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Business Driven Information Systems Paige Baltzan Amy ...

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Prior to the 6th edition, each edition added a few notes, tips and technologyPedagogical approach, the content, the organization and overall lessons

remained the same in each and every edition since the firstIt appears, however, that the authors have listened to their readers (FINALLY) IN this edition, instead of throwing a lot of

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Business Analytics Principles, Concepts, and Applications What, Why, and How Marc J Schniederjans Dara G Schniederjans Christopher M Starkey

BUSINESS ANALYTICS AND DECISION MAKING

data-driven analytics across their business units sometimes intentionally driven by technology vendors and others with vested interests (See box opposite for guidance on some of the most common terms) Decision making in businesses today is moving to the

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