September 2013
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 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

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

with

standard error(effect) $= \sqrt{\dfrac{4(0.0184)(1-0.0184)}{160,000}} = 0.00068$ 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