1.	Record Nr.	UNISA996388432303316
	Autore	Marston John <1575?-1634.>
	Titolo	The malcontent. Augmented by Marston. With the additions played by the Kings Maiesties servants. Written by Ihon Webster. 1604 [[electronic resource]]
	Pubbl/distr/stampa	At London, : Printed by V[alentine] S[immes] for William Aspley, and are to be sold at his shop in Paules Church-yard, [1604]
	Descrizione fisica	[72] p
	Altri autori (Persone)	WebsterJohn <1580?-1625?>
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Partly in verse. The first word of the title is xylographic. Printer's name from STC. Signatures: A-Iâ´. Running title reads: Malecontent. Reproduction of the original in the Folger Shakespeare Library.
	Sommario/riassunto	eebo-0055

2. Record Nr.	UNINA9910132392203321
Autore	Dearborn Jenny
Titolo	Data driven : how performance analytics delivers extraordinary sales results / / Jenny Dearborn
Pubbl/distr/stampa	Somerset, New Jersey : , : Wiley, , [2015] ©2015
ISBN	1-119-20755-X 1-119-04336-0
Edizione	[1st edition]
Descrizione fisica	1 recurso electrónico (272 páginas) : ilustraciones
Disciplina	658.81
Soggetti	Management - Statistical methods Business planning - Statistical methods Performance Big data Business intelligence Decision making - Statistical methods
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographic references and index.
Nota di contenuto	Cover; Title Page; Copyright; Dedication; Acknowledgments; Preface; Here's the Crux; Sharpen Your Competitive Edge; The Birth of a Vision; What You Can Expect from This Book; Going Holistic; In the Beginning ...; Chapter 1: Playing the Blame Game; The Dangers of Making Decisions Without the Right Data, Part I: A Prime Sales Example; The Dangers of Making Decisions Without the Right Data, Part II: Solving the Wrong Problem; The Dangers of Making Decisions Without the Right Data, Part III: Measuring Efficiency When What You Want Is Effectiveness; Management by Guesstimate Chapter 2: Pulling Back the CurtainNotes; Chapter 3: Changing Mindsets; Notes; Chapter 4: Finding the Keys; Notes; Chapter 5: Describing What Happened; Notes; Chapter 6: Diagnosing What's Wrong; Chapter 7: Predicting What's Ahead; Chapter 8: Prescribing What to Do; Chapter 9: Celebrating Success; About the Author; Index; End User License Agreement
Sommario/riassunto	A ""how-to"" guide to boosting sales through predictive and

prescriptive analytics   Data Driven is a uniquely practical guide to increasing sales success, using the power of data analytics. Written by one of the world's leading authorities on the topic, this book shows you how to transform the corporate sales function by leveraging big data into better decision-making, more informed strategy, and increased effectiveness throughout the organization. Engaging and informative, this book tells the story of a newly hired sales chief under intense pressure to deliver higher performance from her tea.