

# Business Intelligence, Reprint Edition (Developer Reference)



â€œThis readable, practical book helps business people quickly understand what business intelligence is, how it works, where its used, and why and when to use itâ€”all illustrated by real case studies, not just theory.â€• Nigel Pendse Author of The OLAP Report [www.olapreport.com](http://www.olapreport.com) So much information, so little time. All too often, business data is hard to get at and useâ€”thus slowing decision-making to a crawl. This insightful book illustrates how organizations can make better, faster decisions about their customers, partners, and operations by turning mountains of data into valuable business information thatâ€™s always at the fingertips of decision makers. Youâ€™ll learn whatâ€™s involved in using business intelligence to bring together information, people, and technology to create successful business strategiesâ€”and how to execute those strategies with confidence. Topics covered include: THE BUSINESS INTELLIGENCE MINDSET: Discover the basics behind business intelligence, such as how itâ€™s defined, why and how to use it in your organization, and what characteristics, components, and general architecture most business intelligence solutions share. THE CASE FOR BUSINESS INTELLIGENCE: Read how world leaders in finance, manufacturing, and retail have successfully implemented business intelligence solutions and see what benefits they have reaped. THE PRACTICE OF BUSINESS INTELLIGENCE: Find out whatâ€™s involved in

implementing a business intelligence solution in your organization, including how to identify your business intelligence opportunities, what decisions you must make to get a business intelligence project going, and what to do to sustain the momentum so that you can continue to make sense of all the data you gather.

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