Record Nr.	UNINA9910827856503321
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
ISBN	1-4438-5835-8
Descrizione fisica	1 online resource (322 p.)
Disciplina	658.472
Soggetti	Business intelligence
	Strategic planning
	Business enterprises - Information technology
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

1.