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**Título:** Business Intelligence: A Managerial Approach

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**Precio:** \$536.00

**Editorial:**

**Año:** 2011

**Tema:**

**Edición:** 2ª

**Sinopsis**

**ISBN:** 9780136100669

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.

The second edition features updated information on data mining, text and web mining, and implementation and emerging technologies.