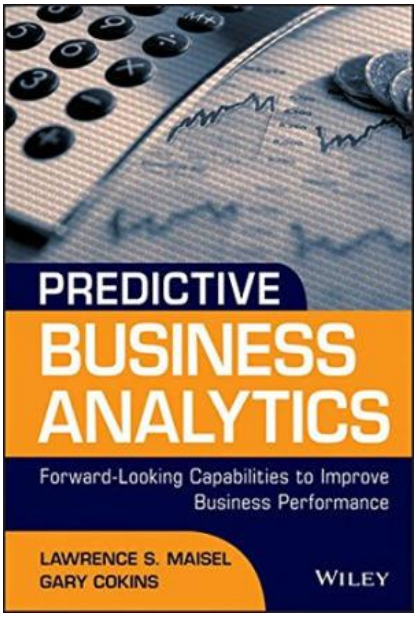


DOWNLOAD

Predictive Business Analytics: Forward Looking Capabilities to Improve Business Performance (Hardback)

By Lawrence Maisel, Gary Cokins

John Wiley Sons Inc, United States, 2013. Hardback. Book Condition: New. New.. 230 x 154 mm. Language: English . Brand New Book. Discover the breakthrough tool your company can use to make winning decisions This forward-thinking book addresses the emergence of predictive business analytics, how it can help redefine the way your organization operates, and many of the misconceptions that impede the adoption of this new management capability. Filled with case examples, Predictive Business Analytics defines ways in which specific industries have applied these techniques and tools and how predictive business analytics can complement other financial applications such as budgeting, forecasting, and performance reporting. * Examines how predictive business analytics can help your organization understand its various drivers of performance, their relationship to future outcomes, and improve managerial decision-making * Looks at how to develop new insights and understand business performance based on extensive use of data, statistical and quantitative analysis, and explanatory and predictive modeling * Written for senior financial professionals, as well as general and divisional senior management Visionary and effective, Predictive Business Analytics reveals how you can use your business s skills, technologies, tools, and processes for continuous analysis of past business performance to gain forward-looking insight...

Reviews

These sorts of pdf is the greatest pdf available. It really is writter in simple words and never difficult to understand. I am just very easily could get a delight of studying a written ebook.

-- ***Mr. Allen Cassin***

A very great ebook with perfect and lucid answers. It can be packed with wisdom and knowledge I found out this book from my dad and i encouraged this publication to learn.

-- ***Elena McLaughlin***