

1. Record Nr.	UNINA9911007384503321
Autore	Paul Debra
Titolo	Business analysis // Debra Paul and James Cadle
Pubbl/distr/stampa	Swindon, United Kingdom : , : BCS Learning & Development Limited, , 2020
ISBN	9781523148295 1523148292 9781780175126 1780175124 9781780175119 1780175116
Edizione	[Fourth edition.]
Descrizione fisica	1 online resource (439 pages) : illustrations
Disciplina	658.4012
Soggetti	Business analysts Business planning Organizational effectiveness
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	All organisations need to respond to the challenges within today's highly competitive global economy. Business analysts are at the forefront of these responses, enabling the development of practical, creative and financially sound solutions that address business problems and grasp new opportunities. The fourth edition of this bestselling publication provides comprehensive guidance for business analysts, encompassing the essential concepts, frameworks and techniques needed to provide professional business analysis services. Key topics covered include the strategic context, investigating business situations, managing stakeholders, improving processes and defining requirements. New topics in this edition include the service view of business analysis, the strategic context and enterprise architecture, customer experience analysis and design thinking.--