



Business Intelligence Success Factors: Tools for Aligning Your Business in the Global Economy

Olivia Parr Rud

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"Olivia Parr Rud does a remarkable job of weaving together many topics in a strategic way. As 'quants,' we're fascinated with data and fact-based decision-making. But success only comes when you consider the human factor, especially effective communications. Making topics like evolutionary biology, complexity science, and systems thinking relevant for business success is a unique and compelling view. As Max Frisch said, 'We hired workers and human beings came instead.'"

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"*Business Intelligence Success Factors* is a must-read for anyone implementing BI on an organizational level. This book explains the business landscape and the underlying reasons for our current volatility, offering clear guidance on navigating our information rich global economy."

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Transform challenges into opportunities with emerging Business Intelligence technologies

Written by an expert in data mining and statistical analysis, this valuable resource unveils the connection between the increased use of BI and the need for new, proven theories and models in BI, as well as the guidance to implement them successfully in your organization.

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