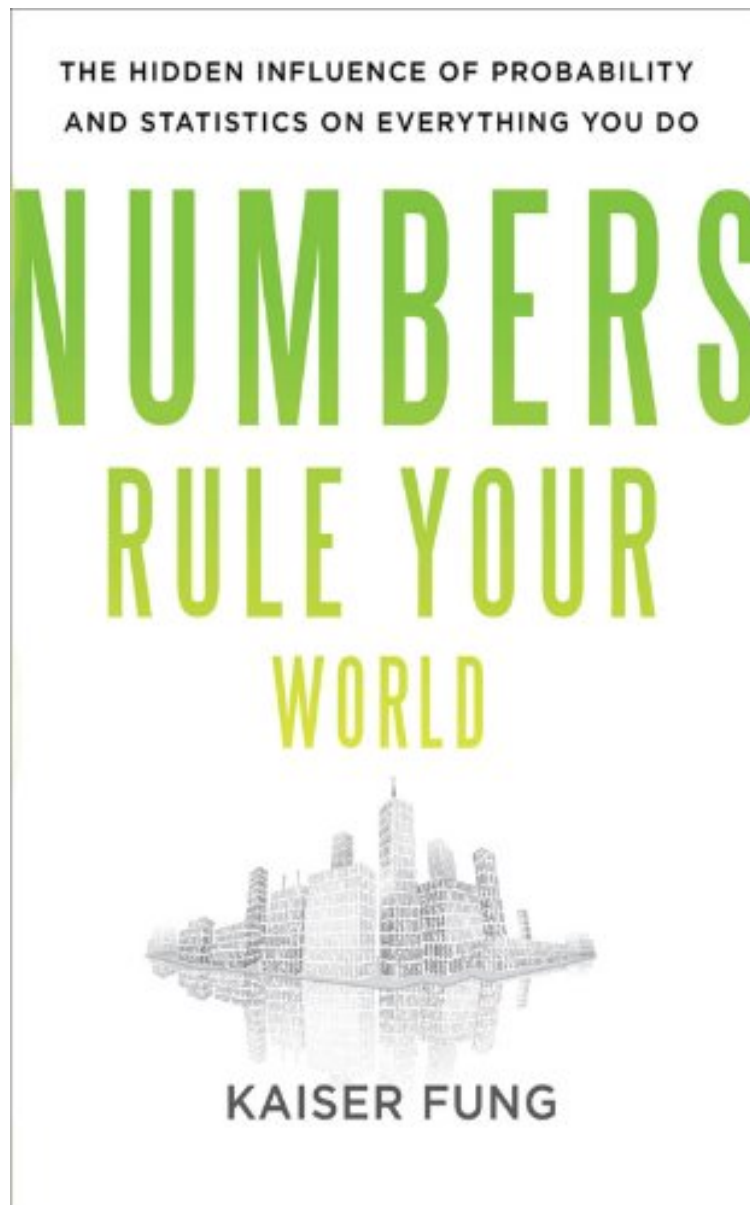


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Numbers Rule Your World: The Hidden Influence of Probabilities and Statistics on Everything You Do

Kaiser Fung

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About the Author Kaiser Fung is a statistician with more than a decade of experience in applying statistical methods to unlocking the relationship between advertising and customer behaviors. His blog, "Junk Charts," pioneered the genre of critically examining data and graphics in the mass media. Since 2005, "Junk Charts" has received rave reviews from Science magazine, the Guardian, Yahoo!, and Stanford University Libraries. He is an adjunct professor at New York University where he teaches practical statistics to professionals, and holds statistics, business, and engineering degrees from Cambridge, Harvard, and Princeton Universities. Fung is also a fellow of the Royal Statistics Society.