

1. Record Nr.	UNINA9910139246403321
Autore	Cohen Corine
Titolo	Business intelligence [[electronic resource]] : evaluation and impact on performance // Corine Cohen
Pubbl/distr/stampa	London, : ISTE Hoboken, N.J., : Wiley, 2009
ISBN	1-118-55764-6 1-299-31542-9 1-118-61946-3
Descrizione fisica	1 online resource (306 p.)
Collana	ISTE
Disciplina	658.4/72
Soggetti	Business intelligence Strategic planning Information technology - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"First published in France in 2004 by Hermes Science/Lavoisier entitled: Veille et intelligence strategiques"--t.p. verso.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Scanning the environment : a vital necessity for companies -- Evolution of the general concept of surveillance -- The global measurement model of strategic intelligence (SI) -- Evaluation of objectives, products and service, use, results and -- Context of SI -- Evaluation of the organizational resources of SI -- Evaluation of processual resources of SI -- Evaluation of human, technical and financial resources of SI -- The control panel intelligence-performance.
Sommario/riassunto	Following a long process of qualitative, quantitative, and empirical research next to Strategic Intelligence (SI) experts and large companies, this book proposes a way to improve SI and its impact on the performance of an organization. From an exploration, description and evaluation model of SI, a measurement tool in two parts has been built. For all kind of firms and all advancement levels of SI, it explains the construction of a control panel which can be used to pilot SI and its impact on the performance of an organization.