

Richard L. Scheaffer (U FL), Statistical Bridges, Journal of the American Statistical Association, 97: 457
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Abstract:

In the information age of today, statistics is essential but statisticians are not. Yet statisticians have much to offer and must be proactive in their approaches to leaders in education, producers and users of data, the scientific community of scholars, and the public at large. Properly constructed bridges to these constituencies can convey the positive contributions of statistical thinking for all, strong academic programs in statistics, the value-added practice of statistics, and the infusion of statistics into interdisciplinary research. The conveyance must go both ways, however.