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| Edizione                | [1st edition]   |
| Descrizione fisica      | xxiii, 362 p  |
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| Soggetti                | Business intelligence<br>Decision making<br>Strategic planning<br>Electronic books.   |
| Lingua di pubblicazione | Inglese   |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| Note generali           | An Auerbach book.   |
| Nota di bibliografia    | Includes bibliographical references and index.  |
| Nota di contenuto       | ch. 1. Introduction -- ch. 2. The increasing cycle speed of growth and its laws -- ch. 3. Balancing the 5 Ps of strategic management -- ch. 4. Adapting BI to the organization's configuration -- ch. 5. Understanding the 4 Cs -- ch. 6. Business case for business intelligence -- ch. 7. BI and cost accounting -- ch. 8. BI and financial management -- ch. 9. BI and operations management -- ch. 10. BI and marketing management -- ch. 11. BI and human resources management -- ch. 12. Starting a BI project -- ch. 13. Managing the project life cycle -- ch. 14. Mastering data management -- ch. 15. Mastering data quality -- ch. 16. Business analyst's toolbox. |
| Sommario/riassunto      | Aligning business intelligence (BI) infrastructure with strategy processes not only improves your organization's ability to respond to change, but also adds significant value to your BI infrastructure and development investments. Until now, there has been a need for a comprehensive book on business analysis for BI that starts with a macro view and   |