

1. Record Nr.	UNINA9910135014803321
Autore	McGuire Kelly Ann
Titolo	The analytic hospitality executive : implementing data analytics in hotels and casinos / / Kelly A. McGuire ; foreword by Dexter E. Wood
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2017 ©2017
ISBN	1-119-22492-6 1-119-22493-4 1-119-16230-0
Edizione	[1st edition.]
Descrizione fisica	1 online resource (433 p.)
Collana	Wiley & SAS Business Series THEi Wiley ebooks
Classificazione	BUS081000
Disciplina	647.94068
Soggetti	Hospitality industry - Management - Decision making Hospitality industry - Statistical methods Big data
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Machine generated contents note: Foreword Acknowledgments About the Author Chapter 1: Building a Strategic Analytic Culture in Hospitality Strategic Analytic Culture Moving Ahead and Staying Ahead with Prescriptive Decision Making2 Making it Happen Getting Started How This Book Can Help Notes Chapter 2: Data Management for Hospitality Data Management Challenge and Opportunity Data Storage Data Integration Data Quality Measuring the Benefits of Data Management Responsible Use of Data Conclusion Notes Chapter 3: Data Visualization1 Why Are Visualizations So Important Visualization Technology Data Visualization Types Creating Powerful Visualizations Conclusion Notes Chapter 4: From Reactive to Proactive Decision Making: Advanced Analytics in Action Reactive to Proactive Decision Making Statistical Analysis Forecasting Predictive Analytics Optimization Machine Learning Text Analytics Making it Work - Analytics and Technology Innovations in Solution Delivery Real Time and Streaming Conclusion Notes Chapter 5: Analytics for Operations Operations Data from Operations Analytics in Operations Workforce

Planning and Optimization Queues The Impact of Queue Configuration
Managing Consumer Perceptions State of Analytics in Operations
Analytical Resources for Operations Conclusion Notes Chapter 6:
Analytics in Marketing Marketing Data Advanced Marketing Analytics
Digital Intelligence Benchmarking Marketing Analytics Capabilities
Technology and People Investments Conclusion Notes Chapter 7:
Analytics in Sales Sales Data Advanced Analytics for Sales
Benchmarking Sales Analytics Conclusion Notes Chapter 8: Analytic
Opportunities in Revenue Management Revenue Management: A History
Lesson Then Things Changed. Revenue Management Data Revenue
Management Analytics Sophistication--Revenue Management in
Practice Technology Investments Conclusion Notes Chapter 9:
Performance Analytics Data for Performance Management Analytics for
Performance Management Performance Analysis Sophistication
Resource Requirements Conclusion Notes Chapter 10: Gaming
Analytics Gaming Data Gaming Analytics Casino Floor Revenue
Optimization Fraud and Anti Money Laundering Gaming Analytics
Capabilities Resource Requirements Conclusion Notes Chapter 11:
Pulling It All Together--Building an Analytical Organization Getting
Started--Well Defined, Small Project for Maximum Impact Organizing
Your Analytics Department The Build Versus Buy Decision Integrated
Decision Making Conclusion Notes Appendix 1: Why Dynamic? Chapter
Questions References Index.

Sommario/riassunto

"This book will help decision makers within the hospitality/gaming industries understand big data and analytics as they apply to their industry. It will provide practical tips for incorporating analytics into existing business processes as well as assist managers discover where they can drive value in their organization via advanced analytics. The book will also contain tips and tools for creating a strategic analytic culture as opposed to silos of analytic competence and it will help identify which data sources will provide value to their organization and how to turn that information into insights"-- Provided by publisher.

2. Record Nr.	UNINA9910826365503321
Autore	Watkins Jane Magruder
Titolo	Appreciative inquiry : change at the speed of imagination / Jane Magruder Watkins, Bernard Mohr, Ralph Kelly
Pubbl/distr/stampa	San Francisco, Calif. : , : Wiley, , 2011 ©2011
ISBN	1-283-05250-4 9786613052506 1-118-25606-9 1-118-01510-X
Edizione	[Second edition.]
Descrizione fisica	1 online resource (337 p.)
Collana	J-B O-D (Organizational Development) ; ; v.35
Classificazione	BUS030000
Disciplina	658.4063
Soggetti	Organizational change Appreciative inquiry
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 295-300) and index.
Nota di contenuto	CONTENTS; Chart of Case Stories; Chapter 1; The Case for a New Approach to Change; Chapter 2; Appreciative Inquiry: History, Theory, and Practice; Chapter 3; Appreciative Inquiry as a Perspective for Organization Change; Chapter 4; Choose the Positive as the Focus of Inquiry (Define); Chapter 5; Inquire into Stories of What Gives Life in the System (Discover); Chapter 6; Locate Themes That Appear in the Stories (Discover); Chapter 7; Create Shared Images for a Preferred Future (Dream); Chapter 8; Innovate Ways to Create That Preferred Future (Deliver); Chapter 9; Valuation
Sommario/riassunto	This book shows how the Appreciative Inquiry process helps OD and HR professionals tap into inspiring "high point" accounts of personal or collective capacity. This new edition puts the focus on how AI really works and adds guidelines on how to apply AI in a variety of organizational situations and for a variety of initiatives such as coaching, leadership development, strategic planning, and teambuilding. It contains tools and other resources to help with immediate use in the workplace and new and updated case studies that show how it really works.

