

*** Flash Book Review of Bruce Ratner's New Data Science Book ***

**" I bought your book as it seemed to have the right mixture of statistical theory, practice, and common sense - finally!
You can find the first often;
the second occasionally;
but the third, esp. in combination with the first two - never.
I cannot thank you enough, Bruce!
You are brilliant at assimilating, stating the underlying principles of analyses."
-- Sandra Hendren, Sr. Lecturer, Harvard**

**"Your book has been very helpful when I was reviewing the manual for the Automatic Linear Modeling (ALM) in SPSS. It offers many insightful perspectives to use for future ALM features and improvements. This book is an excellent contribution to the literature of statistics, data mining, and machine learning. Thank you, Bruce."
-- Patrick Yang, PhD, Professor, Arizona State Univ.**