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BUSINESS INTELLIGENCE A MANAGERIAL PERSPECTIVE ON ANALYTICS Ramesh Sharda Oklahoma State University Dursun Delen Oklahoma State University Efraim Turban University of Hawaii With contributions by J. E. Aronson The University of Georgia Ting-Peng Liang National Sun Yat-sen University David King JDA Software Group, Inc.

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Business Intelligence - A Managerial Approach Turban Efraim, Sharda Ramesh. Pearson Education Inc., 2010 - 2nd Edition 293 pages. (2 pages/ sheet) This book deals with a collection of computer technologies that support managerial decision making by providing information on internal and external aspects of operations. These technologies have had ...

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