, and is one in a series of translations from Ohmsha's bestselling Japanese originals"--

THE BOOK OF R

A FIRST COURSE IN PROGRAMMING AND STATISTICS

No Starch Press **The Book of R is a comprehensive, beginner-friendly guide to R, the world's most popular programming language for statistical analysis. Even if you have no programming experience and little more than a grounding in the basics of mathematics, you'll find everything you need to begin using R effectively for statistical analysis. You'll start with the basics, like how to handle data and write simple programs, before moving on to more advanced topics, like producing statistical summaries of your data and performing statistical tests and modeling. You'll even learn how to create impressive data visualizations with R's basic graphics tools and contributed packages, like ggplot2 and ggvis, as well as interactive 3D visualizations using the rgl package. Dozens of hands-on exercises (with downloadable solutions) take you from theory to practice, as you learn: –The fundamentals of programming in R, including how to write data**

frames, create functions, and use variables, statements, and loops –Statistical concepts like exploratory data analysis, probabilities, hypothesis tests, and regression modeling, and how to execute them in R –How to access R's thousands of functions, libraries, and data sets –How to draw valid and useful conclusions from your data –How to create publication-quality graphics of your results Combining detailed explanations with real-world examples and exercises, this book will provide you with a solid understanding of both statistics and the depth of R's functionality. Make The Book of R your doorway into the growing world of data analysis.

THE MANGA GUIDE TO THE UNIVERSE

No Starch Press **Join Kanna, Kanta, Yamane, and Gloria in The Manga Guide to the Universe as they explore our solar system, the Milky Way, and faraway galaxies in search of the universe's greatest mysteries: dark matter, cosmic expansion, and the Big Bang itself. As you rocket across the night sky, you'll become acquainted with modern astronomy and astrophysics, as well as the classical discoveries and theories on which they're built. You'll even learn why some scientists believe finding extraterrestrial life is inevitable! You'll also learn about: –Discoveries made by Copernicus, Galileo, Kepler, Hubble, and other seminal astronomers –Theories of the universe's origins, evolution, and geometry –The ways you can measure and observe heavenly bodies with different telescopes, and how astronomers calculate distances in space –Stellar classifications and how the temperature, size, and magnitude of a star are related –Cosmic background radiation, what the WMAP satellite discovered, and scientists' predictions for the future of the universe So dust off your flight suit and take a fantastic voyage through the cosmos in The Manga Guide to the Universe.**

THE MANGA GUIDE TO PHYSIOLOGY

No Starch Press **Student nurse Kumiko has just flunked her physiology exam and has one last shot at passing her makeup test. Lucky for her, newbie health science professor Kaisei needs a guinea pig for his physiology lectures. Join Kumiko in The Manga Guide to Physiology as she examines the inner workings of the body while training hard for the campus marathon. You'll learn all about: –How the digestive system and the Citric Acid Cycle break food down into nutrients and energy –How the body regulates temperature and vital fluids –The body's powerful cell defense system, led by helper T cells and enforced by macrophages –The architecture of the central nervous system –The kidneys' many talents: blood filtration, homeostasis, and energy production You'll also gain insight into medical procedures like electrocardiograms, blood pressure tests, spirograms, and more. Whether you're cramming for a test like Kumiko or just want a refresher, The Manga Guide to Physiology is your**

fun, cartoon guide to the human body.

MY HERO ACADEMIA: ULTRA ANALYSIS—THE OFFICIAL CHARACTER GUIDE

VIZ Media LLC **The secrets of the smash-hit series My Hero Academia are revealed! My Hero Academia: Ultra Analysis—The Official Character Guide is jam-packed with all the profiles, stats, and trivia about your favorite heroes—plus a color art gallery, sketches, and a team-up discussion featuring My Hero Academia creator Kohei Horikoshi in conversation with Bleach creator Tite Kubo! -- VIZ Media**

UNDERSTANDING ECONOMIC STATISTICS: AN OECD PERSPECTIVE

OECD Publishing **Drawing on OECD statistics in particular, 'Understanding Economic Statistics: an OECD perspective' shows readers how to use statistics to understand the world economy. It gives an overview of the history, key concepts and the main providers of economic statistics.**

BERSERK OFFICIAL GUIDEBOOK

Dark Horse Comics **Berserk has conquered the worlds of manga and anime, and now comes the essential roadmap to the sprawling Berserk universe, exploring the characters, creatures, settings, and stories of Berserk's first 38 volumes. Profusely illustrated and including never-before-seen art (including an eight-page color section) and author notes by Kentaro Miura, the Official Guidebook is a comprehensive tour through the epic adventure, shocking horror, and graveyard humor that can be only Berserk!**

DATA ANALYSIS WITH OPEN SOURCE TOOLS

A HANDS-ON GUIDE FOR PROGRAMMERS AND DATA SCIENTISTS

"O'Reilly Media, Inc." **Collecting data is relatively easy, but turning raw information into something useful requires that you know how to extract precisely what you need. With this insightful book, intermediate to experienced programmers interested in data analysis will learn techniques for working with data in a business environment. You'll learn how to look at data to discover what it contains, how to capture those ideas in conceptual models, and then feed your understanding back into the organization through business plans, metrics dashboards, and other applications. Along the way, you'll experiment with concepts through hands-on workshops at the end of each chapter. Above all, you'll learn how to think about the results you want to achieve -- rather than rely on tools to think for you. Use graphics to describe data with one, two, or dozens of variables Develop conceptual models using back-of-the-envelope calculations, as well asscaling and probability arguments Mine data with computationally intensive methods such as simulation and clustering Make your conclusions understandable through reports, dashboards, and other metrics programs**

Understand financial calculations, including the time-value of money Use dimensionality reduction techniques or predictive analytics to conquer challenging data analysis situations Become familiar with different open source programming environments for data analysis "Finally, a concise reference for understanding how to conquer piles of data."--Austin King, Senior Web Developer, Mozilla "An indispensable text for aspiring data scientists."--Michael E. Driscoll, CEO/Founder, Dataspora

REALITY RULES II: A GUIDE TO TEEN NONFICTION READING INTERESTS

A GUIDE TO TEEN NONFICTION READING INTERESTS

ABC-CLIO **A must-have resource for librarians, teachers, and parents on the popular and growing area of teen nonfiction—a genre now mandated by the Common Core Standards.**

HEAD FIRST STATISTICS

"O'Reilly Media, Inc." **A comprehensive introduction to statistics that teaches the fundamentals with real-life scenarios, and covers histograms, quartiles, probability, Bayes' theorem, predictions, approximations, random samples, and related topics.**

ANALYTICS FOR RETAIL

A STEP-BY-STEP GUIDE TO THE STATISTICS BEHIND A SUCCESSFUL RETAIL BUSINESS

Apress **Examine select retail business scenarios to learn basic mathematics, as well as probability and statistics required to analyze big data. This book focuses on useful and imperative applied analytics needed to build a retail business and explains mathematical concepts essential for decision making and communication in retail business environments. Everyone is a buyer or seller of products these days whether through a physical department store, Amazon, or their own business website. This book is a step-by-step guide to understanding and managing the mechanics of markups, markdowns, and basic statistics, math and computers that will help in your retail business. You'll tackle what to do with data once it is has accumulated and see how to arrange the data using descriptive statistics, primarily means, median, and mode, and then how to read the corresponding charts and graphs. Analytics for Retail is your path to creating visual representations that powerfully communicate information and drive decisions. What You'll Learn Review standard statistical concepts to enhance your understanding of retail data Understand the concepts of markups, markdowns and profit margins, and probability Conduct an A/B testing email campaign with all the relevant analytics calculated and explained Who This Book Is For This is a primer book for anyone in the field**

of retail that needs to learn or refresh their skills or for a reader who wants to move in their company to a more analytical position.

CONNECTING COMICS TO CURRICULUM

STRATEGIES FOR GRADES 6-12

ABC-CLIO **Here is the essential guide for librarians and teachers who want to develop a quality, curriculum-based graphic novel collection—and use its power to engage and inform middle and high school students. * Photos of school libraries, classrooms, and students * Model template lesson plans by subject area * A list of recommended resources, such as professional books, websites and blogs * A glossary of common graphic novel terms * Bibliographies of quality classic and contemporary graphic novel titles for libraries and classrooms, broken down into middle school and high school curricular areas**

THE CARTOON GUIDE TO STATISTICS

Paw Prints **If you have ever looked for P-values by shopping at P mart, tried to watch the Bernoulli Trails on "People's Court," or think that the standard deviation is a criminal offense in six states, then you need The Cartoon Guide to Statistics to put you on the road to statistical literacy. The Cartoon Guide to Statistics covers all the central ideas of modern statistics: the summary and display of data, probability in gambling and medicine, random variables, Bernoulli Trails, the Central Limit Theorem, hypothesis testing, confidence interval estimation, and much more--all explained in simple, clear, and yes, funny illustrations. Never again will you order the Poisson Distribution in a French restaurant!**

HOW WIKIPEDIA WORKS

AND HOW YOU CAN BE A PART OF IT

No Starch Press **Provides information on using and contributing to Wikipedia, covering such topics as evaluating the reliability of articles, editing existing articles, adding new articles, communiating with other users, and resolving content disputes.**

SUPER GRAPHIC

A VISUAL GUIDE TO THE COMIC BOOK UNIVERSE

Chronicle Books **The comic book universe is adventurous, mystifying, and filled with heroes, villains, and cosplaying Comic-Con attendees. This book by one of Wired magazine's art directors traverses the graphic world through a collection of pie charts, bar graphs, timelines, scatter plots, and more. Super Graphic offers readers a unique look at the intricate and sometimes contradictory storylines that weave their way through comic books, and shares advice for navigating the pages of some of the most**

popular, longest-running, and best-loved comics and graphic novels out there. From a colorful breakdown of the DC Comics reader demographic to a witty Venn diagram of superhero comic tropes and a Chris Ware sadness scale, this book charts the most arbitrary and monumental characters, moments, and equipment of the wide world of comics. Plus, this is the fixed format version, which includes high-resolution images.

STATISTICS 101

FROM DATA ANALYSIS AND PREDICTIVE MODELING TO MEASURING DISTRIBUTION AND DETERMINING PROBABILITY, YOUR ESSENTIAL GUIDE TO STATISTICS

Simon and Schuster **A comprehensive guide to statistics—with information on collecting, measuring, analyzing, and presenting statistical data—continuing the popular 101 series. Data is everywhere. In the age of the internet and social media, we're responsible for consuming, evaluating, and analyzing data on a daily basis. From understanding the percentage probability that it will rain later today, to evaluating your risk of a health problem, or the fluctuations in the stock market, statistics impact our lives in a variety of ways, and are vital to a variety of careers and fields of practice. Unfortunately, most statistics text books just make us want to take a snooze, but with Statistics 101, you'll learn the basics of statistics in a way that is both easy-to-understand and apply. From learning the theory of probability and different kinds of distribution concepts, to identifying data patterns and graphing and presenting precise findings, this essential guide can help turn statistical math from scary and complicated, to easy and fun. Whether you are a student looking to supplement your learning, a worker hoping to better understand how statistics works for your job, or a lifelong learner looking to improve your grasp of the world, Statistics 101 has you covered.**

THE READERS' ADVISORY GUIDE TO GRAPHIC NOVELS

American Library Association **Provides a library reference guide to graphic novels, listing the different genres available and describing the relationship between graphic novels and films and video games, along with lists of recommended works for each category.**

FRIENDS WITH BENEFITS

A SOCIAL MEDIA MARKETING HANDBOOK

No Starch Press **The rules of marketing have changed. With viral YouTube videos racking up millions of views, popular bloggers reaching more readers than their traditional media counterparts, and Facebook mavens influencing thousands of their friends, marketing professionals simply cannot ignore the web's new communication channels. But this new brand**

of marketing can be intimidating to those unfamiliar with the new tools, the evolving culture, and the unwritten rules surrounding them. Friends with Benefits is a tactical guide, filled with tricks, tips, and real-world case studies that show marketers how to reach out to the new online influencers to increase their companies' online visibility and bring more visitors to their websites. Readers learn how to create viral campaigns, craft a compelling social media pitch, and market effectively inside intimidating social media channels, where honesty and connections are far more important than the size of their marketing budget. The power of social media is huge: 65 million Americans read blogs every day; Facebook has over 150 million users; and the most popular YouTube videos receive over 10 million views, often in less than a week. Nearly 80 percent of consumers trust recommendations from family, friends, and "influential" persons over any kind of advertising or marketing. Businesses need to reach these influencers.

STATISTICS IN A NUTSHELL

"O'Reilly Media, Inc." **A clear and concise introduction and reference for anyone new to the subject of statistics.**

A STUDENT'S GUIDE TO BAYESIAN STATISTICS

SAGE **Supported by a wealth of learning features, exercises, and visual elements as well as online video tutorials and interactive simulations, this book is the first student-focused introduction to Bayesian statistics. Without sacrificing technical integrity for the sake of simplicity, the author draws upon accessible, student-friendly language to provide approachable instruction perfectly aimed at statistics and Bayesian newcomers. Through a logical structure that introduces and builds upon key concepts in a gradual way and slowly acclimatizes students to using R and Stan software, the book covers: An introduction to probability and Bayesian inference Understanding Bayes' rule Nuts and bolts of Bayesian analytic methods Computational Bayes and real-world Bayesian analysis Regression analysis and hierarchical methods This unique guide will help students develop the statistical confidence and skills to put the Bayesian formula into practice, from the basic concepts of statistical inference to complex applications of analyses.**

MANGA: THE COMPLETE GUIDE

Del Rey **• Reviews of more than 900 manga series • Ratings from 0 to 4 stars • Guidelines for age-appropriateness • Number of series volumes • Background info on series and artists THE ONE-STOP RESOURCE FOR CHOOSING BETWEEN THE BEST AND THE REST! Whether you're new to the world of manga-style graphic novels or a longtime reader on the lookout for the next hot series, here's a comprehensive guide to the wide, wonderful world of Japanese comics! • Incisive, full-length reviews of**

stories and artwork • Titles rated from zero to four stars–skip the clunkers, but don't miss the hidden gems • Guidelines for age-appropriateness–from strictly mature to kid-friendly • Profiles of the biggest names in manga, including CLAMP, Osamu Tezuka, Rumiko Takahashi, and many others • The facts on the many kinds of manga–know your shôjo from your shônen • An overview of the manga industry and its history • A detailed bibliography and a glossary of manga terms LOOK NO FURTHER, YOU'VE FOUND YOUR IDEAL MANGA COMPANION!

STATISTICS AND PROBABILITY

Britannica Educational Publishing **This book offers a broad collection of the principles of statistics and probability in a nice, compact format for the middle school and early high school student. Interesting text and background bring the principles to life. The topics are often enriched by references to famous mathematicians who discovered these principles and also snapshots of these principles at work in our real world. Seldom does a math book bring together the story of so many of these topics in such an accessible and readable text.**

USING SAS FOR DATA MANAGEMENT, STATISTICAL ANALYSIS, AND GRAPHICS

CRC Press **Quick and Easy Access to Key Elements of Documentation Includes worked examples across a wide variety of applications, tasks, and graphics A unique companion for statistical coders, Using SAS for Data Management, Statistical Analysis, and Graphics presents an easy way to learn how to perform an analytical task in SAS, without having to navigate through the extensive, idiosyncratic, and sometimes unwieldy software documentation. Organized by short, clear descriptive entries, the book covers many common tasks, such as data management, descriptive summaries, inferential procedures, regression analysis, multivariate methods, and the creation of graphics. Through the extensive indexing, cross-referencing, and worked examples in this text, users can directly find and implement the material they need. The text includes convenient indices organized by topic and SAS syntax. Demonstrating the SAS code in action and facilitating exploration, the authors present example analyses that employ a single data set from the HELP study. They also provide several case studies of more complex applications. Data sets and code are available for download on the book's website. Helping to improve your analytical skills, this book lucidly summarizes the features of SAS most often used by statistical analysts. New users of SAS will find the simple approach easy to understand while more expert SAS programmers will appreciate the invaluable source of task-oriented information.**

USING R FOR DATA MANAGEMENT, STATISTICAL ANALYSIS, AND

GRAPHICS

CRC Press **Quick and Easy Access to Key Elements of Documentation Includes worked examples across a wide variety of applications, tasks, and graphicsUsing R for Data Management, Statistical Analysis, and Graphics presents an easy way to learn how to perform an analytical task in R, without having to navigate through the extensive, idiosyncratic, and sometimes**

WHAM! TEACHING WITH GRAPHIC NOVELS ACROSS THE CURRICULUM

Teachers College Press **Graphic novels are an excellent medium to motivate today's youth to become independent learners and thinkers. This practical guide shows secondary school teachers how to incorporate graphic novels into content area instruction as a tool for meeting the needs of diverse learners and achieving the goals of the Common Core State Standards. The authors provide instructional guidelines with classroom examples that demonstrate how graphic novels can be used to expand content knowledge and literacy in science, social studies, math, and English/language arts. Teachers will appreciate the book's specific suggestions for selecting graphic novels and for employing responsive practices that will build students' reading, writing, speaking, listening, and media competencies. "The range and complexity of graphic novels being published right now is simply amazing to me. . . . They are part of what should be a balanced array of texts that all can read, enjoy, and learn from. In this volume, the authors point to this proliferation, as well as the educative potential of graphic novels. After reading its pages, I feel others will agree with me that they have done an excellent job pointing out how graphic novel creators such as Jim Ottaviani and Larry Gonick communicate much about history, science, and mathematics while also making connections to comprehension and thinking skills that accompany both literacy and content-specific learning." —From the Foreword by Stergios Botzakis, assistant professor of adolescent literacy in the Theory and Practice in Teacher Education Department at The University of Tennessee, Knoxville "The authors have set forth on a task I feel long is overdu—connecting the literacy potential of graphic novels to the content areas. This book is a wonderful contribution to the field of content area literacy studies." —Michael D. Boatright, assistant professor, Department of English, Western Carolina University Book Features: Advice for selecting and evaluating graphic novels. Teaching strategies for each of the four major content domains. Guidance for aligning instruction with the Common Core State Standards. A list of educational graphic novels organized by content area. Study group questions.And more! William G. Brozo is a professor of literacy in the Graduate School of Education at George Mason University in Fairfax, Virginia, and author of RTI and the Adolescent Reader. Gary Moorman is professor emeritus at Appalachian State University in Boone, North Carolina. Carla K. Meyer is an assistant professor in the Reading**

Education and Special Education Department at Appalachian State University.