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"The chapters in this volume offer useful case studies, technical roadmaps, lessons learned, and a few prescriptions to do this, avoid that." -From the Foreword by Joe LaCugna, Ph.D., Enterprise Analytics and Business Intelligence, Starbucks Coffee Company  
With the growing barrage of "big data," it becomes vitally important for organizations to mak

The intensified use of data based on analytical models to control digitalized operational business processes in an intelligent way is a game changer that continuously disrupts more and more markets. This book exemplifies this development and shows the latest tools and advances in this field. Business Analytics for Managers offers real-world guidance for organizations looking to leverage their data into a competitive advantage. This new second edition covers the advances that have revolutionized the field since the first edition's release; big data and real-time digitalized decision making have become major components of any analytics strategy, and new technologies are allowing businesses to gain even more insight from the ever-increasing influx of data. New terms, theories, and technologies are explained and discussed in terms of practical benefit, and the emphasis on forward thinking over historical data describes how analytics can drive better business planning. Coverage includes data warehousing, big data, social media, security, cloud technologies, and future trends, with expert insight on the practical aspects of the current state of the field. Analytics helps businesses move forward. Extensive use of statistical and quantitative analysis alongside explanatory and predictive modeling facilitates fact-based decision making, and evolving technologies continue to streamline every step of the process. This book provides an essential update, and describes how today's tools make business analytics more valuable than ever. Learn how Hadoop can upgrade your data processing and storage. Discover the many uses for social media data in analysis and communication. Get up to speed on the latest in cloud technologies, data security, and more. Prepare for

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