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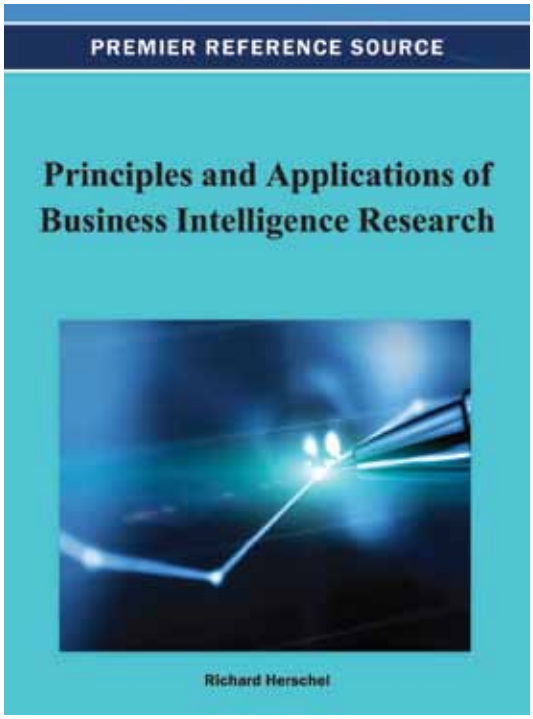
Principles and Applications of Business Intelligence Research



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Utilizing technologies, processes, and applications to analyze internal and structured data, business intelligence is a key aspect in the ability of an organization to gather knowledge and develop new opportunities for growth.

Principles and Applications of Business Intelligence Research provides the latest ideas and research on the practices and management of business intelligence. Including original research, case studies, and analysis, this comprehensive collection aims to advance the understanding and implementation of business intelligence.

Topics Covered:

- Business Intelligence
- Business Intelligence and CRM
- Business Intelligence and Market Basket Analysis
- Business Intelligence Education
- Competitive Intelligence
- Data Warehousing
- Intelligent Analytics
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Using Business Intelligence in College Admissions:
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Chapter 2
Anticipatory Standards Development and Competitive Intelligence
Bousquet Françoise (ZFIB Conseil, France)
Fomin Vladislav V. (Vytautas Magnus University, Lithuania; Turiba School of Business Administration, Latvia)
Drillon Dominique (La Rochelle Business School, France)

Chapter 3
Champion for Business Intelligence:
Dymarsky Irina (Purdue Pharma, USA)

Chapter 4
Enterprise Intelligence:
Morabito Joseph (Stevens Institute of Technology, USA)
Stohr Edward A. (Stevens Institute of Technology, USA)
Genc Yegin (Stevens Institute of Technology, USA)

Chapter 5
Business Intelligence Competency Centers:
O'Neill Daniel (Avon Products Inc., USA)

Chapter 6
BI's Impact on Analyses and Decision Making Depends on the Development of Less Complex Applications
Sawyer Robert (I.B.I.S. Inc., USA)

Chapter 7
Discovering Business Intelligence from the Subjective Web Data
Bose Ranjit (University of New Mexico, USA)

Chapter 8
Business Intelligence Enhances Strategic, Long-Range Planning in the Commercial Aerospace Industry
Ellis David (Boeing, USA)

Chapter 9
Performance Management through Societal Performance Indicators
White Joe (Technical Consultant, USA)

Chapter 10
Business Intelligence Should be Centralized
Johnson Brian (Himalayan International Institute, USA)

Chapter 11
The Future Talent Shortage Will Force Global Companies to use HR Analytics to Help Manage and Predict Future Human Capital Needs
Worth Carey W. (Consultant, USA)

Section 2: Analytic Issues

Chapter 12
Intelligent Analytics:
Iyer Lakshmi S. (The University of North Carolina at Greensboro, USA)
Raman Rajeshwari M. (Market America, USA)

Chapter 13
Strategies for Improving the Efficacy of Fusion Question Answering Systems
Robles-Flores José Antonio (ESAN University, Peru)
Schymik Gregory (Arizona State University, USA)
Smith-David Julie (Arizona State University, USA)
St. Louis Robert (Arizona State University, USA)

Section 3: Technology Issues

Chapter 14
Test-Driven Development of Data Warehouses
Schutte Sam (Unstoppable Software, Inc., USA)
Ariyachandra Thilini (Xavier University, USA)
Frolick Mark (Xavier University, USA)

Chapter 15
Uncovering Actionable Knowledge in Corporate Data with Qualified Association Rules
Jukic Nenad (Loyola University Chicago, USA)
Nestorov Svetlozar (University of Chicago, USA)
Velasco Miguel (University of Minnesota, USA)
Eddington Jami (Oklahoma State University, USA)

Chapter 16
10 Principles to Ensure Your Data Warehouse Implementation is a Failure
Hill Adam (The Nielsen Company, USA)
Ariyachandra Thilini (Xavier University, USA)
Frolick Mark (Xavier University, USA)

Chapter 17
Business Intelligence Conceptual Model
Glancy Fletcher H. (Lindenwood University, USA)
Yadav Surya B. (Texas Tech University, USA)

Chapter 18
Mitigating Risk:
Lozito Ken (GSK, USA)

Chapter 19
IT and Business Can Succeed in BI by Embracing Agile Methodologies
Gann Alex (BAE Systems, USA)

Chapter 20
Agile Development in Data Warehousing
Rahman Nayem (Intel Corporation, USA)
Rutz Dale (Intel Corporation, USA)
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