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A Practitioner's Guide to Business Analytics: Using Data Analysis Tools to Improve Your Organization's Decision Making and Strategy

By Randy Bartlett

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, A Practitioner's Guide to Business Analytics: Using Data Analysis Tools to Improve Your Organization's Decision Making and Strategy, Randy Bartlett, The Definitive Guide to Using Analytics for Better Business Decisions "A must-read for anyone who is directly or indirectly leading or managing an analytics function--and anyone who wants to make better decisions based on analytics, not just intuition or an 'overemphasis on industry knowledge, which crowds out good analytics.'" -- Charlotte E. Sibley, President, Sibley Associates, a bioPharma consulting company "Over the long term, those who show the greatest imagination, grow the right skills, build the deepest organizations, and follow rigorous statistical practice will reap the greatest rewards from their analytics efforts. A Practitioner's Guide to Business Analytics lights the way." -- Thomas C. Redman, PhD, the Data Doc, Navesink Consulting Group "Executives beware. This is not your typical management book. This book contains real information from analytical professionals who are outside the executive bubble. Hold on to your seat and be prepared to change the way you think about leaders, leadership qualities, and leadership skills needed for future success in the changing business landscape." -- Thomas J. Scott, Director/Advisor, Marketing...

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