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Reviews

A fresh e-book with a brand new standpoint. Sure, it is play, nevertheless an interesting and amazing literature. Its been printed in an extremely straightforward way and it is just soon after i finished reading this pdf where in fact modified me, change the way in my opinion.

(Deondre Hackett)

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Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. This special theme book contains 12 articles on the topic of business analytics. These are classic and current articles previously published in MIS Quarterly Executive. Foreword by Cynthia Beath, Jeanne Ross, and Barbara Wixom. Articles included in this book: Vigilant Information Systems for Managing Enterprises in Dynamic Supply Chains: Real-time Dashboards at Western Digital (Houghton, El Sawy, Gray, Donegan, Joshi, 2004) Continental Airlines Flies High with Real-time Business Intelligence (Anderson-Lehman, Watson, Wixom, Hoffer, 2004) Advanced Business Intelligence at Cardinal Health (Carte, Schwarzkopf, Shaft, Zmud, 2005) Profit from Customer Data by Identifying Strategic Opportunities and Adopting the Born Digital Approach (Piccoli Watson, 2008) Developing an Enterprise Business Intelligence Capability: The Norfolk Southern Journey (Wixom, Watson, Werner, 2011) Harvesting External Data: The Potential of Digital Data Streams (Piccoli Pigni, 2013) Maximizing Value from Business Analytics (Wixom, Yen, Relich, 2013) The Evolution of Information Governance at Intel (Talon, Short, Harkins, 2013) Crowdsourcing: How to Benefit from (Too) Many Great Ideas (Blohm, Leimeister, Krcmar, 2013) Data Monetization: Lessons from a Retailer s Journey (Najjar Kettinger, 2013) Exploiting Big Data from Mobile Device Sensor-Based Apps: Challenges and Benefits (O Leary, 2013) A Cubic Framework for the Chief Data Officer: Succeeding in a World of Big Data (Lee, Madnick, Wang, Wang, Zhang, 2014).



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