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Sommario/riassunto	The increasing cost of research means that scientists are in more urgent need of optimal design theory to increase the efficiency of parameter estimators and the statistical power of their tests. The objectives of a good design are to provide interpretable and accurate inference at minimal costs. Optimal design theory can help to identify a design with maximum power and maximum information for a statistical model and, at the same time, enable researchers to check on the model assumptions. This Book:Introduces optimal experimental design in an accessible format.Pro