Record Nr. UNINA9910464922803321 **Titolo** Business intelligence and mobile technology research: an information systems engineering perspective / / edited by Mohamed Ridda Laouar and Sean B. Eom Pubbl/distr/stampa Newcastle upon Tyne, [United Kingdom]:,: Cambridge Scholars Publishing, , 2014 ©2014 1-4438-5835-8 **ISBN** Descrizione fisica 1 online resource (322 p.) Disciplina 658.472 Soggetti Business intelligence Strategic planning Business enterprises - Information technology Electronic books. 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. Nota di contenuto TABLE OF CONTENTS; PREFACE; PART I; CHAPTER ONE; CHAPTER TWO; CHAPTER THREE; CHAPTER FOUR; CHAPTER FIVE; CHAPTER SIX; CHAPTER SEVEN; CHAPTER EIGHT; CHAPTER NINE; CHAPTER TEN; PART II; CHAPTER ELEVEN; CHAPTER TWELVE; CHAPTER THIRTEEN; CHAPTER FOURTEEN; CHAPTER FIFTEEN; PART III; CHAPTER SIXTEEN; CHAPTER SEVENTEEN; CHAPTER EIGHTEEN; CONTRIBUTORS Sommario/riassunto All business organizations strive for increasing their growth by seizing new opportunities, reducing enterprise costs, attracting new customers and retaining old customers. In doing so, business intelligence and analytics allow business organizations to make better plans, informed decisions, and monitor their progress towards planned goals and objectives. The more disruptive power of IT technologies comes synergistically. Individual IT technologies do not work in isolation.

Business intellige...