# Table of Contents

## Research Articles

1. **Analyzing the Effectiveness of Pharmaceutical Marketing Using Business Intelligence Methods**  
   Elizabeth H. Ricks, SDI Health, USA  
   John C. Yi, Saint Joseph’s University, USA

16. **Business Intelligence: Attribute and Feature Demand**  
   Gerald V. Post, University of the Pacific, USA  
   Albert Kagan, Arizona State University, USA

29. **Competing With BI and Analytics at Monster Worldwide**  
   Alex Schick, Monster Technologies, USA  
   Mark Frolick, Xavier University, USA  
   Thilini Ariyachandra, Xavier University, USA

42. **Business Intelligence in Audit**  
   Leticia R. Webb, Saint Joseph’s University, USA

54. **Making Organizational Learning Work: Lessons from a High Reliability Organization**  
   John J. Sullivan, University of South Florida, USA  
   Roger Beach, University of Bradford, UK