

# Business Analytics and Cyber Security Management in Organizations

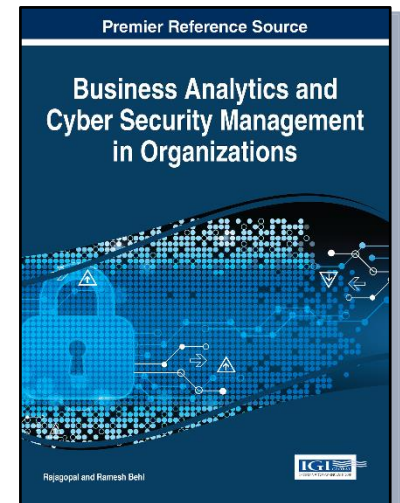
Part of the Advances in Business Information Systems and Analytics Book Series

Rajagopal (EGADE Business School, Tecnologico de Monterrey, Mexico City, Mexico & Boston University, USA) and Ramesh Behl (International Management Institute, Bhubaneswar, India)

## Description:

Traditional marketing techniques have become outdated by the emergence of the internet, and for companies to survive in the new technological marketplace, they must adopt digital marketing and business analytics practices. Unfortunately, with the benefits of improved storage and flow of information comes the risk of cyber-attack.

**Business Analytics and Cyber Security Management in Organizations** compiles innovative research from international professionals discussing the opportunities and challenges of the new era of online business. Outlines updated discourse for business analytics techniques, strategies for data storage, and encryption in emerging markets.



## Readers:

This book is ideal for business professionals, practicing managers, and students of business.

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**Pages:** 332

## Topics Covered:

- Ant Colony Optimization
- Brand Building
- Business Growth
- External Trade Development
- Green Accounting
- Implementation
- M-Banking
- M-Commerce
- Robust Decision Tools
- Services Trade

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