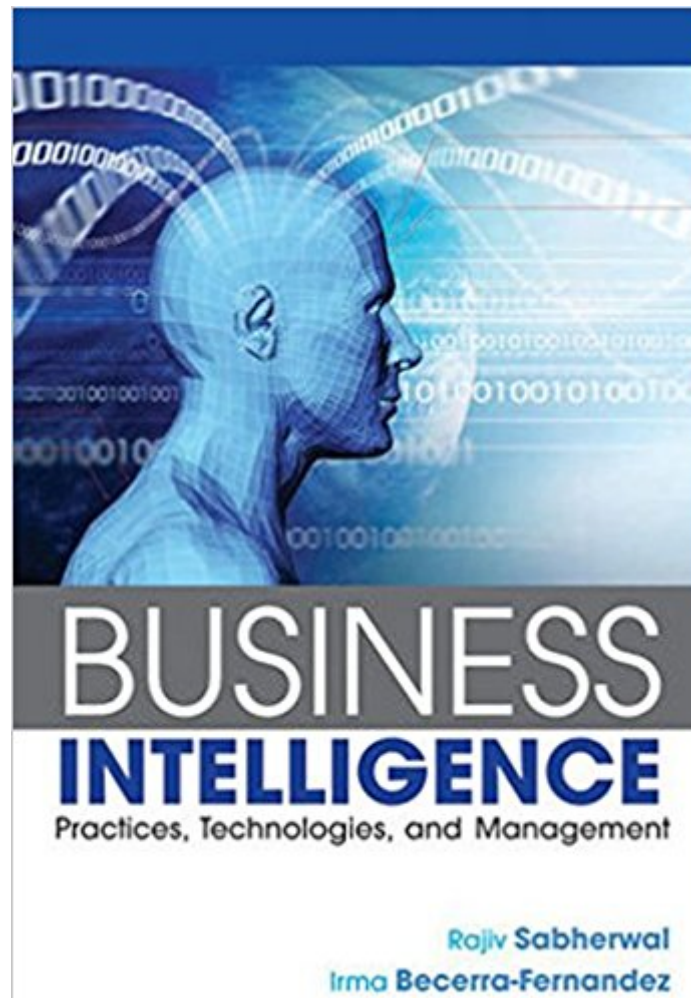




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Business Intelligence: Practices, Technologies, And Management



Synopsis

Business professionals who want to advance their careers need to have a strong understanding of how to utilize business intelligence. This new book provides a comprehensive introduction to the basic business and technical concepts theyâ™ll need to know. It integrates case studies that demonstrate how to apply the material. Business professionals will also find suggested further readings that will develop their knowledge and help them succeed.

Book Information

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Average Customer Review: 3.7 out of 5 starsÂ Â See all reviewsÂ (3 customer reviews)

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Customer Reviews

I ordered this book for a senior level computer studies, business class. The book is precisely what you would expect: dry, hard to understand, and uses big words you have to google (assuming that you don't have precious computer intelligence experience, like me). It was unpleasant, but then again, it's a textbook, so what did I really expect?

Great

Good book.

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