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Turning Numbers into Knowledge is a masterful book about how to use data to solve real problems. Jonathan Koomey is a Project Scientist at Lawrence Berkley National Laboratory and Professor at Stanford University. Under Koomey's expert guidance, you'll learn how to collect accurate data, how to identify potential bias, how to create hypotheses and models, and how to use the data to come to solid conclusions.

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This book (intended for beginning analysts, students, and the people training them) bridges general business problem solving and mathematics for improved effectiveness in work and life. Full of tools for solving real-world problems, this new edition is an ideal training manual for those who are intimidated by quantitative analysis and an excellent refresher for those looking to improve the quality of their data, the clarity of their graphics, and the cogency of their arguments. In addition to numerous updates-- references, URLs, and reading lists-- this third edition includes revised chapters and many new and updated examples. Mastering the art of problem solving takes more than proficiency with basic calculations; it requires understanding how people use information, recognizing the importance of ideology, learning the art of storytelling, and acknowledging the important distinction between facts and values. This beginner's guide addresses these and other essential skills.

"Mastering the art of problem solving takes more than proficiency with basic calculations; it requires understanding how people use information, recognizing the importance of ideology, learning the art of storytelling, and acknowledging the important distinction between facts and values. Intended for professors, managers, entrepreneurs, and students, this guide addresses these and other essential skills. With clear prose, quotations, and exercises for solving problems in the real world, this book serves as an ideal training manual for those who are new to or intimidated by quantitative analysis and an excellent refresher for those who have more experience but want to improve the quality of their data, the clarity of their graphics, and the cogency of their arguments." -- Publisher's description.

First released in the Spring of 1999, How People Learn has been expanded to show how the theories and insights from the original book can translate into actions and practice, now making a real connection between classroom activities and learning behavior. This edition includes far-reaching suggestions for research that could increase the impact that classroom teaching has on actual learning. Like the original edition, this book offers exciting new research about the mind and the brain that provides answers to a number of compelling questions. When do infants begin to learn? How do experts learn and how is this different from non-experts? What can teachers and schools do with curricula, classroom settings, and teaching methods -to help children learn most effectively? New evidence from many branches of science has significantly added to our understanding of what it means to know, from the neural processes that occur during learning to the influence of culture on what people see and absorb. How People Learn examines these findings and their implications for what we teach, how we teach it, and how we assess what our children learn. The book uses exemplary teaching to illustrate how approaches based on what we now know result in in-depth learning. This new knowledge calls into question concepts and practices firmly entrenched in our current education system. Topics include: How learning actually changes the physical structure of the brain. How existing knowledge affects what people notice and how they learn. What the thought processes of experts tell us about how to teach. The amazing learning potential of infants. The relationship of classroom learning and everyday settings of community and workplace. Learning needs and opportunities for teachers. A realistic look at the role of technology in education.

Work with data like a pro using this guide that breaks down how to organize, apply, and most importantly, understand what you are analyzing in order to become a true data ninja. From the stock market to genomics laboratories, census figures to marketing email blasts, we are awash with data. But as anyone who has ever opened up a spreadsheet packed with seemingly infinite lines of data knows, numbers aren't enough; we need to know how to make those numbers talk. In The Model Thinker, social scientist Scott E. Page shows us the mathematical, statistical, and computational models—from linear regression to random walks and far beyond—that can turn anyone into a genius. At the core of the book is Page's "many-model paradigm," which shows the reader how to apply multiple models to organize the data, leading to wiser choices, more accurate predictions, and more robust designs. The Model Thinker provides a toolkit for business people, students, scientists, pollsters, and bloggers to make them better, clearer thinkers, able to leverage data and information to their advantage.

It has been called everything from the new gold standard to the fundamental building block of the universe. In InfoSense, Keith Devlin shows how to make sense of the constant flow of information that swirls past us daily, and reveals how businesses and individuals alike can benefit from better information management.

Sharing the essentials of sales, marketing, negotiation, strategy, and much more, the creator of PersonalMBA.com shows readers how to master the fundamentals, hone their business instincts, and save a fortune in tuition.

From the author of Zero, comes this "admirable salvo against quantitative bamboozlement by the media and the government" (The Boston Globe). In Zero, Charles Seife presented readers with a thrilling account of the strangest number known to humankind. Now he shows readers how the power of skewed metrics-or "proofiness"- is being used to alter perception in both amusing and dangerous ways. Proofiness is behind such bizarre stories as a mathematical formula for the perfect butt and sprinters who can run faster than the speed of sound. But proofiness also has a dark side: bogus mathematical formulas used to undermine our democracy-subverting our justice system, fixing elections, and swaying public opinion with lies. By doing the real math, Seife elegantly and good-humoredly scrutinizes our growing obsession with metrics while exposing those who misuse them.

The hauntingly prophetic classic novel set in a not-too-distant future where books are burned by a special task force of firemen. 'Another indispensable classic' The Times ''Ray Bradbury's gift for storytelling reshaped our culture and expanded our world' Barack Obama Guy Montag is a fireman. His job is to burn books, which are forbidden, being the source of all discord and unhappiness. Even so, Montag is unhappy; there is discord in his marriage. Are books hidden in his house? The Mechanical Hound of the Fire Department, armed with a lethal hypodermic, escorted by helicopters, is ready to track down those dissidents who defy society to preserve and read books. The classic dystopian novel of a post-literate future, Fahrenheit 451 stands alongside Orwell's 1984 and Huxley's Brave New World as a prophetic account of Western civilization's enslavement by the media, drugs and conformity. Bradbury's powerful and poetic prose combines with uncanny insight into the potential of technology to create a novel which, decades on from first publication, still has the power to dazzle and shock.

"What we have here is a bad case of stripes. One of the worst I've ever seen!" Camilla Cream loves lima beans, but she never eats them. Why? Because the other kids in her school don't like them. And Camilla Cream is very, very worried about what other people think of her. In fact, she's so worried that she's about to break out in...a bad case of stripes!

Turning Data into Wisdom: How We Can Collaborate with Data to Change Ourselves, Our Organizations, and Even the World presents a 6-phase, 12-step process to help those at all levels of an organization use their knowledge, skills, and experience to make data-informed decisions that can help transform their companies and sometimes, even the world. The many real-life examples and case studies as well as tools, definitions, and templates will help you feel equipped and empowered to understand, seek out, and discuss data with others, ultimately using this information to make the best decisions for your business and the people it serves. When you think of data, do you think of complex charts and dashboards, things that are best left up to the experts to decipher? It's time to debunk that myth. In this book, you will discover the following: - What data literacy is (it's more than just reading a chart) - Why everyone should have a basic understanding of data literacy (your opinion matters) - How our brains make decisions (there is a science to decision-making) - How to become aware of individual and organizational bias (so we can grow as people while avoiding costly mistakes) - How to turn data into wisdom (a clear process and methodology for turning data Information into powerful insights for your company)