

Business Intelligence A Managerial Approach By Pearson

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Business Intelligence A Managerial Approach 2nd Edition

Emerging Field of Business Intelligence—The field of Business Intelligence (BI) is evolving from its origins as a support tool for executives to a shared commodity by managers, analysts, and top executives at almost all medium and large companies. Business Intelligence integrates previously independent tools and technologies into a systematic, unified software suite for the most accurate and timely information.

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