25 Years of Lessons (and Counting) on Relevant Data : On the Human and Technical Side of Quantitative Decision Making (Paperback)

By Roberto Lofaro

Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Business Intelligence in the era of Big Data: how do you identify which data are relevant? This short book is a discussion based on my over 25 years of experience of promoting the use of data (and tools) for decision support, first with DSS/EIS and management reporting, then with data warehousing, business intelligence, CRM, and web-based technologies. There are already more than enough cookbooks around, and therefore this short books adopts a cultural and organizational perspective about the current and potential business impacts of data, complementing what was discussed in previous books within the connecting the dots series (it start with the one published in 2014 on BYOD and IoT) It has been prepared as a case study for a workshop on change management. Focus: knowledge- and information-management beyond your corporate boundaries. You can contact me on //.

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