Corrections:
Ledolter, J. and Swersey, A.J.: <u>Testing 1 – 2 – 3: Experimental Design with Applications in Marketing and Service Operations</u>, Stanford University Press, 2007

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

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

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 138, line 5: Replace $\bar{p} = 0.00184$ with $\bar{p} = 0.0184$
Page 138, line 7:
Replace

$$\text{standard error(effect)} = \sqrt{\frac{4(0.00184)(1-0.00184)}{16,000}} = 0.000678 \text{ or } 0.068\%.$$

with

$$\text{standard error(effect)} = \sqrt{\frac{4(0.0184)(1-0.0184)}{16,000}} = 0.002125 \text{ or } 0.2125\%.$$

Page 138, lines 8 and 9: It should be:
At the 5% significance level, an estimated effect is significant if its absolute value is greater than $0.2125(1.96) = 0.416\%$.
[Interpretation of estimated effects needs to be changed accordingly].

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