

Using Strategy Analytics for Business Value Creation and Competitive Advantage

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

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Description:

In the field of strategic management and business intelligence, a formidable challenge is present—conventional decision-making processes, heavily reliant on internal and external reports, struggle to meet the demands of this data-driven era. As organizations grapple with the increasing influx of data, the imperative for a strategic shift becomes undeniably apparent.

Using Strategy Analytics for Business Value Creation and Competitive Advantage

helps to guide leaders in extracting value, structuring complex problems, and crafting robust business strategies. Scholars and industry experts alike will find within the pages of this comprehensive guide a roadmap to navigate the intersection of organizational strategy and analytics, ultimately unlocking the key to business brilliance.

Using Strategy Analytics for Business Value Creation and Competitive Advantage stands as a testament to the commitment to addressing the prevailing challenges in strategic decision-making. Tailored for researchers, academicians, industry experts, and scholars, the book delves into the intricacies of strategy analytics, offering transformative insights for those seeking a competitive edge in the evolving business landscape. Capturing the essence of this exploration, the transformative potential of strategy analytics is encapsulated in this valuable resource.

The book serves as a state-of-the-art documentation of Strategy Analytics. As time, effort, and resources become increasingly precious, strategic decision-makers require more than just insights—they need actionable strategies to propel their organizations forward. From Big Data Analytics for Business Strategies Formation to the nuanced exploration of Strategic Marketing and Customer Analytics, each topic is meticulously dissected, providing readers with the tools needed to navigate the complexities of the modern business landscape.



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Topics Covered:

- Analytic Hierarchy Process
- Business Value Creation
- Analytics for Start-Ups
- Behavioral Models of Organizations
- Big Data Analytics for Business Strategies Formation
- Data Quality and Governance
- Dynamic Resource Management Using Analytics
- Implementing Analytics for Business Value
- Implementing Turnaround Strategies Using Analytics
- Industry Evolution and System Dynamics
- Internet of Things and Analytics
- Introduction to Strategic Analytics
- Market Structure and Dynamics
- Performance Management System
- Project Management Analytics

Subject: Computer Science & Information Technology

Classification: Edited Reference

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(Research Recommended)

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