

# NEW 5<sup>TH</sup> EDITION OF THE INTERNATIONAL BESTSELLER FROM AWARD-WINNING AUTHOR AND TEACHER ANDY FIELD

THE ONLY STATISTICS BOOK  
STUDENTS WILL EVER NEED  
JUST GOT BETTER

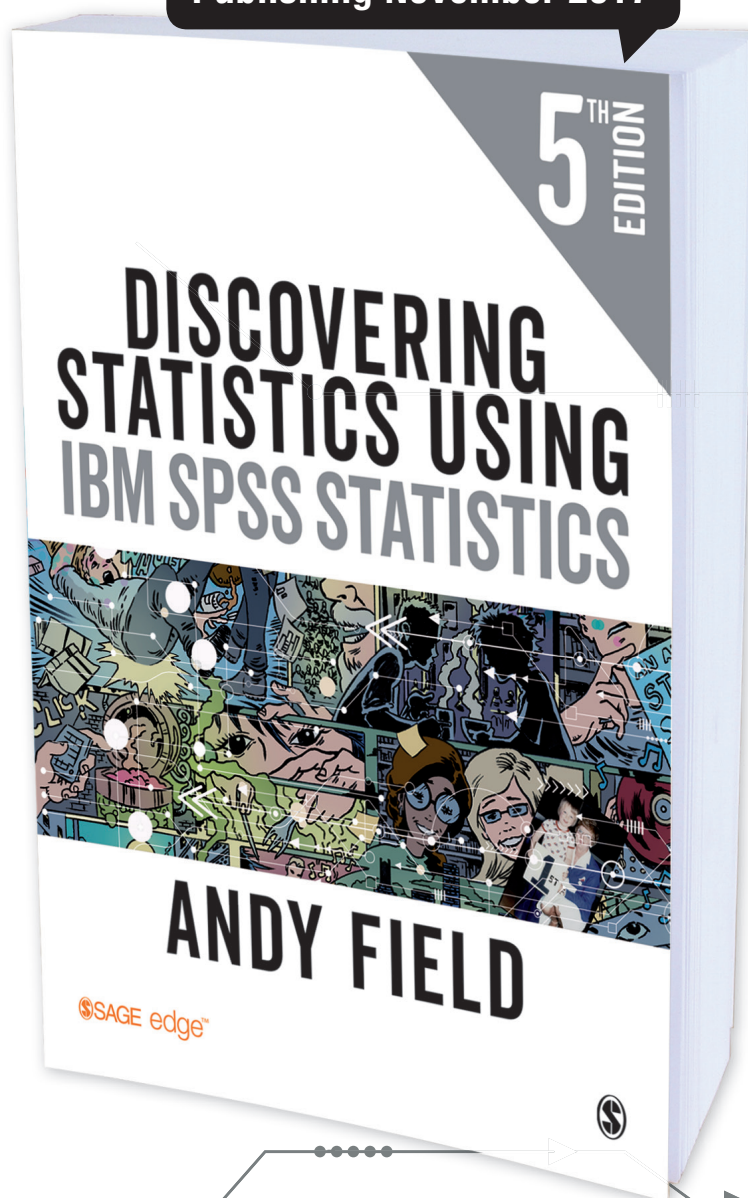
PRAISE FROM GRATEFUL  
STUDENT READERS:

You made the impossible possible and I wish I found your book years ago!

I wanted to thank you and send you a big virtual hug - because your book has helped me out so many times.

I just wanted to reach across the ocean and share how awesome I think you are. You help students really get statistics.

Publishing November 2017



**SAGE**  
Publishing

# UNRIVALLED IN ITS STUDENT-FRIENDLINESS TO SUIT ALL LEARNING STYLE



Cramming Sam delivers just the essentials for preparation ahead of imminent assessments



Labcoat Leni keeps it real with real data from real research examples



Oliver Twisted points students in the direction of even more stats info!



Confusius alerts readers to statistical terms that mean the same thing



Jane Superbrain covers more advanced material for students who want to stretch themselves



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Odi's Lantern points readers to the availability of a video tutorial



Smart Alex offers end of chapter questions to test and practice what's just been covered



Brian Haemorrhage pops us and asks the questions that students often pose



Correcting Cat taunts Misconception Mutt by correcting his misconceptions



Misconception Mutt highlights common statistical misconceptions which are gleefully put right by Correcting Cat



Er, not sure who this is

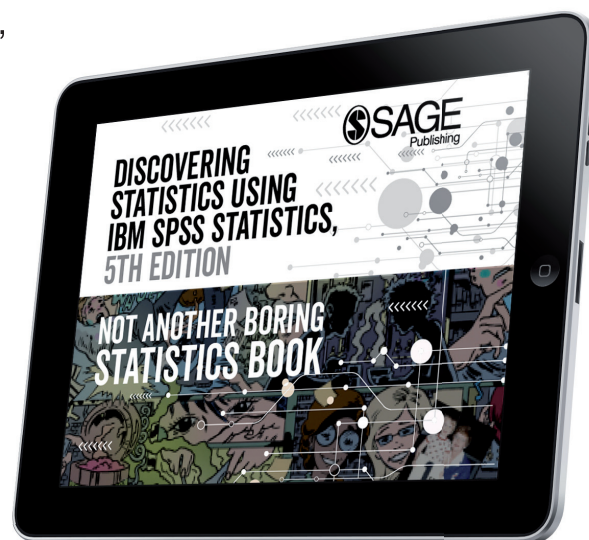
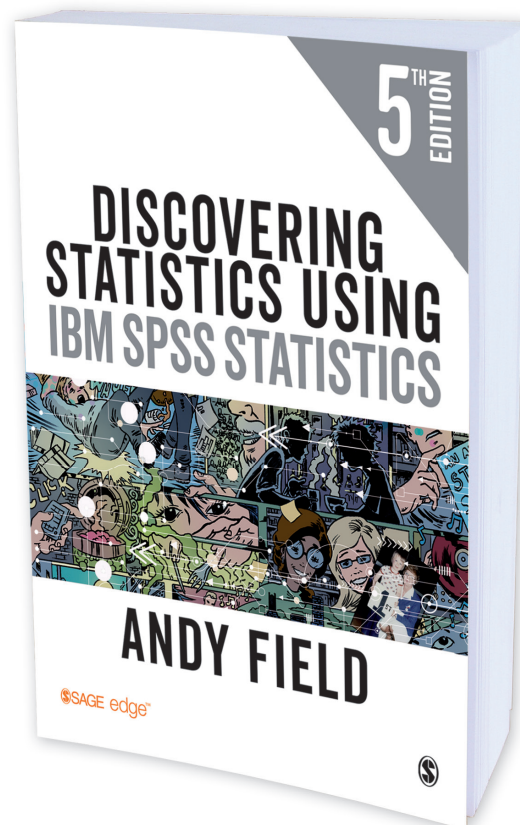
# REASONS TO STOCK THE BOOK

- Andy Field is an award-winning author and teacher with a proven sales history
- Beautifully redesigned with new characters, it takes student-friendliness to a new level
- Employability is high on the HE agenda and students with quantitative data analysis skills are in short supply in the workplace



## TARGET AUDIENCE

- Huge target market – most undergraduate through to postgraduate students across the social sciences (business, psychology, health & medicine, education) are expected to undertake modules on quantitative research methods and statistics
- Beyond academia the book has proved popular among business users and data analysts - anywhere analysis of large amounts of quantitative data is required



## DIGITAL RESOURCES

- MCQs for students to practise skills and techniques
- Lecturer testbank to monitor student progress
- Maths & Stats literacy tests • How-to tutorials
- Self-diagnostic tools
- Links to software guides and the author's own show-how videos

...and much more



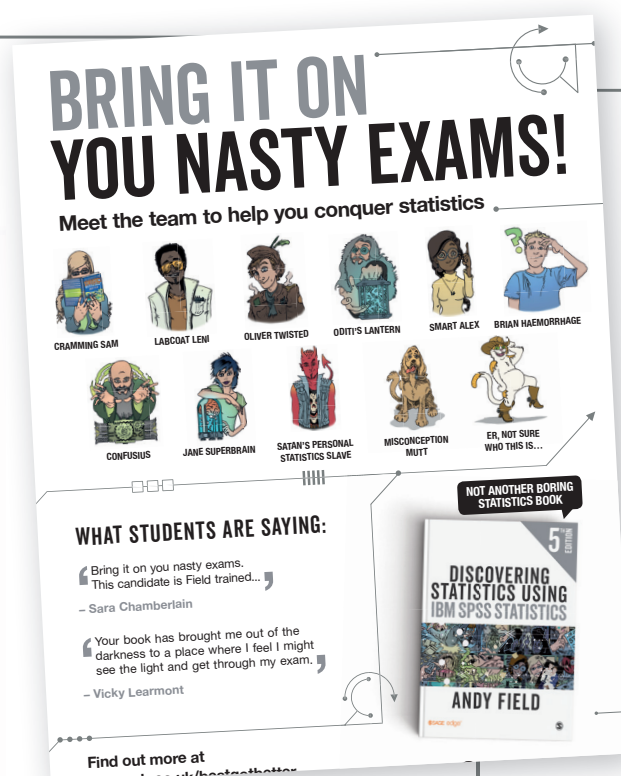
# MARKETING & PR CAMPAIGN

- New edition accompanied by an extensive marketing and PR campaign:
- Media outreach and engagement with key trade and HE outlets
- Multi-platform digital advertising targeting both student and academics
- Social media campaign across Twitter, Facebook, Pinterest and Youtube
- Content campaigns across SAGE websites and online community spaces
- Multi-phased email campaigns to over 137,000 international lecturers
- Promotion at international conferences within the Research Methods community



# ABOUT ANDY

- Andy Field is Professor of Child Psychopathology at the University of Sussex
- His ability to make statistics accessible and fun has been recognized with local and national teaching awards (University of Sussex, 2001, 2015, 2016; the British Psychological Society, 2007), a prestigious UK National Teaching Fellowship (2010), and the British Psychological Society book award (2006).



# BIBLIOGRAPHIC INFORMATION

- Discovering Statistics Using IBM SPSS Statistics, 5th Edition November 2017
- 952 pages • ISBN 9781526419521 • £47.99 • SAGE Publishing

# HOW TO ORDER

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