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	Autore	Pizzuti, Giuseppe Mario
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	Autore	Curuksu Jeremy David
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Nota di contenuto

Chapter 1. Analysis of the Management Consulting Industry -- Chapter 2. Future of Big Data in Management Consulting -- Chapter 3. Toolbox of Consulting Methods -- Chapter 4. The Client-Consultant Interaction -- Chapter 5. The Structure of Consulting Cases -- Chapter 6. Principles of Data Science: Primer -- Chapter 7. Principles of Data Science: Advanced -- Chapter 8. Principles of Strategy: Primer -- Chapter 9. Principles of Strategy: Advanced -- Conclusion -- References.

Sommario/riassunto

This book is a “scientific” introduction to management consulting that covers elementary and more advanced concepts, such as strategy and client-relationship. It discusses the emerging role of information technologies in consulting activities and introduces the essential tools in data science, assuming no technical background. Drawing on extensive literature reviews with more than 200 peer reviewed articles, reports, books and surveys referenced, this book has at least four objectives: to be scientific, modern, complete and concise. An interactive version of some sections (industry snapshots, method toolbox) is freely accessible at econsultingdata.com.
