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Business Intelligence, Analytics, And Data Science: A Managerial Perspective (4th Edition)



Synopsis

For courses on Business Intelligence or Decision Support Systems. A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice.

Book Information

Paperback: 512 pages

Publisher: Pearson; 4 edition (January 23, 2017)

Language: English

ISBN-10: 0134633288

ISBN-13: 978-0134633282

Product Dimensions: 7.9 x 0.9 x 9.9 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

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Customer Reviews

Ramesh Sharda (M.B.A., Ph.D., University of Wisconsin-Madison) is the Vice Dean for Research and Graduate Programs, Watson/ConocoPhillips Chair and a Regents Professor of Management Science and Information Systems in the Spears School of Business at Oklahoma State University. He cofounded and directed OSU's PhD in Business for the Executives Program. About 200 papers describing his research have been published in major journals, including Operations Research, Management Science, Information Systems Research, Decision Support Systems, and Journal of MIS. He cofounded the AIS SIG on Decision Support Systems and Knowledge Management (SIGDSS). Dr. Sharda serves on several editorial boards, including those of Decision Sciences Journal, Decision Support Systems, and ACM Data Base. He has authored and edited several textbooks and research books and serves as the co-editor of several book series (Integrated Series in Information Systems, Operations Research/Computer Science Interfaces,

and Annals of Information Systems) with Springer. He is also currently serving as the executive director of the Teradata University Network. His current research interests are in decision support systems, business analytics, and technologies for managing information overload.

Dursun Delen (Ph.D., Oklahoma State University) is the Spears Endowed Chair in Business Administration, Patterson Foundation Endowed Chair in Business Analytics, Director of Research for the Center for Health Systems Innovation, and Regents Professor of Management Science and Information Systems in the Spears School of Business at Oklahoma State University (OSU). Prior to his academic career, he worked for a privately owned research and consultancy company, Knowledge Based Systems Inc., in College Station, Texas, as a research scientist for five years, during which he led a number of decision support and other information systems-related research projects funded by several federal agencies including Department of Defense (DoD), National Aeronautics and Space Administration (NASA), National Institute for Standards and Technology (NIST), Ballistic Missile Defense Organization (BMDO), and Department of Energy (DOE). Dr. Delen has published more than 100 peer reviewed articles, some of which have appeared in major journals like Decision Sciences, Decision Support Systems, Communications of the ACM, Computers and Operations Research, Computers in Industry, Journal of Production Operations Management, Artificial Intelligence in Medicine, International Journal of Medical Informatics, Expert Systems with Applications, and IEEE Wireless Communications. He recently authored/co-authored seven textbooks in the broad areas of business analytics, data mining, text mining, business intelligence and decision support systems. He is often invited to national and international conferences for keynote addresses on topics related to data/text mining, business analytics, decision support systems, business intelligence and knowledge management. He served as the general cochair for the Fourth International Conference on Network Computing and Advanced Information Management (September 2-4, 2008, in Seoul, South Korea) and regularly chairs tracks and mini-tracks at various information systems and analytics conferences. He is currently serving as editor-in-chief, senior editor, associate editor or editorial board

member for more than a dozen academic journals. His research and teaching interests are in data and text mining, business analytics, decision support systems, knowledge management, business intelligence, and enterprise modeling. Efraim Turban (M.B.A., Ph.D., University of California, Berkeley) is a visiting scholar at the Pacific Institute for Information System Management, University of Hawaii. Prior to this, he was on the staff of several universities, including City University of Hong Kong, Lehigh University, Florida International University, California State University, Long Beach; Eastern Illinois University, and the University of Southern California. Dr. Turban is the author of more than 100 refereed papers published in leading journals, such as "Management Science", "MIS Quarterly", and "Decision Support System". He is also the author of 20 books, including "Electronic Commerce: A Managerial Perspective" and "Information Technology for Management". He is also a consultant to major corporations worldwide. Dr. Turban's current areas of interest are Web-based decision support systems, social commerce, and collaborative decision making.

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