

The New Era of Enterprise Business Intelligence:Using Analytics to Achieve a Global Competitive Advantage (Chinese Edition)



The book which is based on vision and definition of enterprise business intelligence sets out key factors about how to grasp data sources, etl, performance and metadata technology in business intelligence through analysis on business intelligence technology framework and organization and management framework. It also predicts the future development tendency of business intelligence by combining unstructured data processing; cloud computing, soa and portal mashup technology. The New Era of Enterprise Business Intelligence: Using Analytics to Achieve a Global Competitive Advantage also sets out business intelligence planning checklist and focuses on questions that different departments should consider in process of business intelligence. These questions have practical instructive significance for both business intelligence planning and program implementation.

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