

1. Record Nr.	UNINA9910298519803321
Titolo	Business Intelligence for New-Generation Managers : Current Avenues of Development // edited by Jörg H. Mayer, Reiner Quick
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2015
ISBN	3-319-15696-9
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (141 p.)
Disciplina	005.7 330 650 657 658.83
Soggetti	Marketing research Business intelligence Business information services Accounting Application software Market Research and Competitive Intelligence IT in Business Computer and Information Systems Applications
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 at the end of each chapters.
Nota di contenuto	On the Advent of Operational Perspectives in Business Intelligence -- On the Way from a Knowledge Discovery in Databases to a Predictive Analytics -- Design and Implementation of a Performance Measurement System for the German Trade Sector -- Applicability of Environmental Scanning Systems - A Systematic List Approach to Requirements Criteria -- Developing Individual IT-Enabled Capabilities for Management Control Systems -- Towards an Evaluation Framework to Structure Business Intelligence Project Patterns as Enhancement of Business Intelligence Maturity Models -- Deployment of a Descriptive Big Data Model -- Self-Service Management Support Systems -

Sommario/riassunto

Executives in Europe have significantly expanded their role in operations – in parallel to their strategic leadership. At the same time, they need to make decisions faster than in the past. In these demanding times, a redesigned Business Intelligence (BI) should support managers in their new roles. This book summarizes current avenues of development helping managers to perform their jobs more productively by using 'BI for managers' as their central, hands-on, day-to-day source of information – even when they are mobile.