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Simmons College Professor Publishes User-Friendly Statistics Book *Prof. Edward Vieira Makes a Challenging Subject Accessible in his First Book*

BOSTON (March 20, 2017)—*Introduction to Real World Statistics* is the new user-friendly guide to understanding statistics released today by Dr. Edward T. Vieira, Jr., Simmons College Associate Professor.

“My goal was to build a foundation of understanding so that the reader doesn’t become lost in statistical formulas and jargon and lose interest in the subject,” said Dr. Vieira, who spent three years writing the book. “My book gives readers an opportunity to learn and use statistical tools to address real world challenges.”

An invaluable resource for novices and experts alike, *Introduction to Real World Statistics* is presented in short, concise chapters that provide everyday applications to demonstrate how statistics can be used for evidence-based decision making. Students taking their first statistics course to seasoned research professionals will find the book’s language accessible and free of overly technical explanations.

Dr. Vieira earned his Ph.D. in Communication Sciences from the University of Connecticut. He earned his M.B.A. in Management from Bryant University and a B.A. in Political Science from Rhode Island College. Dr. Vieira serves on the Simmons College Institutional Review Board, the Promotion and Tenure Committee, and a number of ad hoc committees. He is also on seven peer-review journal editorial boards, and has 30 peer-review publications and 35 conference papers.

Dr. Vieira has more than 30 years of experience in marketing communication and strategic marketing, and has consulted for a number of European companies. He teaches numerous courses at both the undergraduate and graduate levels including quantitative research methodologies, marketing research, consumer behavior, public relations, and integrated marketing. He has also developed the information architecture for and constructed a number of on-line courses.

Dr. Vieira is the recipient of teaching awards from the University of Hartford and American Intercontinental University, and has been guest lecturer at several schools in the Boston area.

“I hope people find this book to be a key resource, making what can be a difficult subject to master that much easier,” he said.

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The 600-page book is published by Routledge, a leading global publisher of academic books, journals and online reference that serves scholars, instructors, and professional communities worldwide.

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