
Business Intelligence A Managerial Approach

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A Managerial Approach*
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In conclusion, sharing the love for Business Intelligence A Managerial Approach publications is not only a means to develop partnerships and connect with others yet likewise a means to check out brand-new tales and styles that we might have never ever uncovered on our own.

VERDICT

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Business Intelligence

A Managerial Perspective on Analytics *Pearson*

For courses on Business Intelligence or Decision Support Systems. A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of BI that is reinforced with

hands-on practice.

Business Intelligence, Analytics, and Data Science

A Managerial Perspective

For courses on Business Intelligence or Decision Support Systems. A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice.

Business Intelligence

A Managerial Approach

For courses on Business Intelligence

or Decision Support Systems. A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice. The second edition features updated information on data mining, text and web mining, and implementation and emerging technologies.

Business Intelligence

A Managerial Approach *Prentice Hall*

The field of business intelligence is evolving and quickly becoming a shared commodity by managers, analysts, and top executives

across organizations. Business Intelligence: A Managerial Approach introduces the reader to the most current technologies found in today's business world and presents the fundamental techniques, construction, and usage of BI systems.

Systems. A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice.

Business Intelligence

A Managerial Perspective on Analytics *Prentice Hall*

Includes bibliographical references and index

Business Intelligence, International Edition

A Managerial Perspective on Analytics

For courses on Business Intelligence or Decision Support

Business Intelligence: A Managerial Approach, Global Edition *Pearson Higher Ed*

For courses on Business Intelligence or Decision Support Systems. A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of BI

that is reinforced with hands-on practice.

Business Intelligence, Analytics, and Data Science

A Managerial Perspective

This book is for courses on Business Intelligence or Decision Support Systems. It provides a managerial approach to understanding business intelligence systems. It is meant to help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice. -- Provided by publisher.

Business Intelligence GE

A Managerial Perspective on Analytics

For courses on Business Intelligence or Decision Support Systems. A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice.

Business Intelligence Roadmap

The Complete Project Lifecycle for Decision-support Applications *Addison-Wesley Professional*

This software will enable the user to learn about business intelligence roadmap.

Managerial Perspectives on Intelligent Big Data Analytics *IGI Global*

Big data, analytics, and artificial intelligence are revolutionizing work, management, and lifestyles and are becoming disruptive technologies for healthcare, e-commerce, and web services. However, many fundamental, technological, and managerial issues for developing and applying intelligent big data analytics in these fields have yet to be addressed. **Managerial Perspectives on Intelligent Big Data Analytics** is a collection of innovative research that discusses the integration and application of artificial intelligence, business intelligence, digital transformation, and

intelligent big data analytics from a perspective of computing, service, and management. While highlighting topics including e-commerce, machine learning, and fuzzy logic, this book is ideally designed for students, government officials, data scientists, managers, consultants, analysts, IT specialists, academicians, researchers, and industry professionals in fields that include big data, artificial intelligence, computing, and commerce.

Business Analytics for Managers

Taking Business Intelligence Beyond Reporting *John Wiley & Sons*

"While business analytics sounds like a complex subject, this book provides a clear and non-intimidating overview of the topic. Following its advice will ensure that your organization knows the analytics it needs to succeed, and uses them in the service of key strategies and business processes. You too can go beyond reporting!"—Thomas H. Davenport, President's Distinguished Professor of IT and Management, Babson College; coauthor, *Analytics at Work: Smarter Decisions, Better Results* Deliver the right decision support to the right people at the right time Filled with examples and forward-thinking guidance from renowned BA leaders Gert Laursen and Jesper Thorlund, *Business Analytics for Managers* offers powerful techniques for making increasingly advanced use of information in order to survive any market conditions. Take a look inside and find: Proven guidance on developing an information strategy Tips for supporting your company's ability to innovate in the future by using analytics Practical insights for planning and implementing BA How to use information as a strategic asset Why BA is the next stepping-stone for companies in the information age today Discussion on BA's ever-increasing role Improve your business's decision making. Align your business processes

with your business's objectives. Drive your company into a prosperous future. Taking BA from buzzword to enormous value-maker, Business Analytics for Managers helps you do it all with workable solutions that will add tremendous value to your business.

Big Data and Innovation in Tourism, Travel, and Hospitality

Managerial Approaches, Techniques, and Applications *Springer*

This book brings together multi-disciplinary research and practical evidence about the role and exploitation of big data in driving and supporting innovation in tourism. It also provides a

consolidated framework and roadmap summarising the major issues that both researchers and practitioners have to address for effective big data innovation. The book proposes a process-based model to identify and implement big data innovation strategies in tourism. This process framework consists of four major parts: 1) inputs required for big data innovation; 2) processes required to implement big data innovation; 3) outcomes of big data innovation; and 4) contextual factors influencing big data exploitation and advances in big data exploitation for business innovation.

Business Intelligence and

Data Mining *Business Expert Press*

"This book is a splendid and valuable addition to this subject. The whole book is well written and I have no hesitation to recommend that this can be adapted as a textbook for graduate courses in Business Intelligence and Data Mining." Dr. Edi Shivaji, Des Moines, Iowa "As a complete novice to this area just starting out on a MBA course I found the book incredibly useful and very easy to follow and understand. The concepts are clearly explained and make it an easy task to gain an understanding of the subject matter." -- Mr. Craig Domoney, South Africa. Business Intelligence and Data Mining is a conversational and

informative book in the exploding area of Business Analytics. Using this book, one can easily gain the intuition about the area, along with a solid toolset of major data mining techniques and platforms. This book can thus be gainfully used as a textbook for a college course. It is also short and accessible enough for a busy executive to become a quasi-expert in this area in a couple of hours. Every chapter begins with a case-let from the real world, and ends with a case study that runs across the chapters.

Managerial Intelligence

A Clinical Perspective

Cambridge Scholars Publishing

This volume condenses over 60 years of clinical efforts with thousands of individuals in hundreds of organizations into a set of clear, concise, understandable principles and concepts that can be applied by managers to improve their performance and the performance of their organizations. Through multiple examples and illustrations, a framework is presented that enables managers to master the executive role. While there are many books that purport to provide methods or processes for managerial and executive development, most are based on empirical research efforts, or are largely anecdotal in nature, describing particular managers in particular organizations. There has been very little attempt to take clinical research with practicing executives and distil a series of principles and concepts that consistently predict success in the executive role. This book provides insights into the processes whereby managerial development occurs in an organization. Based on clinical interactions from decades of experience working with practicing managers, a series of unique models, frameworks, and concepts have been developed that provide the reader with novel ways in which to assess the process of executive development. The concepts, frameworks,

and models also offer practicing managers techniques that can improve managerial performance and drive organizational outcomes.

Adaptive Technologies and Business Integration: Social, Managerial and Organizational Dimensions

Social, Managerial and Organizational Dimensions *IGI Global*

"This book provides inter-organizational aspects in business integration including managerial and organizational integration, social integration, and technology integration, along with the resources to accomplish this competitive

advantage"--Provided by publisher.

Managerial Competencies for Multinational Businesses *IGI Global*

There is a growing interaction between companies and countries, illustrated by a constant flow of trade, capital, and work. With the rapid emergence of other countries with sufficient potential to join the globalization process, it is necessary to provide techniques for managerial planning, organization, and control in an international context. **Managerial Competencies for Multinational Businesses** is a collection of innovative research on the methods of leadership styles and skills

required for managers to be successful in an international company. Highlighting a range of topics, including human resource management, industrial relations, and international careers, this book is ideally designed for senior managers, business professionals, team leaders, and human resource managers seeking current research on the key aspects of managing a company in a developing globalized market.

Applying Business Intelligence Initiatives in Healthcare and Organizational Settings *IGI Global*

Data analysis is an important part of modern business administration, as

efficient compilation of information allows managers and business leaders to make the best decisions for the financial solvency of their organizations. Understanding the use of analytics, reporting, and data mining in everyday business environments is imperative to the success of modern businesses. Applying Business Intelligence Initiatives in Healthcare and Organizational Settings incorporates emerging concepts, methods, models, and relevant applications of business intelligence systems within problem contexts of healthcare and other organizational boundaries. Featuring coverage on a broad range of topics such as

rise of embedded analytics, competitive advantage, and strategic capability, this book is ideally designed for business analysts, investors, corporate managers, and entrepreneurs seeking to advance their understanding and practice of business intelligence.

Data Analysis for Business, Economics, and Policy *Cambridge University Press*

This textbook provides future data analysts with the tools, methods, and skills needed to answer data-focused, real-life questions; to carry out data analysis; and to visualize and interpret results to support better decisions in business, economics, and public policy. Data

wrangling and exploration, regression analysis, machine learning, and causal analysis are comprehensively covered, as well as when, why, and how the methods work, and how they relate to each other. As the most effective way to communicate data analysis, running case studies play a central role in this textbook. Each case starts with an industry-relevant question and answers it by using real-world data and applying the tools and methods covered in the textbook. Learning is then consolidated by 360 practice questions and 120 data exercises. Extensive online resources, including raw and cleaned data and codes for all analysis in

Stata, R, and Python, can be found at www.gabors-data-analysis.com.

Business Intelligence Guidebook

From Data Integration to Analytics *Newnes*

Between the high-level concepts of business intelligence and the nitty-gritty instructions for using vendors' tools lies the essential, yet poorly-understood layer of architecture, design and process. Without this knowledge, Big Data is belittled - projects flounder, are late and go over budget. *Business Intelligence Guidebook: From Data Integration to Analytics* shines a bright light on an often neglected topic, arming you with

the knowledge you need to design rock-solid business intelligence and data integration processes. Practicing consultant and adjunct BI professor Rick Sherman takes the guesswork out of creating systems that are cost-effective, reusable and essential for transforming raw data into valuable information for business decision-makers. After reading this book, you will be able to design the overall architecture for functioning business intelligence systems with the supporting data warehousing and data-integration applications. You will have the information you need to get a project launched, developed, managed and delivered on time

and on budget - turning the deluge of data into actionable information that fuels business knowledge. Finally, you'll give your career a boost by demonstrating an essential knowledge that puts corporate BI projects on a fast-track to success. Provides practical guidelines for building successful BI, DW and data integration solutions. Explains underlying BI, DW and data integration design, architecture and processes in clear, accessible language. Includes the complete project development lifecycle that can be applied at large enterprises as well as at small to medium-sized businesses. Describes best practices and pragmatic approaches

so readers can put them into action. Companion website includes templates and examples, further discussion of key topics, instructor materials, and references to trusted industry sources.

Business Intelligence and Agile Methodologies for Knowledge-Based Organizations: Cross-Disciplinary Applications

Cross-Disciplinary Applications *IGI Global*

Business intelligence applications are of vital importance as they help organizations manage, develop, and communicate intangible assets such as information and knowledge.

Organizations that have undertaken business intelligence initiatives have benefited from increases in revenue, as well as significant cost savings. *Business Intelligence and Agile Methodologies for Knowledge-Based Organizations: Cross-Disciplinary Applications* highlights the marriage between business intelligence and knowledge management through the use of agile methodologies. Through its fifteen chapters, this book offers perspectives on the integration between process modeling, agile methodologies, business intelligence, knowledge management, and strategic management.

Data Science for Business

What You Need to Know about Data Mining and Data-Analytic Thinking

"O'Reilly Media, Inc."

Written by renowned data science experts Foster Provost and Tom Fawcett, *Data Science for Business* introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, *Data*

Science for Business provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how to participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage. Treat data as a business asset that requires careful investment if you're to gain real value. Approach business problems data-

analytically, using the data-mining process to gather good data in the most appropriate way. Learn general concepts for actually extracting knowledge from data. Apply data science principles when interviewing data science job candidates.

Sport Law

A Managerial Approach *Taylor & Francis*

Sport Law: A Managerial Approach, third edition, merges law and sport management in a way that is accessible and straightforward. Its organization continues to revolve around management functions rather than legal theory. Concise explanations, coupled with relevant industry examples and cases,

give readers just enough legal doctrine to understand the important concepts that apply to each area. This book will help prepare students as they get ready to assume a broad range of responsibilities in sport, education, or recreation. Whether readers work as coaches or teachers; administer professional programs; manage fitness/health clubs; or assume roles in a high school, college, Olympic, or professional sport organization, legal concerns will inevitably be woven into their managerial concerns. This book provides knowledge of the law that helps create a competitive advantage and build a more efficient and successful operation that better

serves the needs of its constituents. Special Features of the Book
Managerial context tables. Chapter-opening exhibits act as organizational and study tools identifying managerial contexts in relation to major legal issues, relevant law, and illustrative cases for the chapter. Case opinions, focus cases, and hypothetical cases. Legal opinions--both excerpted (case opinions) and summarized (focus cases)--illustrate relevant legal points and help readers understand the interplay between fact and legal theory. The cases include questions for discussion, and the instructor's manual provides guidance for the discussion. Hypothetical cases

further highlight topics of interest and include discussion questions to facilitate understanding of the material; analysis and possible responses appear at the end of the chapter. Competitive advantage strategies. Highlighted, focused strategies based on discussions in the text help readers understand how to use the law to make sound operational decisions and will assist them in working effectively with legal counsel. Discussion questions, learning activities, and case studies. Thoughtful and thought-provoking questions and activities emphasize important concepts; they help instructors teach and readers review the material. Creative case studies stimulate

readers, as future sport or recreation managers, to analyze situations involving a legal issue presented in the chapter. Annotated websites. Each chapter includes a collection of web resources to help readers explore topics further. Accompanying the web addresses are brief descriptions pointing out key links and the sites' benefits. Bookmarking these sites will help readers in future research or throughout their careers.

Computational Thinking for Problem Solving and Managerial Mindset Training *IGI Global*

The cultural, social, and economic history of mankind is characterized by a succession of needs

and problems that have stimulated the invention of operational and conceptual tools to facilitate their solution. The continuous presentation of new needs, an attempt to improve partial solutions to old problems, curiosity, and the disinterested search for knowledge then constituted the fundamental push for scientific, cultural, economic, and social progress. In an increasingly digital society, where software technological tools permeate daily life and, consequently, change the management of reality, mastering of transversal skills is crucial for success. Computational thinking is a set of transversal skills related to the foundations of computer science as a scientific discipline and means a mastering to the process of solving problems. The goal of computational thinking is to acquire interpretative perspectives of reality, which allows one to read the digital experience competently and responsibly. Computational Thinking for Problem Solving and Managerial Mindset Training explores how individuals can be trained into managerial mindsets through computational thinking and computer science. It explores how computer science can be used as a valid guideline to develop skills such as effective soft skills, communication skills,

and collaboration. Further, the chapters explore the adoption of computational thinking for individuals to gain managerial mindsets and successfully solve questions and problems in their domain of interest. This will include artificial intelligence applications, strategic thinking, management training, ethics, emergency managerial mindsets, and more. This book is valuable for managers, professionals, practitioners, researchers, academicians, and students interested in how computational thinking can be applied for the training of managerial mindsets.

Fundamentals of Business Intelligence Springer

This book presents a comprehensive and systematic introduction to transforming process-oriented data into information about the underlying business process, which is essential for all kinds of decision-making. To that end, the authors develop step-by-step models and analytical tools for obtaining high-quality data structured in such a way that complex analytical tools can be applied. The main emphasis is on process mining and data mining techniques and the combination of these methods for process-oriented data. After a general introduction to the business intelligence (BI) process and its constituent tasks in chapter 1, chapter 2 discusses different

approaches to modeling in BI applications. Chapter 3 is an overview and provides details of data provisioning, including a section on big data. Chapter 4 tackles data description, visualization, and reporting. Chapter 5 introduces data mining techniques for cross-sectional data. Different techniques for the analysis of temporal data are then detailed in Chapter 6. Subsequently, chapter 7 explains techniques for the analysis of process data, followed by the introduction of analysis techniques for multiple BI perspectives in chapter 8. The book closes with a summary and discussion in chapter 9. Throughout the book, (mostly open source) tools are recommended, described and applied; a more detailed survey on tools can be found in the appendix, and a detailed code for the solutions together with instructions on how to install the software used can be found on the accompanying website. Also, all concepts presented are illustrated and selected examples and exercises are provided. The book is suitable for graduate students in computer science, and the dedicated website with examples and solutions makes the book ideal as a textbook for a first course in business intelligence in computer science or business information systems. Additionally, practitioners and industrial developers who are interested in

the concepts behind business intelligence will benefit from the clear explanations and many examples.

Big Data

Using SMART Big Data, Analytics and Metrics To Make Better Decisions and Improve

Performance *John Wiley & Sons*

Convert the promise of big data into real world results There is so much buzz around big data. We all need to know what it is and how it works - that much is obvious. But is a basic understanding of the theory enough to hold your own in strategy meetings? Probably. But what will set you apart from the rest is actually knowing how to USE big data to get solid, real-world

business results - and putting that in place to improve performance. Big Data will give you a clear understanding, blueprint, and step-by-step approach to building your own big data strategy. This is a well-needed practical introduction to actually putting the topic into practice. Illustrated with numerous real-world examples from a cross section of companies and organisations, Big Data will take you through the five steps of the SMART model: Start with Strategy, Measure Metrics and Data, Apply Analytics, Report Results, Transform. Discusses how companies need to clearly define what it is they need to know Outlines how companies can collect relevant data and

measure the metrics that will help them answer their most important business questions. Addresses how the results of big data analytics can be visualised and communicated to ensure key decision-makers understand them. Includes many high-profile case studies from the author's work with some of the world's best known brands.

HBR Guide to Data Analytics Basics for Managers (HBR Guide Series)

Harvard Business Press

Don't let a fear of numbers hold you back. Today's business environment brings with it an onslaught of data. Now more than ever, managers must know how to tease insight from data--to

understand where the numbers come from, make sense of them, and use them to inform tough decisions. How do you get started? Whether you're working with data experts or running your own tests, you'll find answers in the HBR Guide to Data Analytics Basics for Managers. This book describes three key steps in the data analysis process, so you can get the information you need, study the data, and communicate your findings to others. You'll learn how to: Identify the metrics you need to measure. Run experiments and A/B tests. Ask the right questions of your data experts. Understand statistical terms and concepts. Create effective charts and visualizations. Avoid

common mistakes

Business Intelligence

For courses on Business Intelligence or Decision Support Systems. A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice.

Encyclopedia of Organizational Knowledge, Administration, and Technology *IGI Global*

For any organization to be successful, it must operate in such a manner that knowledge and information, human resources, and

technology are continually taken into consideration and managed effectively. Business concepts are always present regardless of the field or industry - in education, government, healthcare, not-for-profit, engineering, hospitality/tourism, among others. Maintaining organizational awareness and a strategic frame of mind is critical to meeting goals, gaining competitive advantage, and ultimately ensuring sustainability. The Encyclopedia of Organizational Knowledge, Administration, and Technology is an inaugural five-volume publication that offers 193 completely new

and previously unpublished articles authored by leading experts on the latest concepts, issues, challenges, innovations, and opportunities covering all aspects of modern organizations. Moreover, it is comprised of content that highlights major breakthroughs, discoveries, and authoritative research results as they pertain to all aspects of organizational growth and development including methodologies that can help companies thrive and analytical tools that assess an organization's internal health and performance. Insights are offered in key topics such as organizational structure, strategic leadership, information technology management, and business analytics, among others. The knowledge compiled in this publication is designed for entrepreneurs, managers, executives, investors, economic analysts, computer engineers, software programmers, human resource departments, and other industry professionals seeking to understand the latest tools to emerge from this field and who are looking to incorporate them in their practice. Additionally, academicians, researchers, and students in fields that include but are not limited to business, management science, organizational development,

entrepreneurship, sociology, corporate psychology, computer science, and information technology will benefit from the research compiled within this publication.

The Data Warehouse Toolkit

The Complete Guide to Dimensional Modeling *John Wiley & Sons*

Advanced Data Mining Techniques *Springer Science & Business Media*

This book covers the fundamental concepts of data mining, to demonstrate the potential of gathering large sets of data, and analyzing these data sets to gain useful business understanding. The book is organized in

three parts. Part I introduces concepts. Part II describes and demonstrates basic data mining algorithms. It also contains chapters on a number of different techniques often used in data mining. Part III focuses on business applications of data mining.

Principles of Information Systems

A Managerial Approach

Extensive Guide on Business Intelligence 2021

Beginners And Dummies Guide

A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics,

Business Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice.

Six Thinking Hats

Penguin UK

Meetings are a crucial part of all our lives, but too often they go nowhere and waste valuable time. In *Six Thinking Hats*, Edward de Bono shows how meetings can be transformed to produce quick, decisive results every time. The Six Hats method is a devastatingly simple technique based on the brain's different modes of thinking. The intelligence, experience and information of everyone is harnessed to reach the right conclusions quickly. These principles fundamentally change

the way you work and interact. They have been adopted by businesses and governments around the world to end conflict and confusion in favour of harmony and productivity.

Strategic Human Resource

Management *Pearson College Division*

This book deals with the interaction between strategy and human resources, as approached from a general managerial perspective. Updated and revised, the Second Edition provides students with a comprehensive overview of human resource issues applied to the most current technological advances and updated investments in employment practices.

The book provides an investment perspective of human resources and covers the human resource general and legal environment, strategy formulation, planning, strategy implementation, the performance impact of human resource practices and resource evaluation. For managers and executives involved with human resource issues.

Business Intelligence and Analytics: Systems for Decision Support, Global Edition *Pearson Higher Ed*

Decision Support and Business Intelligence Systems provides the only comprehensive, up-to-date guide to today's revolutionary management support

system technologies, and showcases how they can be used for better decision-making. The 10th edition focuses on Business Intelligence (BI) and analytics for enterprise decision support in a more streamlined book.

The Big Book of Dashboards

Visualizing Your Data Using Real-World Business Scenarios *John Wiley & Sons*

The definitive reference book with real-world solutions you won't find anywhere else The Big Book of Dashboards presents a comprehensive reference for those tasked with building or overseeing the development of

business dashboards. Comprising dozens of examples that address different industries and departments (healthcare, transportation, finance, human resources, marketing, customer service, sports, etc.) and different platforms (print, desktop, tablet, smartphone, and conference room display) The Big Book of Dashboards is the only book that matches great dashboards with real-world business scenarios. By organizing the book based on these scenarios and offering practical and effective visualization examples, The Big Book of Dashboards will be the trusted resource that you open when you need to build an effective business dashboard. In addition to the scenarios there's an entire section of the book that is devoted to addressing many practical and psychological factors you will encounter in your work. It's great to have theory and evidenced-based research at your disposal, but what will you do when somebody asks you to make your dashboard 'cooler' by adding packed bubbles and donut charts? The expert authors have a combined 30-plus years of hands-on experience helping people in hundreds of organizations build effective visualizations. They have fought many 'best practices' battles and having endured bring an uncommon empathy to help you, the reader of this book, survive and

thrive in the data visualization world. A well-designed dashboard can point out risks, opportunities, and more; but common challenges and misconceptions can make your dashboard useless at best, and misleading at worst. The Big Book of Dashboards gives you the tools, guidance, and models you need to produce great dashboards that inform, enlighten, and engage.

Secrets of Analytical Leaders

Insights from Information Insiders
Technics Publications Llc

Illustrates analytical best practices by weaving Eckerson's perspective with commentary from

seven directors of analytics who describe their secrets of success.

Financial Intelligence, Revised Edition

A Manager's Guide to Knowing What the Numbers Really Mean

Harvard Business Review Press

Explains what business numbers mean and why they matter, and addresses issues that have become more important in recent years, including questions about the financial crisis and accounting literacy.

Decision Support and Business Intelligence Systems

Appropriate for all courses in Decision Support Systems (DSS), computerized

decision making tools, and management support systems. Decision Support and Business Intelligence Systems 9e provides the only comprehensive, up-to-date guide to today's revolutionary management support system technologies, and showcases how they can be used for better decision-making. The 9th edition focuses on Business Intelligence (BI) and analytics for enterprise decision support in a more streamlined book.