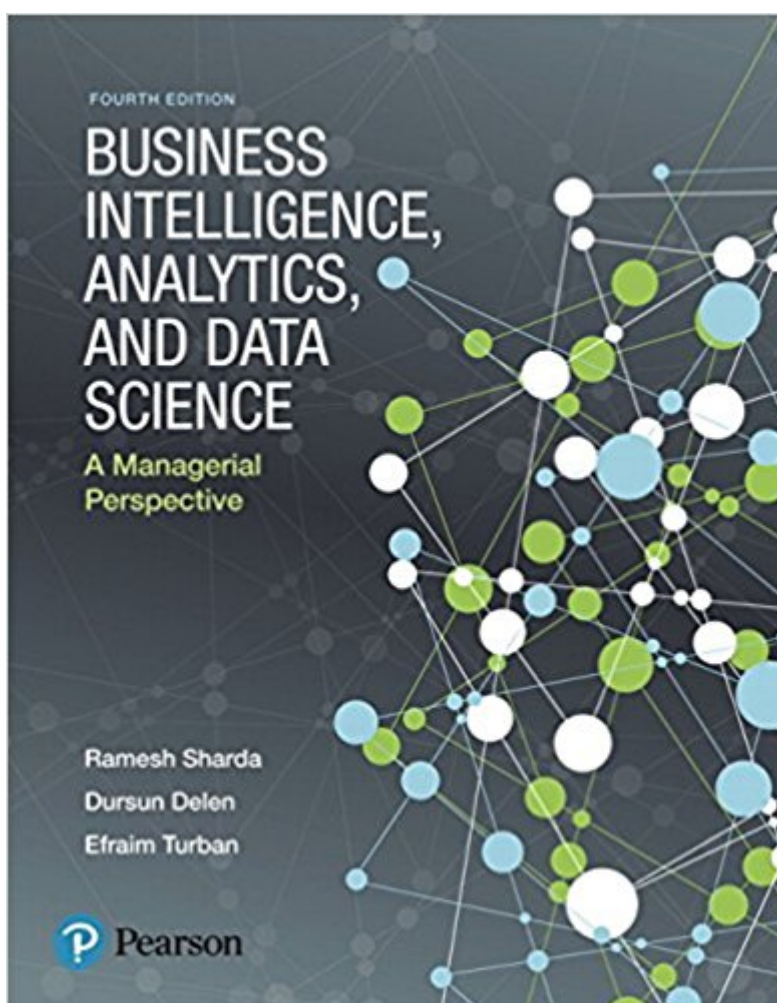


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Business Intelligence, Analytics, And Data Science: A Managerial Perspective (4th Edition)



Synopsis

For courses on Business Intelligence or Decision Support Systems. A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice.

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