

Handbook of Research on Expanding Business Opportunities With Information Systems and Analytics

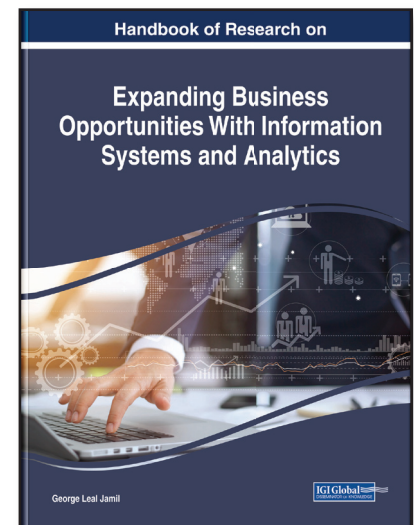
Part of the Advances in Business Information Systems and Analytics Book Series

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Description:

Recent advancements in data collection will affect all aspects of businesses, improving and bringing complexity to management and demanding integration of all resources, principles, and processes. The interpretation of these new technologies is essential to the advancement of management and business.

The **Handbook of Research on Expanding Business Opportunities With Information Systems and Analytics** is a vital scholarly publication that examines technological advancements in data collection that will influence major change in many aspects of business through a multidisciplinary approach. Featuring coverage on a variety of topics such as market intelligence, knowledge management, and brand management, this book explores new complexities to management and other aspects of business. This publication is designed for entrepreneurs, business managers and executives, researchers, business professionals, data analysts, academicians, and graduate-level students seeking relevant research on data collection advancements.



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Topics Covered:

- Brand Management
- Information Strategy
- Intellectual Property
- Knowledge Management
- Locational Analysis
- Market Intelligence
- Organizational Intelligence

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