

# Business Intelligence A Managerial Approach 2nd Edition

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Business Intelligence: A Managerial Approach by Efraim Turban

Business Intelligence A Managerial Approach

Business Intelligence A Managerial Approach

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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 (2nd Edition) Emerging Field of Business Intelligence—The field of Business Intelligence (BI) is evolving from its origins as a support tool for executives to a shared commodity by managers, analysts, and top executives at almost all medium and large companies. Business Intelligence integrates previously independent tools and technologies into a systematic, unified software suite for the most accurate and timely information.

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Business Intelligence, Analytics, and Data Science: A ...

BUSINESS INTELLIGENCE A MANAGERIAL PERSPECTIVE ON ANALYTICS Ramesh Sharda Oklahoma State University Dursun Delen Oklahoma State University Efraim Turban University of Hawaii With contributions by J. E. Aronson The University of Georgia Ting-Peng Liang National Sun Yat-sen University David King JDA Software Group, Inc.

Business Intelligence: A Managerial Approach 2nd Edition ...

Students learn how to leverage data warehousing and data mining to establish a competitive advantage and solve business problems faster by using online analytical processing, data warehousing and data mining tools. In addition, this course provides a detailed overview and strategic analysis of the available business intelligence technologies.