



The Practice of Statistics in the Life Sciences: w/CrunchIt/EESEE Access Card

By Brigitte Baldi, David S. Moore

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This remarkably engaging textbook gives biology students an introduction to statistical practice all their own. It covers essential statistical topics with examples and exercises drawn from across the life sciences, including the fields of nursing, public health, and allied health. Based on David Moore's *The Basic Practice of Statistics*, *PSLS* mirrors that #1 bestseller's signature emphasis on statistical thinking, real data, and what statisticians actually do. The new edition includes new and updated exercises, examples, and samples of real data, as well as an expanded range of media tools for students and instructors. What's in the LaunchPad

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Editorial Review

About the Author

Brigitte Baldi is a graduate of France's Ecole Normale Supérieure in Paris, France. In her academic studies, she combined a love of math and quantitative analysis with wide interests in the life sciences. She studied math and biology in a double major and obtained a Masters in molecular biology and biochemistry and a Masters in cognitive sciences. She earned her Ph.D. in neuroscience from the Université Paris VI studying multisensory integration in the brain and used computer simulations to study patterns of brain reorganization after lesion as a post-doctoral fellow at the California Institute of Technology. She then worked as a management consultant advising corporations before returning to academia to teach statistics. Dr. Baldi is currently a lecturer in the Department of Statistics at the University of California, Irvine. She is actively involved in statistical education. She was a local and later national advisor in the development of the statistics telecourse *Statistically Speaking*, replacing David Moore's earlier telecourse *Against All Odds*. She developed UCI's first online statistics courses and is interested in ways to integrate new technologies in the classroom to enhance participation and learning. She is currently serving as an elected member to the Executive Committee At Large of the section on Statistical Education of the American Statistical Association. David S. Moore is Shanti S. Gupta Distinguished Professor of Statistics, Emeritus, at Purdue University, USA, and was 1998 president of the American Statistical Association. He received his AB from Princeton and his PhD from Cornell, both in mathematics. He has written many research papers in statistical theory and served on the editorial boards of several major journals. Professor Moore is an elected fellow of the American Statistical Association and of the Institute of Mathematical Statistics and an elected member of the International Statistical Institute. He has served as program director for statistics and probability at the National Science Foundation. In recent years, Professor Moore has devoted his attention to the teaching of statistics. He was the content developer for the Annenberg/Corporation for Public Broadcasting college-level telecourse *Against All Odds: Inside Statistics* and for the series of video modules *Statistics: Decisions through Data*, intended to aid the teaching of statistics in schools. He is the author of influential articles on statistics education and of several leading texts. Professor Moore has served as president of the International Association for Statistical Education and has received the Mathematical Association of America's national award for distinguished college or university teaching of mathematics.

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