



# Launching a Statistics Book Series for a General Audience

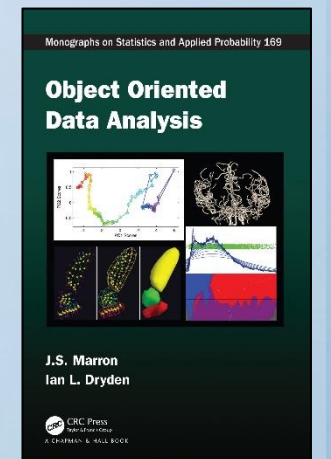
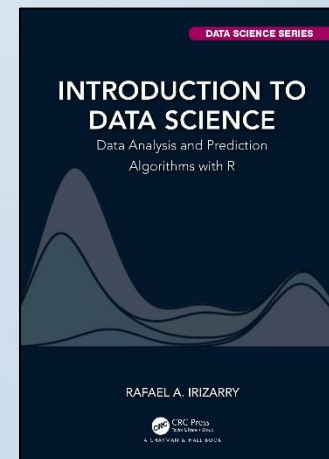
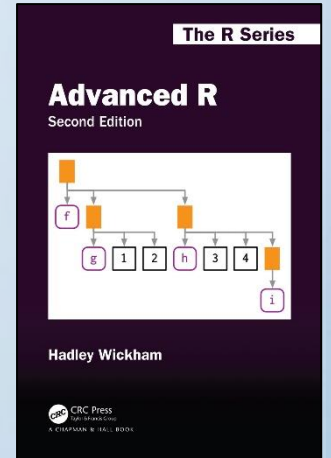
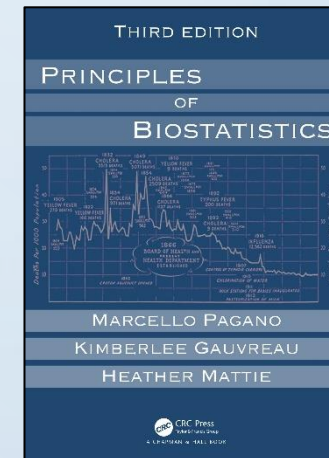
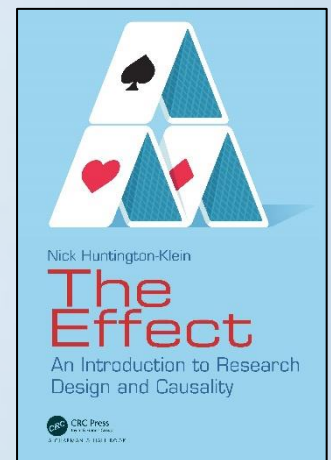
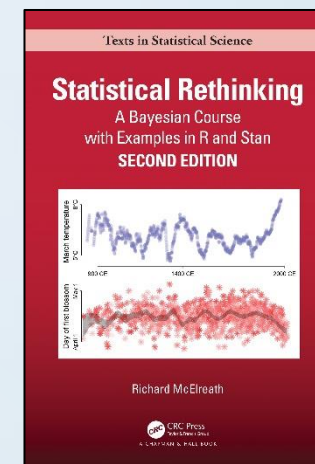
Rob Calver  
Senior Publisher  
Mathematics, Statistics, and Physics  
Taylor & Francis Group

# Overview

- Statistics at T&F
- American Statistical Association
- ASA-CRC Series on Statistical Reasoning in Science and Society
- Published Titles
- Challenges

# Statistics at T&F

- T&F is a large academic publisher of books and journals
- Statistics books published under Chapman & Hall/CRC imprint
- Research books and academic textbooks
- Renowned for our book series
- Publishing partner for ASA journals





- Largest statistical society in the world – c.19,000 members
- ASA journals published by T&F
- Started talking to the ASA in 2015 about collaborating on a book series
- Strategic plan: “Increasing the Visibility of our Profession”
- Public Awareness:
  - Identify important, influential audiences to hear and absorb the message that statistics and data science have high impact on science, business, industry, and government and that it is a foundation for innovation.
  - **Communicate the value and relevance of statistics to science and society.**
  - Communicate the value and relevance of statistics at all levels of education.
  - Communicate ASA core values of justice, equity, diversity, inclusion, belonging, and accessibility and the ethical guidelines under which we work.


# ASA-CRC Series on Statistical Reasoning in Science and Society

- Highlight the important role of statistical and probabilistic reasoning in many areas of science and society
- Narrative non-technical descriptions of how statistical methods are used in different aspects of everyday life
- Topics include how statistics is used in wide-ranging aspects of professional and everyday life, including the media, science, health, society, politics, law, education, sports, finance, climate, and national security
- Audience includes professionals across many fields, courses in high schools and colleges, and the general public
- Short books of 100-150 pages that can be written and read in a reasonable amount of time

# Published Titles

DAVID S. SALSBURG

BESTSELLING AUTHOR OF THE LADY TASTING TEA




**ERRORS, BLUNDERS, AND LIES**

How to Tell the Difference

ASA | CRC Press Taylor & Francis Group

ROBERT GRANT




**DATA VISUALIZATION**

Charts, Maps, and Interactive Graphics

ASA | CRC Press Taylor & Francis Group

SHARON L. LOHR




**MEASURING CRIME**

Behind the Statistics

ASA | CRC Press Taylor & Francis Group

TAHIR EKIN




**STATISTICS AND HEALTH CARE FRAUD**

How to Save Billions

ASA | CRC Press Taylor & Francis Group

A. JOHN BAILER  
ROSEMARY PENNINGTON



**STATISTICS BEHIND THE HEADLINES**

ASA | CRC Press Taylor & Francis Group

# Challenges

- Identifying potential topics for the series
- Finding authors who are able to write with appropriate rigour and accessibility
- Reviewing and editing the books to ensure correctness, readability, and usefulness
- Guiding authors through to project completion
- Reaching the potentially broad audience

Any questions?

