

1. Record Nr.	UNISALENT0991003249279707536
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Titolo	Business intelligence [e-book] : the savvy manager's guide, getting onboard with emerging IT / David Loshin ; [foreword by Ronald J. Powell]
Pubbl/distr/stampa	Amsterdam ; Boston : Morgan Kaufmann Publishers, c2003
ISBN	9781558609167 1558609164
Descrizione fisica	xx, 270 p. : ill. ; 23 cm
Collana	The savvy manager's guides
Disciplina	658.472
Soggetti	Business intelligence Information technology - Management Management information systems
Lingua di pubblicazione	Inglese
Formato	Risorsa elettronica
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index
Nota di contenuto	Business Intelligence and Information Exploitation. The Value of Information. Business Models and Information Flow. Data Models and Meta Data. Business Intelligence Environments. Business Rules. Data Profiling. Data Quality and Information Compliance. Information Integration. Alternate Information Contexts. Data Enhancement. Knowledge Discovery. Guide to Public Data. References
Sommario/riassunto	Business Intelligence describes the basic architectural components of a business intelligence environment, ranging from traditional topics such as business process modeling, data modeling, and more modern topics such as business rule systems, data profiling, information compliance and data quality, data warehousing, and data mining. This book progresses through a logical sequence, starting with data model infrastructure, then data preparation, followed by data analysis, integration, knowledge discovery, and finally the actual use of discovered knowledge. The book contains a quick reference guide for business intelligence terminology. Business Intelligence is part of Morgan Kaufmann's Savvy Manager's Guide series. * Provides clear explanations without technical jargon, followed by in-depth descriptions. * Articulates the business value of new technology, while

providing relevant introductory technical background. \* Contains a handy quick-reference to technologies and terminologies. \* Guides managers through developing, administering, or simply understanding business intelligence technology. \* Bridges the business-technical gap. \* Is Web enhanced. Companion sites to the book and series provide value-added information, links, discussions, and more

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