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Organizational Applications of Business Intelligence Management: Emerging Trends



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Business Intelligence Management and Decision Support Systems are vital tools for managers and practitioners to stay abreast of the latest techniques and methodologies currently successful in global businesses use.

Organizational Applications of Business Intelligence Management: Emerging Trends offers a deep look into the latest research, tools, implementations, frameworks, architectures, and case studies within the field of Business Intelligence Management. Chapter authors from around the world have contributed to the latest research within the field, offering a vast range of ideas and implementations to help grow and manage global business. Through measurement, analytics, and knowledge management, the book's authors and editor have collected a vital resource for practitioners to stay up-to-date in the ever burgeoning field.

Topics Covered:

- Performance metrics
- Benchmarking
- Data mining
- Process mining
- Complex event processing
- Data visualization
- OLAP
- Knowledge management
- Learning management
- Artificial intelligence marketing

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