



# Statistical Associates Publishers

## Annual Report 2012

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Statistical Associates Publishers

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# Mission

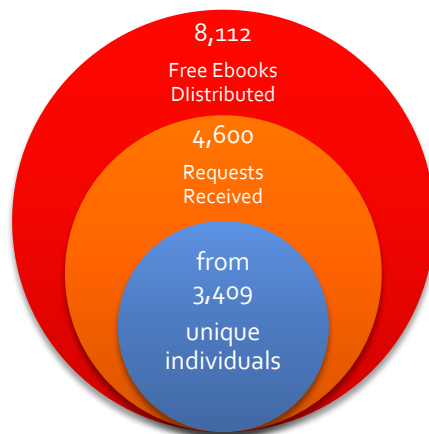
The mission of Statistical Associates Publishers is to promote statistical literacy world-wide through digital publishing at the introductory graduate level. In 2012 it distributed its electronic books through two paths: (1) Postscript document format (pdf) ebooks available free upon registering at the company website at <http://www.statisticalassociates.com>; and (2) Kindle ebooks at nominal cost (\$5 or less) available through Amazon.com.

Statistical Associates seeks to fulfill its mission through the cooperation of faculty, researchers, graduate students, and others from many countries of the world who contribute through participation in its Editorial Board and its Peer Review Board.

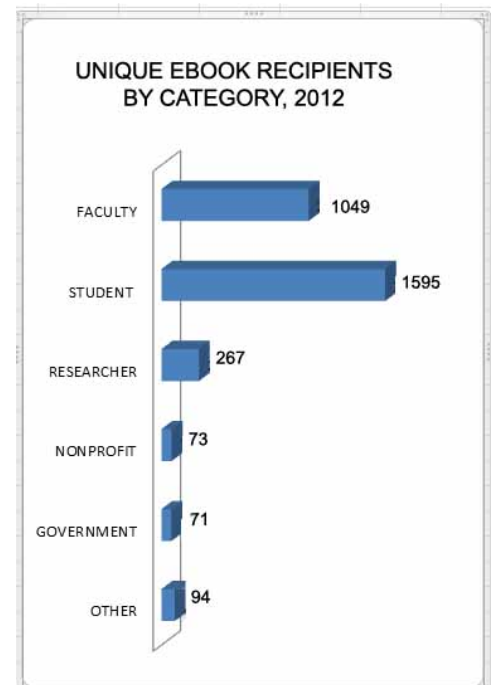
## Free distribution supporting statistical literacy

### Distribution by professional status

Since its launch on April 6, 2012, Statistical Associates Publishers Had distributed some 8,112 free ebooks on 51 statistical topics. This does not count an unknown number of additional free ebook downloads available on the open web, not requiring registration.



DISTRIBUTION OF FREE EBOOKS



### Distribution by country

In 2012, Statistical Associates distributed free statistical ebooks to 107 countries of the world.

Afghanistan	Austria	Bolivia	Canada	Czech	France
Albania	Bahrain	Bosnia and Herzegovina	Chile	Republic	Germany
Algeria	Bangladesh	Botswana	China	Denmark	Ghana
Argentina	Belgium	Brazil	Colombia	Egypt	Greece
Armenia	Belize	Bulgaria	Costa Rica	Estonia	Guatemala
Aruba	Benin	Cameroon	Croatia	Ethiopia	Hong Kong
Australia	Bermuda		Cyprus	Finland	Hungary

Iceland	Latvia	New Zealand	Romania	Syrian Arab Republic	Ukraine
India	Lesotho	Zealand	Russian Federation	Taiwan, Province of China	United Arab Emirates
Indonesia	Lithuania	Nicaragua	Saudi Arabia	Tajikistan	United Kingdom
Iran	Macao	Nigeria	Serbia	Tanzania, United Republic of	United States
Iraq	Malaysia	Niue (Polynesia)	Singapore	Thailand	Uruguay
Ireland	Mauritius	Norway	Slovakia	Trinidad and Tobago	Venezuela
Israel	Mexico	Oman	Slovenia	Tunisia	Viet Nam
Italy	Montserrat	Pakistan	South Africa	Turkey	Yemen
Jamaica	Morocco	Peru	Spain		
Japan	Mozambique	Philippines	Sri Lanka		
Jordan	Myanmar	Poland	Sudan		
Kenya	Nepal	Portugal	Sweden		
Korea, Republic of	Netherlands	Qatar	Switzerland		

## Distribution by university

Statistical Associates Publishers distributed statistical ebooks to faculty (not counting students and researchers) in 781 universities around the world. A randomly selected list illustrates the diversity:

Antwerp Management School Belgium	Centre national de la recherche scientifique France	HCMC Open University Viet Nam
Athens University of Economics and Business Greece	College of William & Mary USA	Howard University USA
Auburn University USA	Cornell University USA	Illinois State University USA
Auckland University of Technology New Zealand	Dalhousie University Canada	Indian Institute of Management Ahmedabad India
Australian National University Australia	Damascus University Syria	Indiana University USA
Bangladesh University of Engineering and Technology Bangladesh	Delft University of Technology Netherlands	Institute of Public Administration Saudi Arabia
Beijing Union University China	Drexel University USA	Institute of Public Enterprise Hyderabad India
Belgrade University Serbia	Dublin Institute of Technology Ireland	Istanbul Technical University Turkey
Ben-Gurion University of the Negev Israel	Duke University USA	Jagiellonian University Poland
Boise State University USA	East Carolina University USA	James Madison University USA
Bowling Green State University USA	Eindhoven University of Technology Netherlands	Johns Hopkins USA
Brandeis University USA	Erasmus University Rotterdam Netherlands	Kathmandu University Nepal
Brigham Young University USA	Federal University of Minas Gerais Brazil	Keele University United Kingdom
British University in Egypt Egypt	Fliinders University Australia	King's College London United Kingdom
Brown University USA	Free University Berlin Germany	La Salle University USA
Cairo University Egypt	Gdansk University of Technology Poland	Leiden University Netherlands
California State University, Fullerton USA	George Mason University USA	Louvain School of Management, Universite Catholique de Louvain France
Case Western Reserve University USA	George Washington University USA	Loyola University Chicago USA
George Washington University USA	Georgia State University USA	Lund University Sweden
Chinese Academy of Sciences China	Ghent University Belgium	Lunghwa University of Science and Macquarie University Australia
Clemson University USA	Goethe University, Frankfurt Germany	McGill University Canada
	Goldsmiths, University of London United Kingdom	Michigan State University USA
	Göteborg University Sweden	Monash University Australia
	Harvard University USA	Murdoch University Australia
		Naif Arab University For Security Sciences Saudi Arabia

Nankai University	China	Université de Montréal	Canada	University of Malaya	Malaysia
National Chengchi University	Taiwan, Province of China	Université libre de Bruxelles	Belgium	University of Management and Technology	Pakistan
National Economics College	Viet Nam	Université Paris 13, Paris Cité	France	University of Maryland	USA
National Taiwan University	Taiwan, Province of China	Sorbonne	France	University of Melbourne	Australia
New School For Social Research	USA	Universiti Malaysia Sarawak	Malaysia	University of Michigan	USA
North Carolina State University	USA	University Antwerp	Belgium	University of Mumbai	India
Northeastern University	USA	University College Dublin	Ireland	University of Münster	Germany
Northwestern University	USA	University College London	United Kingdom	University of New South Wales	Australia
Ohio State University	USA	University Heidelberg	Germany	University of North Carolina, Chapel Hill	USA
Penn State University	USA	University of Alberta	Canada	University of Novi Sad	Serbia
Polish Academy of Sciences	Poland	University of Amsterdam	Netherlands	University of Ottawa	Canada
Pontificia Universidad Católica del Perú	Peru	University of Barcelona	Spain	University of Oxford	United Kingdom
Portuguese Catholic University	Portugal	University of Belgrade	Serbia	University of Paris-Dauphine	France
Rice University	USA	University of Benin	Benin	University of Pennsylvania	USA
Royal Military Academy	Belgium	University of Bergen	Norway	University of Pretoria	South Africa
Rutgers University	USA	University of Bern	Switzerland	University of Quebec - Montreal	Canada
San Diego State University	USA	University of Bonn	Germany	University of Sarajevo and Herzegovina	Bosnia
San Francisco State University	USA	University of Botswana	Botswana	University of Seville	Spain
Semmelweis University	Hungary	University of Brescia	Italy	University of Southern California	USA
Shiraz University	Iran	University of Bucharest	Romania	University of Sri Jayawardenepura	Sri Lanka
Sofia University "St. Kliment Ohridski"	Bulgaria	University of California, Berkeley	USA	University of Stuttgart	Germany
Southern Illinois University	USA	University of California, Irvine	USA	University of Tampere	Finland
Stellenbosch University	South Africa	University of Cologne	Germany	University of Tartu	Estonia
Stony Brook University	United States	University of Copenhagen	Denmark	University of Texas	USA
Sunway University Business School	Malaysia	University of Costa Rica	Costa Rica	University of Tirana	Albania
SUNY-Albany	USA	University of Dar es Salaam	Tanzania	University of Tokyo	Japan
SUNY-Buffalo	USA	University of Dubai	United Arab Emirates	University of Toronto	Canada
Technische Universität Berlin	Germany	University of Edinburgh	United Kingdom	University of Turin	Italy
Tel Aviv University	Israel	University of Georgia	USA	University of Vienna	Austria
Temple University	USA	University of Ghana	Ghana	University of Virginia	USA
The Chinese University of Hong Kong	Hong Kong	University of Glasgow	United Kingdom	University of Washington	USA
The Federal University of Technology, Akure	Nigeria	University of Gothenburg	Sweden	University of Wisconsin-Madison	USA
Tokyo University	Japan	University of Groningen	Netherlands	University of Zambia	Zambia
Tulane University	USA	University of Hawaii	USA	University of Zurich	Switzerland
Umeå University	Sweden	University of Helsinki	Finland	Vienna University of Economics and Business	Austria
Universidad Central de Venezuela	Venezuela	University of Hong Kong	Hong Kong	Vilnius University	Lithuania
Universidad de Chile	Chile	University of Iceland	Iceland	Wake Forest University	USA
Universidad de Granada	Spain	University of Iowa	USA	Warsaw School of Economics	Poland
Universidad de la Republica	Uruguay	University of Kent	United Kingdom	Wellesley College	USA
Universidade Federal do Rio Grande do Sul	Brazil	University of Lagos	Nigeria	Xavier School of Management	India
Universität Salzburg	Austria	University of Lausanne	Switzerland	Xiamen University	China
Universität Trier	Germany	University of Leipzig	Germany	Yale Law School	USA
Université Bordeaux Segalen	France	University of Lisbon	Portugal	Yale University	USA
		University of Liverpool	United Kingdom	Yeshiva University	USA
		University of Lorraine	France	York University	Canada
		University of Ljubljana	Slovenia		

## Distribution to governmental, nonprofit, and corporate researchers

Statistical Associates publishers also distributed free statistics texts to a range of non-university organizations. A small sample is listed below.

**Researchers:** Arts Council England (UK), Cancer Research Institute (China), the Department of Psychiatry of the Central Hospital of Lisbon (Portugal), the Federal Institute of Sport (Switzerland), the German Institute of Global and Area Studies (Germany), the Institute for Advanced Study (Italy), the Institute of Anthropology (Romania), the Institute for Economic Growth (India), the Institute of Social Sciences (Croatia), Massachusetts General Hospital (USA), the National Scientific and Technical Research Council (Argentina), the Public Health Foundation of India, the Research Triangle Institute (USA), and hundreds more.

**Government:** AIDS Research Institute (India), Ambulance Victoria (Australia), British Columbia Stats (Canada), Centers for Disease Control and Prevention (USA), Correctional Services Department (Hong Kong), Federal Heart Center (Russia), the Italian National Institute for Environmental Protection and Research (Italy), the Minnesota Pollution Control Agency (USA), the National Economic and Development Authority (Philippines), the National School of Statistical Sciences (Brazil), the U. S. Department of Labor, the Veterans Health Administration, National Center for Organization Development (USA), and the World Bank Group (India), to name a few.

**Nonprofit:** the American Association for the Advancement of Science Project 2061, Congregation of the Mission (Philippines), the Energy Valuation Organization (Switzerland), Helping Hand Aged Care (Australia), the International Institute for Population Sciences (India), the League of American Orchestras (USA), Primary Health Service (Indonesia), St. Michaels's Hospital (Canada), the Israel Center for the Treatment of Psychotrauma (Israel), UNICEF-India, and many more.

**Corporate:** Acxiom (USA), Arbonaut (Finland), AT&T (USA), Banco Central de Venezuela, Biometrika Healthcare Research (Croatia), Blue Cross (USA), Chrysler Group (USA), Family Dollar Stores (USA), Genius Ltd. (Israel), Harris Interactive (Germany), IBM (USA), IMRB International (India), InSites Consulting (Belgium), Merz Pharmaceuticals (Germany), Kaiser Permanente (USA), Nielsen Company (USA, India, Japan), Novartis (Switzerland), Oracle Corporation (USA), RAND Europe, Strategic Intelligence Group (Australia), Thomson Reuters (USA), Trans Global (South Africa), Travelers Insurance (USA), United Airlines (USA), and many others.

## Sales

Statistical Associates also distributes its ebooks in Kindle format. These are listed in and available through Amazon.com. During the first year, 2012, Statistical Associates sold approximately 1,016 ebooks.

Kindle ebooks are sold at a nominal cost (\$5 or less) through Amazon.com (US), Amazon.ca (Canada), Amazon.co.uk (UK), Amazon.de (Germany), Amazon.fr (France), Amazon.it (Italy), Amazon.es (Spain), Amazon.eu (European Union), Amazon.br (Brazil), Amazon.in (India), & Amazon.jp (Japan).

Kindle books can be read without owning a Kindle. Free Kindle Reader apps are available for the PC, Macintosh, Smartphones, and most devices. Links to the free apps and a tutorial on using Kindle Reader for PC are on the Statistical Associates home page at [www.statisticalassoicates.com](http://www.statisticalassoicates.com).

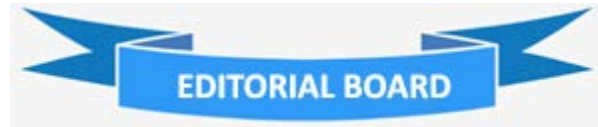
Purchase of Kindle versions supports continuation of our services. Kindle versions are instantly available without passwords and run on almost all devices. a Kindle. Kindle versions are safely stored free in the Amazon cloud as well as on the user's device. Enhanced Kindle capabilities include the ability to make marginal notes, to bookmark position locations, and to cut-and-paste sections of interest, bibliography, etc., to the user's word processor.

Amazon does not make available information on purchasers, though it is clear that Amazon USA leads in sales of Statistical Associates ebooks, followed by Amazon United Kingdom.

## Titles

For its 2012 editions, Statistical Associates published the 49 titles listed below.

<i>Association, Measures of</i> <i>Canonical Correlation: Linear and Nonlinear</i> <i>Case Study Research</i> <i>Cluster Analysis</i> <i>Correlation</i> <i>Correspondence Analysis</i> <i>Cox Regression (Semiparametric Survival Analysis)</i> <i>Creating Simulated Datasets</i> <i>Crosstabulation</i> <i>Curve Fitting &amp; Nonlinear Regression</i> <i>Delphi Method in Quantitative Research</i> <i>Discriminant Function Analysis</i> <i>Ethnographic Research</i> <i>Factor Analysis</i> <i>Game Theory</i> <i>General Linear Models: Multivariate GLM &amp; Manova/Mancova</i> <i>General Linear Models: Univariate GLM, Anova/Ancova, Repeated Measures</i> <i>Generalized Linear Models &amp; Generalized Estimating Equations</i> <i>Grounded Theory</i> <i>Integrating Theory in Research and Dissertation Writing</i> <i>Life Tables &amp; Kaplan-Meier Analysis</i> <i>Literature Review, The</i> <i>Logistic Regression, Binary &amp; Multinomial</i> <i>Log-Linear Analysis</i>	<i>Measurement Levels</i> <i>Missing Values Analysis &amp; Data Imputation</i> <i>Multidimensional Scaling</i> <i>Multiple Regression</i> <i>Narrative Analysis</i> <i>Network Analysis</i> <i>Ordinal Regression</i> <i>Parametric Survival Analysis (Event History Analysis)</i> <i>Partial Correlation</i> <i>Partial Least Squares</i> <i>Path Analysis</i> <i>Power Analysis</i> <i>Probability</i> <i>Probit Regression &amp; Response Models</i> <i>Reliability</i> <i>Research Design</i> <i>Sampling</i> <i>Scales and Measures</i> <i>Significance Testing: Parametric &amp; Nonparametric</i> <i>Structural Equation Modeling</i> <i>Survey Research</i> <i>Testing Statistical Assumptions</i> <i>Two-Stage Least Squares Regression</i> <i>Validity</i> <i>Variance Components Analysis</i> <i>WLS: Weighted Least Squares Regression</i>
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2013 - 2014 Term

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