Business Intelligence A Managerial Approach Efraim Turban

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Turban, Sharda, Aronson & King, Business Intelligence ...

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 a profound impact on corporate $P_{Age 3/4}^{Page 3/4}$

strategy, performance; and competitiveness. These technologies are collectively known as business intelligence.

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