September 2013
Corrections:

Page 12, line 10: It should be \( P[Y = 2] = \frac{10!}{2!8!}(0.1)^5 (0.9)^8 = 0.1937 \)

Page 30, line 15: It should be \( H_1 : \pi < 0.30 \)

Page 38, last line: Replace \( P[t(11) \geq 0.88] = 0.1988 \) with \( P[t(11) \geq 0.71] = 0.2462 \).

Page 60, Table 3.9: It should be
Line 5: May-July 72 A B C D
Line 8: Feb – Apr 73 D C B A

Page 78: Replace last sentence before Interpretation of Results as follows:
Effects larger than 2.306 in absolute value are considered significant.
with
Effects with t-ratios larger than 2.306 in absolute value are considered significant.

Page 136, Table 5.13: Replace New Idea (-) with New Idea (+)

Page 136, last line: Replace 1,000 addresses with 10,000 addresses

Page 138, line 5: Replace
where \( \bar{p} = 0.00184 \) is the overall success proportion and \( N = 16,000 \) is the total sample size
with
where \( \bar{p} = 0.0184 \) is the overall success proportion and \( N = 160,000 \) is the total sample size

Page 138, line 7: Replace
\[
\text{standard error(effect)} = \sqrt{\frac{4(0.00184)(1-0.00184)}{16,000}} = \text{0.000678 or 0.068%}.
\]
with
\[
\text{standard error(effect)} = \sqrt{\frac{4(0.0184)(1-0.0184)}{160,000}} = \text{0.00068 or 0.068%}.
\]

Page 139: Replace
5.11 NOBODY ASKED US, BUT …
with
5.9 NOBODY ASKED US, BUT …

Page 225, first paragraph, line 3: Replace brakes with breaks