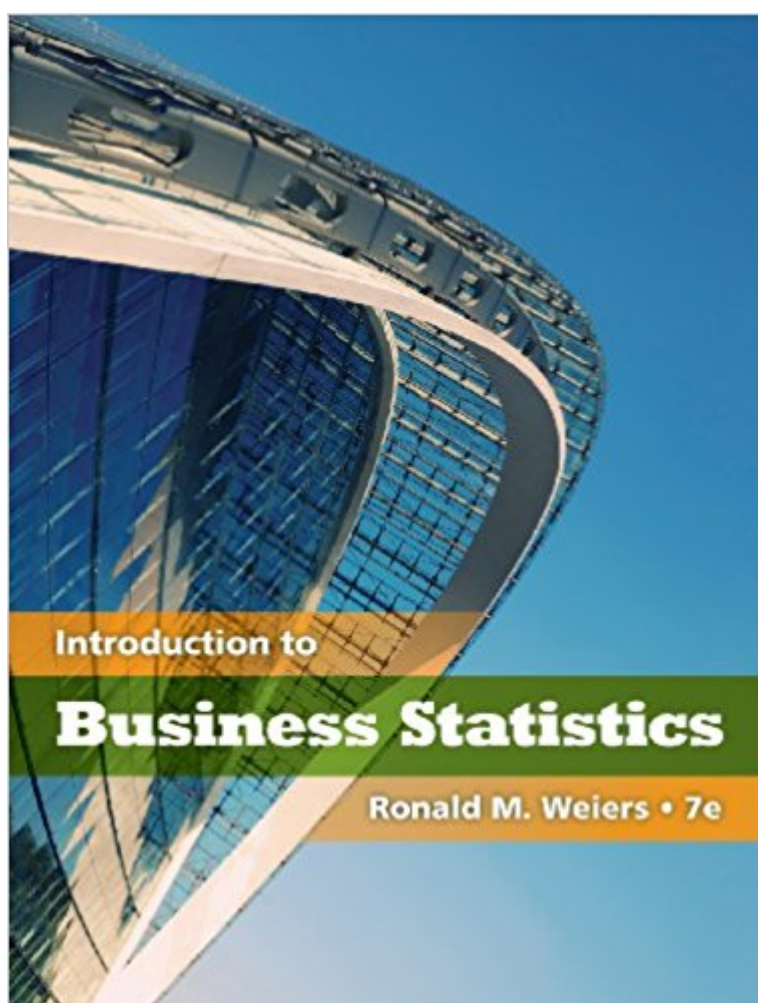


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Dr. Ron Weiers is an award-winning teacher and textbook author in the fields of business statistics and marketing research. He holds a passion for "making complicated things understandable," which is evident in the clear, conversational writing style found in his INTRODUCTION TO BUSINESS STATISTICS. Dr. Weiers is a recipient of the Indiana University of Pennsylvania Distinguished Faculty Award for Teaching. He is an adjunct professor at the H. John Heinz III School of Public Policy and Management, Carnegie Mellon University, and is Professor Emeritus at the Eberly College of Business and Information Technology, Indiana University of Pennsylvania. Dr. Weiers has served as a marketing, technical and automotive consultant to organizations such as the Coleman Company, the U.S. Department of Energy, and the Society of Automotive Engineers. He has authored 8 automotive books on topics ranging from repair and maintenance to fuel efficiency and safety. Dr. Weiers has provided research and advisory services to the U.S. Department of

Energy, National Highway Traffic Administration, and National Public Services Research Institute. He has developed Public Affairs Programs on Urban Transportation, Fuel Efficiency, Vehicle Safety, and Exhaust Emissions for the U.S. Headquarters of the Society of Automotive Engineers, and has authored an SAE Public Affairs Report on Automotive Noise Pollution. Dr. Weiers earned his B.S. in Industrial Engineering at the University of Pittsburgh and his S.M. in Industrial Management from the Sloan School of Management at the Massachusetts Institute of Technology. He later received his Ph.D. in Marketing Research and Analysis from the University of Pittsburgh. Dr. Weiers is a member of several professional organizations, including the American Marketing Association, the American Statistical Association, the Decision Sciences Institute, and the Society of Automotive Engineers.

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