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KEY=SMARTER - RODGERS CHAMBERS

ANALYTICS AT WORK

SMARTER DECISIONS, BETTER RESULTS

Harvard Business Press Most companies have massive amounts of data at their disposal, yet fail to utilize it in any meaningful way. But a powerful new business tool - analytics - is enabling many firms to aggressively leverage their data in key business decisions and processes, with impressive results. In their previous book, Competing on Analytics, Thomas Davenport and Jeanne Harris showed how pioneering firms were building their entire strategies around their analytical capabilities. Rather than "going with the gut" when pricing products, maintaining inventory, or hiring talent, managers in these firms use data, analysis, and systematic reasoning to make decisions that improve efficiency, risk-management, and profits. Now, in Analytics at Work, Davenport, Harris, and coauthor Robert Morison reveal how any manager can effectively deploy analytics in day-to-day operations—one business decision at a time. They show how many types of analytical tools, from statistical analysis to qualitative measures like systematic behavior coding, can improve decisions about everything from what new product offering might interest customers to whether marketing dollars are being most effectively deployed. Based on all-new research and illustrated with examples from companies including Humana, Best Buy, Progressive Insurance, and Hotels.com, this implementation-focused guide outlines the five-step DELTA model for deploying and succeeding with analytical initiatives. You'll learn how to: · Use data more effectively and glean valuable analytical insights · Manage and coordinate data, people, and technology at an enterprise level · Understand and support what analytical leaders do · Evaluate and choose realistic targets for analytical activity · Recruit, hire, and manage analysts Combining the science of quantitative analysis with the art of sound reasoning, Analytics at Work provides a road map and tools for unleashing the potential buried in your company's data.

ANALYTICS AT WORK

SMARTER DECISIONS, BETTER RESULTS

Harvard Business Press As a follow-up to the successful Competing on Analytics, authors Tom Davenport, Jeanne Harris, and Robert Morison provide practical frameworks and tools for all companies that want to use analytics as a basis for more effective and more profitable decision making. Regardless of your company's strategy, and whether or not analytics are your company's primary source of competitive differentiation, this book is designed to help you assess your organization's analytical capabilities, provide the tools to build these capabilities, and put analytics to work. The book helps you answer these pressing questions: What assets do I need in place in my organization in order to use analytics to run my business? Once I have these assets, how do I deploy them to get the most from an analytic approach? How do I get an analytic initiative off the ground in the first place, and then how do I sustain analytics in my organization over time? Packed with tools, frameworks, and all new examples, Analytics at Work makes analytics understandable and accessible and teaches you how to make your company more analytical.

DECISION SOURCING

DECISION MAKING FOR THE AGILE SOCIAL ENTERPRISE

Routledge We are living in the post-information age, the era of so-called 'Big Data'. It is a practical possibility for corporations to report, chart and analyse every action, transaction and click that happens inside and outside their business. In Decision Sourcing Roberts and Pakkiri examine what this means to organisational decision making. They explode the myth that good decisions need only be informed ones through an examination into how business really make choices. They lay bare the poverty of decision making processes in today's corporate world and offer fresh and fascinating insight into how social tools are providing new sources of information, how they are challenging hierarchy and how they are providing opportunities for growth and agility through aligned and inclusive decision making. This book is for those organisations that want to get beyond the corporate Facebook account and are ready for the next bold step. It is for those businesses that want to engage their workforce and their customers in collaborative relationships that are at the heart of the successful social enterprise.

COMPETING ON ANALYTICS

THE NEW SCIENCE OF WINNING

Harvard Business Press You have more information at hand about your business environment than ever before. But are you using it to

"out-think" your rivals? If not, you may be missing out on a potent competitive tool. In Competing on Analytics: The New Science of Winning, Thomas H. Davenport and Jeanne G. Harris argue that the frontier for using data to make decisions has shifted dramatically. Certain high-performing enterprises are now building their competitive strategies around data-driven insights that in turn generate impressive business results. Their secret weapon? Analytics: sophisticated quantitative and statistical analysis and predictive modeling. Exemplars of analytics are using new tools to identify their most profitable customers and offer them the right price, to accelerate product innovation, to optimize supply chains, and to identify the true drivers of financial performance. A wealth of examples—from organizations as diverse as Amazon, Barclay's, Capital One, Harrah's, Procter & Gamble, Wachovia, and the Boston Red Sox—illuminate how to leverage the power of analytics.

ENTERPRISE ANALYTICS

OPTIMIZE PERFORMANCE, PROCESS, AND DECISIONS THROUGH BIG DATA

FT Press Normal 0 false false false MicrosoftInternetExplorer4 The Definitive Guide to Enterprise-Level Analytics Strategy, Technology, Implementation, and Management Organizations are capturing exponentially larger amounts of data than ever, and now they have to figure out what to do with it. Using analytics, you can harness this data, discover hidden patterns, and use this knowledge to act meaningfully for competitive advantage. Suddenly, you can go beyond understanding "how, when, and where" events have occurred, to understand why – and use this knowledge to reshape the future. Now, analytics pioneer Tom Davenport and the world-renowned experts at the International Institute for Analytics (IIA) have brought together the latest techniques, best practices, and research on analytics in a single primer for maximizing the value of enterprise data. Enterprise Analytics is today's definitive guide to analytics strategy, planning, organization, implementation, and usage. It covers everything from building better analytics organizations to gathering data; implementing predictive analytics to linking analysis with organizational performance. The authors offer specific insights for optimizing supply chains, online services, marketing, fraud detection, and many other business functions. They support their powerful techniques with many real-world examples, including chapter-length case studies from healthcare, retail, and financial services. Enterprise Analytics will be an invaluable resource for every business and technical professional who wants to make better data-driven decisions: operations, supply chain, and product managers; product, financial, and marketing analysts; CIOs and other IT leaders; data, web, and data warehouse specialists, and many others.

BIG DATA AT WORK

DISPELLING THE MYTHS, UNCOVERING THE OPPORTUNITIES

Harvard Business Review Press Go ahead, be skeptical about big data. The author was—at first. When the term "big data" first came on the scene, bestselling author Tom Davenport (Competing on Analytics, Analytics at Work) thought it was just another example of technology hype. But his research in the years that followed changed his mind. Now, in clear, conversational language, Davenport explains what big data means—and why everyone in business needs to know about it. Big Data at Work covers all the bases: what big data means from a technical, consumer, and management perspective; what its opportunities and costs are; where it can have real business impact; and which aspects of this hot topic have been oversold. This book will help you understand: • Why big data is important to you and your organization • What technology you need to manage it • How big data could change your job, your company, and your industry • How to hire, rent, or develop the kinds of people who make big data work • The key success factors in implementing any big data project • How big data is leading to a new approach to managing analytics With dozens of company examples, including UPS, GE, Amazon, United Healthcare, Citigroup, and many others, this book will help you seize all opportunities—from improving decisions, products, and services to strengthening customer relationships. It will show you how to put big data to work in your own organization so that you too can harness the power of this ever-evolving new resource.

THINKING FOR A LIVING

HOW TO GET BETTER PERFORMANCES AND RESULTS FROM KNOWLEDGE WORKERS

Harvard Business Press Knowledge workers create the innovations and strategies that keep their firms competitive and the economy healthy. Yet, companies continue to manage this new breed of employee with techniques designed for the Industrial Age. As this critical sector of the workforce continues to increase in size and importance, that's a mistake that could cost companies their future. Thomas Davenport argues that knowledge workers are vastly different from other types of workers in their motivations, attitudes, and need for autonomy--and, so, they require different management techniques to improve their performance and productivity. Based on extensive research involving over 100 companies and more than 600 knowledge workers, Thinking for a Living provides rich insights into how knowledge workers think, how they accomplish tasks, and what motivates them to excel. Davenport identifies four major categories of knowledge workers and presents a unique framework for matching specific types of workers with the management strategies that yield the greatest performance. Written by the field's premier thought leader, Thinking for a Living reveals how to maximize the brain power that fuels organizational success. Thomas Davenport holds the President's Chair in Information Technology and Management at Babson College. He is director of research for Babson Executive Education; an Accenture Fellow; and author, co-author, or editor of nine books, including Working Knowledge: How Organizations Manage What They Know (HBS Press, 1997).

KEEPING UP WITH THE QUANTS

YOUR GUIDE TO UNDERSTANDING AND USING ANALYTICS

Harvard Business Press Why Everyone Needs Analytical Skills Welcome to the age of data. No matter your interests (sports, movies, politics), your industry (finance, marketing, technology, manufacturing), or the type of organization you work for (big company, nonprofit, small start-up)—your world is awash with data. As a successful manager today, you must be able to make sense of all this

information. You need to be conversant with analytical terminology and methods and able to work with quantitative information. This book promises to become your "quantitative literacy" guide—helping you develop the analytical skills you need right now in order to summarize data, find the meaning in it, and extract its value. In Keeping Up with the Quants, authors, professors, and analytics experts Thomas Davenport and Jinho Kim offer practical tools to improve your understanding of data analytics and enhance your thinking and decision making. You'll gain crucial skills, including: • How to formulate a hypothesis • How to gather and analyze relevant data • How to interpret and communicate analytical results • How to develop habits of quantitative thinking • How to deal effectively with the "quants" in your organization Big data and the analytics based on it promise to change virtually every industry and business function over the next decade. If you don't have a business degree or if you aren't comfortable with statistics and quantitative methods, this book is for you. Keeping Up with the Quants will give you the skills you need to master this new challenge—and gain a significant competitive edge.

INTRODUCTION TO MANAGEMENT

John Wiley & Sons Completely updated and revised, this eleventh edition arms managers with the business tools they'll need to succeed. The text presents managerial concepts and theory related to the fundamentals of planning, leading, organising, and controlling with a strong emphasis on application. It offers new information on the changing nature of communication through technology. Focus is also placed on ethics to reflect the importance of this topic, especially with the current economic situation. This includes all new ethics boxes throughout the chapters. An updated discussion on the numerous legal law changes over the last few years is included as well. Managers will be able to think critically and make sound decisions using this text because the concepts are backed by many applications, exercises, and cases.

THE COMPLETE GUIDE TO BUSINESS ANALYTICS (COLLECTION)

FT Press A brand new collection of business analytics insights and actionable techniques... 3 authoritative books, now in a convenient e-format, at a great price! 3 authoritative eBooks deliver comprehensive analytics knowledge and tools for optimizing every critical business decision! Use business analytics to drive maximum value from all your business data! This unique 3 eBook package will help you harness your information, discover hidden patterns, and successfully act on what you learn. In Enterprise Analytics, analytics pioneer Tom Davenport and the world-renowned experts at the International Institute for Analytics (IIA) bring together the latest techniques, best practices, and research on large-scale analytics strategy, technology, implementation, and management. Using real-world examples, they cover everything from building better analytics organizations to gathering data; implementing predictive analytics to linking analysis with organizational performance. You'll find specific insights for optimizing supply chains, online services, marketing, fraud detection, and many other business functions; plus chapter-length case studies from healthcare, retail, and financial services. Next, in the up-to-the-minute Analysis Without Paralysis, Second Edition, Babette E. Bensoussan and Craig S. Fleisher help you succeed with analysis without getting mired in advanced math or arcane theory. They walk you through the entire business analysis process, and guide you through using 12 core tools for making better decisions about strategy and operations -- including three powerful tools covered for the first time in this new Second Edition. Then, in Business and Competitive Analysis, Fleisher and Bensoussan help you apply 24 leading business analysis models to gain deep clarity about your business environment, answer tough questions, and make tough choices. They first walk you through defining problems, avoiding pitfalls, choosing tools, and communicating results. Next, they systematically address both "classic" techniques and the most promising new approaches from economics, finance, sociology, anthropology, and the intelligence and futurist communities. For the first time, one book covers Nine Forces, Competitive Positioning, Business Model, Supply Chain Analyses, Benchmarking, McKinsey 7S, Shadowing, Product Line, Win/Loss, Strategic Relationships, Corporate Reputation, Critical Success Factors, Driving Forces, Country Risk, Technology Forecasting, War Gaming, Event/Timeline, Indications, Warning Analyses, Competitor Cash Flow, ACH, Linchpin Analyses, and more. Whether you're an executive, strategist, analyst, marketer, or operations professional, this eBook collection will help you make more effective, data-driven, profitable decisions! From world-renowned analytics and competitive/business intelligence experts Thomas H. Davenport, Babette E. Bensoussan, and Craig S. Fleisher

JUDGMENT CALLS

TWELVE STORIES OF BIG DECISIONS AND THE TEAMS THAT GOT THEM RIGHT

Harvard Business Press Your guide to making better decisions Despite the dizzying amount of data at our disposal today—and an increasing reliance on analytics to make the majority of our decisions—many of our most critical choices still come down to human judgment. This fact is fundamental to organizations whose leaders must often make crucial decisions: to do this they need the best available insights. In Judgment Calls, authors Tom Davenport and Brook Manville share twelve stories of organizations that have successfully tapped their data assets, diverse perspectives, and deep knowledge to build an organizational decision-making capability—a competence they say can make the difference between success and failure. This book introduces a model that taps the collective judgment of an organization so that the right decisions are made, and the entire organization profits. Through the stories in Judgment Calls, the authors—both of them seasoned management thinkers and advisers—make the case for the wisdom of organizations and suggest ways to use it to best advantage. Each chapter tells a unique story of one dilemma and its ultimate resolution, bringing into high relief one key to the power of collective judgment. Individually, these stories inspire and instruct; together, they form a model for building an organizational capacity for broadly based, knowledge-intensive decision making. You've read The Wisdom of Crowds and Competing on Analytics. Now read Judgment Calls. You, and your organization, will make better decisions.

FROM BIG DATA TO BIG PROFITS

SUCCESS WITH DATA AND ANALYTICS

Oxford University Press, USA Vast holdings and assessment of consumer data by large companies are not new phenomena. Firms' ability to leverage the data to reach customers in targeted campaigns and gain market share is, and on an unprecedented scale. Major companies have moved from serving as data or inventory storehouses, suppliers, and exchange mechanisms to monetizing their data and expanding the products they offer. Such changes have implications for both firms and consumers in the coming years. In From Big Data to Big Profits, Russell Walker investigates the use of internal Big Data to stimulate innovations for operational effectiveness, and the ways in which external Big Data is developed for gauging, or even prompting, customer buying decisions. Walker examines the nature of Big Data, the novel measures they create for market activity, and the payoffs they can offer from the connectedness of the business and social world. With case studies from Apple, Netflix, Google, and Amazon, Walker both explores the market transformations that are changing perceptions of Big Data, and provides a framework for assessing and evaluating Big Data. Although the world appears to be moving toward a marketplace where consumers will be able to "pull" offers from firms, rather than simply receiving offers, Walker observes that such changes will require careful consideration of legal and unspoken business practices as they affect consumer privacy. Rigorous and meticulous, From Big Data to Big Profits is a valuable resource for graduate students and professionals with an interest in Big Data, digital platforms, and analytics.

DIAGNOSTICS FOR STRATEGIC DECISION-MAKING

THE RAPID DUE DILIGENCE MODEL

Taylor & Francis This book helps readers develop a comprehensive understanding of diagnostics for strategic decision-making, with a focus on a method called rapid due diligence. This method presents a compelling solution to the need for effective diagnostics, drawing on academic rigor, critical thinking, systems dynamics, and advanced practicum to enable sound strategic decision-making. Guiding the reader through the six stages of the process from discovery, through analysis, synthesis, and interpretation, Thompsen engages all typical postgraduate disciplines in producing insights for practical application. Drawing on similarities with applied social science research, the rapid due diligence method is supported with scores of techniques, tools, instructions, guidelines, practical advice, and examples. Detailed cases and abbreviated examples of a variety of real strategic situations are provided from organizations operating in North America, Europe, Asia, India, and Australia. Ideal for graduate students, organizational leaders, and decision makers, this book is designed to invite deeper understanding and practical application of a strategic diagnostic process that discovers insights for achieving positive results.

EXPLORING MANAGEMENT

John Wiley & Sons Exploring Management, 7th Edition supports teaching and learning of core management concepts by presenting material in a straightforward, conversational style with a strong emphasis on application. With a focus on currency, high-interest examples and pedagogy that encourages critical thinking and personal reflection, Exploring Management, 7th Edition is the perfect balance between what students need and what instructors want. Organized by study objectives and broken up into more manageable sections of material, the Seventh Edition supports better student comprehension and mastery of concepts. And features like skill builders, active learning activities, and team projects give students frequent opportunities to apply management concepts. Class activities provide opportunities for discussion and debate. Students can build solid management skills with self-assessments, class exercises, and team projects.

MARKETING MANAGEMENT

THE BIG PICTURE

John Wiley & Sons Marketing Management: The Big Picture organizes traditional Marketing Management theory and practice in a conceptually appealing way. The use of well-known examples and consumer commercials throughout the content ensures students will commit to memory and innovative method for structuring and solving marketing problems. The framework constitutes a disciplined approach to connecting marking variables to each other, inextricably linking marketing strategy concepts with their executional implications.

BEYOND PERFORMANCE MANAGEMENT

WHY, WHEN, AND HOW TO USE 40 TOOLS AND BEST PRACTICES FOR SUPERIOR BUSINESS PERFORMANCE

Harvard Business Press There's a bewildering array of management tools out there. And they all promise to help you excel at the toughest parts of your job: defining your organization's strategic direction, managing customers and costs, and boosting workforce performance. But just 30 percent of these tools deliver as intended. Why? As Jeremy Hope and Steve Player reveal in Beyond Performance Management, while many tools are sound in theory, they're misused by most organizations. For example, executives buy and implement a tool without first asking, "What problem are we trying to solve?" And they use tools to command and control frontline teams, not empower them—a serious and costly mistake. In this eminently useful, clear-eyed book, the authors critically review dozens of well-known management tools—from mission statements, balanced scorecards, and rolling forecasts to key performance indicators, Six Sigma, and performance appraisals. They explain how to select the right tools for your organization, how to implement them correctly, and how to extract maximum value from each. Brimming with rigorous analysis and solid advice, Beyond Performance Management helps you swiftly gauge the value of each management tool, as well as navigate the increasingly crowded field of offerings—so the tools you select deliver fully on their promise.

ANALYTICS FOR LEADERS

A PERFORMANCE MEASUREMENT SYSTEM FOR BUSINESS SUCCESS

Cambridge University Press Analytics for Leaders provides a concise, readable account of a complete system of performance measurement for an enterprise. Based on over twenty years of research and development, the system is designed to provide people at all levels with the quantitative information they need to do their jobs: board members to exercise due diligence about all facets of the business, leaders to decide where to focus attention next, and people to carry out their work well. For senior officers, chapter openers provide quick overviews about the overall approach to a particular stakeholder group and how to connect overall performance measures to business impact. For MBA students, extensive supporting notes and references provide in-depth understanding. For researchers and practitioners, a generic statistical approach is described to encourage new ways of tackling performance measurement issues. The book is relevant to all types of enterprise, large or small, public or private, academic or governmental.

GETTING STARTED WITH BUSINESS ANALYTICS

INSIGHTFUL DECISION-MAKING

CRC Press Assuming no prior knowledge or technical skills, Getting Started with Business Analytics: Insightful Decision-Making explores the contents, capabilities, and applications of business analytics. It bridges the worlds of business and statistics and describes business analytics from a non-commercial standpoint. The authors demystify the main concepts and terminologies and give many examples of real-world applications. The first part of the book introduces business data and recent technologies that have promoted fact-based decision-making. The authors look at how business intelligence differs from business analytics. They also discuss the main components of a business analytics application and the various requirements for integrating business with analytics. The second part presents the technologies underlying business analytics: data mining and data analytics. The book helps you understand the key concepts and ideas behind data mining and shows how data mining has expanded into data analytics when considering new types of data such as network and text data. The third part explores business analytics in depth, covering customer, social, and operational analytics. Each chapter in this part incorporates hands-on projects based on publicly available data. Helping you make sound decisions based on hard data, this self-contained guide provides an integrated framework for data mining in business analytics. It takes you on a journey through this data-rich world, showing you how to deploy business analytics solutions in your organization.

PREDICTIVE BUSINESS ANALYTICS

FORWARD LOOKING CAPABILITIES TO IMPROVE BUSINESS PERFORMANCE

John Wiley & Sons 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 and drive business decisions and actions.

SUPPLY CHAIN OPTIMIZATION THROUGH SEGMENTATION AND ANALYTICS

CRC Press We live in a world where we try to solve similar problems in structurally the same way. But they simply are not optimally solved all the same. Supply Chain Optimization through Segmentation and Analytics addresses the issue of optimizing the planning and scheduling process and asks the question; "Is there a 'one size fits all' solution for planning and scheduling?" The answer is a resounding "No!" We migrated through EOQ, MRP, JIT, and TOC, each time hoping to find that one size fits all. Each of these systems looked at the facility as if it had one focused problem, either optimizing work schedules, materials movement, or machine utilization. But what if you have two, or possibly even all three of these problems? Then what system do you use? Or what if your critical resource is not labor, materials, or machinery? Then which planning and scheduling solution do you utilize? This book introduces the concept of segmentation as the planning and scheduling tool that facilitates the optimization of the supply chain. If you have one type of problem in a part of your supply chain, you use the solution that appropriately focuses on that problem. If you have a different problem in a different part of your supply chain, then you use a different and appropriate tool for that part of the supply chain, and so forth. Or, if your product is in different stages of its life cycle, it probably requires a different set of tools for each stage of that life cycle. In addition, the book discusses how to integrate planning and scheduling tools using a segmentation approach that results in a world-class supply chain environment. It clearly details the power of segmentation and offers a systematic plan for implementation in the supply chain. To facilitate this, the author covers the components of an integrated segmentation policy, including the analytics elements and the measures that define segmentation success. He helps you build a strategy and methodology for introducing segmentation principles that allow you to break free from "one size fits all" thinking.

BUSINESS PROCESS OUTSOURCING A SUPPLY CHAIN OF EXPERTISES

PHI Learning Pvt. Ltd. The book, in its new edition, continues to present the fundamental concepts of Business Process Outsourcing (BPO) and its applications in Indian industry. Divided into 19 chapters, the book offers a strategic framework for BPO management which is crucial for creating competitive advantage for a business enterprise. In the Second Edition, three new chapters on BPO Analytics, Outsourcing in Cloud Environment and BPO Transformation Strategy and an appendix on Sample Contract-Outsourcing Services have been introduced. Further, the book has been enriched with latest updates in the form of tables and exhibits in almost all the chapters. Chapter-end questions help in easy comprehension of the underlying principles.

MANAGEMENT

John Wiley & Sons Schermerhorn, Management 14e continues to offer the same balanced theory approach as with previous editions. Students need an active and engaged learning classroom environment that brings personal meaning to course content and the instructor's course objectives. Schermerhorn communicates with students through rich, timely features and cases that bring management topics, theories, and concepts to life. The underlying goal is to translate foundation theories into lasting tools for students as they move beyond the classroom where their skills will be put to the test.

THE ANALYTIC HOSPITALITY EXECUTIVE

IMPLEMENTING DATA ANALYTICS IN HOTELS AND CASINOS

John Wiley & Sons This book will help decision makers within the hospitality/gaming industries understand big data and analytics as they apply to their industry. It will provide practical tips for incorporating analytics into existing business processes as well as assist managers discover where they can drive value in their organization via advanced analytics. The book will also contain tips and tools for creating a strategic analytic culture as opposed to silos of analytic competence and it will help identify which data sources will provide value to their organization and how to turn that information into insights.

BUILDING A DIGITAL ANALYTICS ORGANIZATION

CREATE VALUE BY INTEGRATING ANALYTICAL PROCESSES, TECHNOLOGY, AND PEOPLE INTO BUSINESS OPERATIONS

FT Press Drive maximum business value from digital analytics, web analytics, site analytics, and business intelligence! In Building a Digital Analytics Organization, pioneering expert Judah Phillips thoroughly explains digital analytics to business practitioners, and presents best practices for using it to reduce costs and increase profitable revenue throughout the business. Phillips covers everything from making the business case through defining and executing strategy, and shows how to successfully integrate analytical processes, technology, and people in all aspects of operations. This unbiased and product-independent guide is replete with examples, many based on the author's own extensive experience. Coverage includes: key concepts; focusing initiatives and strategy on business value, not technology; building an effective analytics organization; choosing the right tools (and understanding their limitations); creating processes and managing data; analyzing paid, owned, and earned digital media; performing competitive and qualitative analyses; optimizing and testing sites; implementing integrated multichannel digital analytics; targeting consumers; automating marketing processes; and preparing for the revolutionary "analytical economy." For all business practitioners interested in analytics and business intelligence in all areas of the organization.

LEADERSHIP FOR INDIA INC.

AN EXPERIENTIAL TREATISE

Notion Press Leadership is the engine of growth, in any walk of life. Leadership is often portrayed as the singular capability of an individual at the helm of an organisation. Theories and models of leadership that abound miss the point that true leadership is a highly multi-faceted and highly inclusive endeavour. This book Leadership for India Inc.: An Experiential Treatise is a unique work that is contextually relevant and culturally appropriate. Given that leadership with an Indian perspective is studied and researched less than it ought to be, this book fills a major gap. This book studies leadership from several practical and unique angles, and brings forth insights, models and constructs that are not often the mainstay of published leadership literature. The perspectives that are laid out in the book are fresh and original as well as offbeat and philosophical. The book presents a rich tapestry of the deep and diversified insights borne out of the author's over four decades of working with leaders and working as a leader, which are discussed in a practical and fulsome manner. The book with its Prologue, forty chapters and Epilogue that cover comprehensively and in depth all aspects of leadership, serves as an experiential treatise for established as well as aspirant leaders for India Inc. It would equally serve as a reference text book for students and academicians as well as professionals and leaders. The book is dedicated, very appropriately, to the greatest leader of all times, Mahatma Gandhi.

BUSINESS ANALYTICS FOR MANAGERS

TAKING BUSINESS INTELLIGENCE BEYOND REPORTING

John Wiley & Sons "While business analytics sounds like a complex subject, this book provides a clear and non-intimidating overview of the topic. Following its advice will ensure that your organization knows the analytics it needs to succeed, and uses them in the service of key strategies and business processes. You too can go beyond reporting!"—Thomas H. Davenport, President's Distinguished Professor of IT and Management, Babson College; coauthor, Analytics at Work: Smarter Decisions, Better Results Deliver the right decision support to the right people at the right time Filled with examples and forward-thinking guidance from renowned BA leaders Gert Laursen and Jesper Thorlund, Business Analytics for Managers offers powerful techniques for making increasingly advanced use of information in order to survive any market conditions. Take a look inside and find: Proven guidance on developing an information

strategy Tips for supporting your company's ability to innovate in the future by using analytics Practical insights for planning and implementing BA How to use information as a strategic asset Why BA is the next stepping-stone for companies in the information age today Discussion on BA's ever-increasing role Improve your business's decision making. Align your business processes with your business's objectives. Drive your company into a prosperous future. Taking BA from buzzword to enormous value-maker, Business Analytics for Managers helps you do it all with workable solutions that will add tremendous value to your business.

ONLY HUMANS NEED APPLY

WINNERS AND LOSERS IN THE AGE OF SMART MACHINES

HarperCollins An invigorating, thought-provoking, and positive look at the rise of automation that explores how professionals across industries can find sustainable careers in the near future. Nearly half of all working Americans could risk losing their jobs because of technology. It's not only blue-collar jobs at stake. Millions of educated knowledge workers—writers, paralegals, assistants, medical technicians—are threatened by accelerating advances in artificial intelligence. The industrial revolution shifted workers from farms to factories. In the first era of automation, machines relieved humans of manually exhausting work. Today, Era Two of automation continues to wash across the entire services-based economy that has replaced jobs in agriculture and manufacturing. Era Three, and the rise of AI, is dawning. Smart computers are demonstrating they are capable of making better decisions than humans. Brilliant technologies can now decide, learn, predict, and even comprehend much faster and more accurately than the human brain, and their progress is accelerating. Where will this leave lawyers, nurses, teachers, and editors? In Only Humans Need Apply, Thomas Hayes Davenport and Julia Kirby reframe the conversation about automation, arguing that the future of increased productivity and business success isn't either human or machine. It's both. The key is augmentation, utilizing technology to help humans work better, smarter, and faster. Instead of viewing these machines as competitive interlopers, we can see them as partners and collaborators in creative problem solving as we move into the next era. The choice is ours.

THE ATTENTION ECONOMY

UNDERSTANDING THE NEW CURRENCY OF BUSINESS

Harvard Business Press Thought provoking -Time Magazine Welcome to the attention economy, in which the new scarcest resource isn't ideas or talent, but attention itself. This groundbreaking book argues that today's businesses are headed for disaster-unless they overcome the dangerously high attention deficits that threaten to cripple today's workplace. Learn to manage this critical yet finite resource, or fail! "A worthy message" -Publishers Weekly AUTHORBIO: Thomas H. Davenport is the Director of the Accenture Institute for Strategic Change and author of Process Innovation and Working Knowledge, Harvard Business School Press. John C. Beck is an Associate Partner and Senior Research Fellow at the Accenture Institute for Strategic Change.

ALERT AND READY

AN ORGANIZATIONAL DESIGN ASSESSMENT OF MARINE CORPS INTELLIGENCE

Rand Corporation Over the past decade, especially, U.S. Marine Corps (USMC) intelligence has had to tailor its organization to meet the evolving demands of the operational environment. This has resulted in a number of ad hoc arrangements, practices, and organizations. A broad review of the organizational design of USMC intelligence examined how to align it efficiently and effectively with current and future missions and functions.

APPLIED INSURANCE ANALYTICS

A FRAMEWORK FOR DRIVING MORE VALUE FROM DATA ASSETS, TECHNOLOGIES, AND TOOLS

FT Press Insurers: use analytics to drive far more value from your most important asset -- data! Today, many insurers radically underutilize their data, leaving them vulnerable to traditional and non-traditional competitors alike. Now, drawing on 25 years of industry experience, Patricia Saporito shows how to systematically leverage analytics to improve business performance and customer satisfaction throughout any insurance business. Applied Insurance Analytics demonstrates how to use analytics to systematically improve operations ranging from underwriting and risk management to claims. Even more important: it will help you drive more value everywhere by defining a focused enterprise-wide analytics strategy, and overcoming the challenges that stand in your way. Saporito helps you assess your current analytics maturity, choose the new applications that offer the most value, and master best practices from throughout the industry and beyond. Throughout, she helps you gain more value from data assets, technologies and tools you've already invested in. You'll find new case studies, practical tools, and easy templates for improving the "Analytics IQ" of your entire enterprise. For every insurance industry professional and manager concerned with analytics, including users, IT pros, sales/marketing specialists, and data scientists. This book will also be valuable to students in any MBA or other program focused on insurance or risk management, and to many students in IT or analytics-specific programs.

BIG DATA

A BUSINESS AND LEGAL GUIDE

CRC Press Big Data: A Business and Legal Guide supplies a clear understanding of the interrelationships between Big Data, the new business insights it reveals, and the laws, regulations, and contracting practices that impact the use of the insights and the data. Providing business executives and lawyers (in-house and in private practice) with an accessible primer on Big Data and its business implications, this book will enable readers to quickly grasp the key issues and effectively implement the right solutions to collecting, licensing, handling, and using Big Data. The book brings together subject matter experts who examine a different area of law in each

chapter and explain how these laws can affect the way your business or organization can use Big Data. These experts also supply recommendations as to the steps your organization can take to maximize Big Data opportunities without increasing risk and liability to your organization. Provides a new way of thinking about Big Data that will help readers address emerging issues Supplies real-world advice and practical ways to handle the issues Uses examples pulled from the news and cases to illustrate points Includes a non-technical Big Data primer that discusses the characteristics of Big Data and distinguishes it from traditional database models Taking a cross-disciplinary approach, the book will help executives, managers, and counsel better understand the interrelationships between Big Data, decisions based on Big Data, and the laws, regulations, and contracting practices that impact its use. After reading this book, you will be able to think more broadly about the best way to harness Big Data in your business and establish procedures to ensure that legal considerations are part of the decision.

ARTS FOR RETAIL

USING TECHNOLOGY TO TURN YOUR CONSUMERS INTO CUSTOMERS AND MAKE A PROFIT

iUniverse The Association of Retail Technology Standards is an organization of retailers and vendors who have come together to create an extensive set of standards to reduce the cost and time for upgrading existing applications or adding new capabilities. To understand the depth of support that ARTS offers, consider that the granddaddy of ARTS standards, the ARTS Data Model, has more than seven hundred tables and seven thousand attributes. In this new guide, author Richard Halter reveals how ARTS standards can help your business turn more consumers into customers and maximize profits. You can learn how to ? communicate better with potential customers; ? harness the power of social retailing; ? boost the success of promotions and discounts; and ? organize your store to maximize sales. Written in a language that everyone can understand, this guidebook explains how ARTS works together to help retailers and vendors. Take your business to a higher performing level and put more money in your pocket with ARTS for Retail.

COMPETITIVE STRATEGY

Notion Press Competitive Strategy is a key driver of industrial growth and economic development. Professor Michael Porter's treatise, formulated in 1980, remains the only integrated work on the subject to date. While its core concepts endure, it requires the holistic incorporation of additional insights and prescriptions, based on current and future trends. This book reviews Porter's work in the context of the global economic forces and rapid technological changes that have affected businesses and their strategies from the mid-2000s. It focuses on select aspects of competitive strategy particularly affected by such forces and develops several novel constructs to strengthen and expand the core analytical framework of competitive strategy with a futuristic perspective. The book embeds the impact of technology throughout but recognises that a more focused and detailed analysis of the same has been presented in the author's recent companion work, Technology and Competitive Strategy: Perspectives for Innovators, Differentiators and Followers. Each of the book's chapters is dedicated to a unique facet of competitive strategy, with novel hypotheses and constructs supported by multiple real-life examples. The book will inspire professionals, business leaders, academicians and public policy makers involved in strategy and growth to appreciate issues and solutions in a broader and a more contemporaneous industrial and economic context.

THE AI ADVANTAGE

HOW TO PUT THE ARTIFICIAL INTELLIGENCE REVOLUTION TO WORK

MIT Press Cutting through the hype, a practical guide to using artificial intelligence for business benefits and competitive advantage. In The AI Advantage, Thomas Davenport offers a guide to using artificial intelligence in business. He describes what technologies are available and how companies can use them for business benefits and competitive advantage. He cuts through the hype of the AI craze—remember when it seemed plausible that IBM's Watson could cure cancer?—to explain how businesses can put artificial intelligence to work now, in the real world. His key recommendation: don't go for the "moonshot" (curing cancer, or synthesizing all investment knowledge); look for the "low-hanging fruit" to make your company more efficient. Davenport explains that the business value AI offers is solid rather than sexy or splashy. AI will improve products and processes and make decisions better informed—important but largely invisible tasks. AI technologies won't replace human workers but augment their capabilities, with smart machines to work alongside smart people. AI can automate structured and repetitive work; provide extensive analysis of data through machine learning ("analytics on steroids"), and engage with customers and employees via chatbots and intelligent agents. Companies should experiment with these technologies and develop their own expertise. Davenport describes the major AI technologies and explains how they are being used, reports on the AI work done by large commercial enterprises like Amazon and Google, and outlines strategies and steps to becoming a cognitive corporation. This book provides an invaluable guide to the real-world future of business AI. A book in the Management on the Cutting Edge series, published in cooperation with MIT Sloan Management Review.

HOW TO MEASURE ANYTHING

FINDING THE VALUE OF INTANGIBLES IN BUSINESS

John Wiley & Sons Now updated with new measurement methods and new examples, How to Measure Anything shows managers how to inform themselves in order to make less risky, more profitable business decisions This insightful and eloquent book will show you how to measure those things in your own business, government agency or other organization that, until now, you may have considered "immeasurable," including customer satisfaction, organizational flexibility, technology risk, and technology ROI. Adds new measurement methods, showing how they can be applied to a variety of areas such as risk management and customer satisfaction Simplifies overall content while still making the more technical applications available to those readers who want to dig deeper Continues to boldly assert that any perception of "immeasurability" is based on certain popular misconceptions about measurement

and measurement methods Shows the common reasoning for calling something immeasurable, and sets out to correct those ideas Offers practical methods for measuring a variety of "intangibles" Provides an online database (www.howtomeasureanything.com) of downloadable, practical examples worked out in detailed spreadsheets Written by recognized expert Douglas Hubbard—creator of Applied Information Economics—How to Measure Anything, Third Edition illustrates how the author has used his approach across various industries and how any problem, no matter how difficult, ill defined, or uncertain can lend itself to measurement using proven methods.

DATA-DRIVEN DESIGN AND CONSTRUCTION

25 STRATEGIES FOR CAPTURING, ANALYZING AND APPLYING BUILDING DATA

John Wiley & Sons "In this comprehensive book, Professor Randy Deutsch has unlocked and laid bare the twenty-first century codice nascosto of architecture. It is data. Big data. Data as driver. . .This book offers us the chance to become informed and knowledgeable pursuers of data and the opportunities it offers to making architecture a wonderful, useful, and smart art form." —From the Foreword by James Timberlake, FAIA Written for architects, engineers, contractors, owners, and educators, and based on today's technology and practices, Data-Driven Design and Construction: 25 Strategies for Capturing, Applying and Analyzing Building Data addresses how innovative individuals and firms are using data to remain competitive while advancing their practices. seeks to address and rectify a gap in our learning, by explaining to architects, engineers, contractors and owners—and students of these fields—how to acquire and use data to make more informed decisions. documents how data-driven design is the new frontier of the convergence between BIM and architectural computational analyses and associated tools. is a book of adaptable strategies you and your organization can apply today to make the most of the data you have at your fingertips. Data-Driven Design and Construction was written to help design practitioners and their project teams make better use of BIM, and leverage data throughout the building lifecycle.

HBR GUIDE TO MAKING BETTER DECISIONS

Harvard Business Press Learn how to make better; faster decisions. You make decisions every day--from prioritizing your to-do list to choosing which long-term innovation projects to pursue. But most decisions don't have a clear-cut answer, and assessing the alternatives and the risks involved can be overwhelming. You need a smarter approach to making the best choice possible. The HBR Guide to Making Better Decisions provides practical tips and advice to help you generate more-creative ideas, evaluate your alternatives fairly, and make the final call with confidence. You'll learn how to: Overcome the cognitive biases that can skew your thinking Look at problems in new ways Manage the trade-offs between options Balance data with your own judgment React appropriately when you've made a bad choice Communicate your decision--and overcome any resistance Arm yourself with the advice you need to succeed on the job, from a source you trust. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges.

DEMAND DRIVEN STRATEGIC PLANNING

Routledge This book offers students and practitioners alike an integrated approach to strategic planning for companies. Marcos Fava Neves presents a new and unique perspective on this critical topic based on three main points: strongly demand-driven decisions that bridge the gap between long- and short-term strategy; a vision of a company as an integrated network, full of relationships that deserve consideration during the planning process; and the introduction of 'collective-action' thinking, which raises the prospect for cooperation between competitors. With this clear, comprehensive framework for strategic planning, companies can be sure to navigate today's complex environment and enhance their prospects of success.

MISSION CRITICAL

REALIZING THE PROMISE OF ENTERPRISE SYSTEMS

Harvard Business Press Overviews enterprise system (ES) opportunities and challenges and suggests the ESs are not the right choice for every company. Provides a set of guidelines to help managers evaluate the benefits and risks of ES implementation, stressing that an organization must make simultaneous changes in its information systems, business processes, and business strategy. Such changes are described in detail with extensive examples from real organizations, demonstrating that ESs should be viewed as business rather than technology projects. Davenport is director of a consulting institute and professor of information management at Boston University. Annotation copyrighted by Book News, Inc., Portland, OR

ANALYTICS AND BIG DATA: THE DAVENPORT COLLECTION (6 ITEMS)

Harvard Business Review Press The Analytics and Big Data collection offers a "greatest hits" digital compilation of ideas from world-renowned thought leader Thomas Davenport, who helped popularize the terms analytics and big data in the workplace. An agile and prolific thinker, Davenport has written or coauthored more than a dozen bestselling books. Several of these titles are offered together for the first time in this curated digital bundle, including: Big Data at Work, Competing on Analytics, Analytics at Work, and Keeping Up with the Quants. The collection also includes Davenport's popular Harvard Business Review articles, "Data Scientist: The Sexiest Job of the 21st Century" (2012) and "Analytics 3.0" (2013). Combined, these works cover all the bases on analytics and big data: what each term means; the ramifications of each from a technical, consumer, and management perspective; and where each can have the biggest impact on your business. Whether you're an executive, a manager, or a student wanting to learn more, Analytics and Big Data is the most comprehensive collection you'll find on the ever-growing phenomenon of digital data and analysis—and how you can make this rising business trend work for you. Named one of the ten "Masters of the New Economy" by CIO magazine, Thomas Davenport has helped hundreds of companies revitalize their management practices. He combines his interests in research, teaching, and business management as the President's Distinguished Professor of Information Technology & Management at Babson College. Davenport has

also taught at Harvard Business School, the University of Chicago, Dartmouth's Tuck School of Business, and the University of Texas at Austin and has directed research centers at Accenture, McKinsey & Company, Ernst & Young, and CSC. He is also an independent Senior Advisor to Deloitte Analytics.