Principles and Applications of Business Intelligence Research

Richard T. Herschel (Saint Joseph's University, USA)

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.

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