

## Strategy and Statistics in Clinical Trials: A Non-Statisticians Guide to Thinking, Designing and Executing

Joseph Tal

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Strategy and Statistics in Clinical Trials is for all individuals engaged in clinical research, including professors, physicians, researchers in corporate and government laboratories, nurses, members of the allied health professions, and post-doctoral and graduate students who are potentially less exposed to understanding the pivotal role of statistics.

- Enables non-statisticians to better understand research processes and statistics' role in these processes
- Offers real-life case studies and provides a practical, "how to" guide to biomedical R&D
- Delineates the statistical building blocks and concepts of clinical trials
- Promotes effective cooperation between statisticians and important other parties



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