



IMPROVING BUSINESS INTELLIGENCE WITH ANALYTICS

# 超越平衡计分卡

利用分析型指标提高商业智慧

[英] 马克·格雷范姆·布朗 (Mark Graham Brown) [第] 謝知書 報 [章]



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# Beyond The Balanced Scorecard Improving Business Intelligence With Analytics Chinese Edition

**Terry C. Jones** 

#### **Beyond The Balanced Scorecard Improving Business Intelligence With Analytics Chinese Edition:**

Beyond the Balanced Scorecard Mark Graham Brown, 2007-01-12 Improve the Health of Your Organization by Using the Right Metrics The vast majority of companies use some form of balanced scorecard to measure performance measu yet recent research suggests that most scorecards are based on singular unsophisticated measurements providing flawed data on the state of the organization Beyond the Balanced Scorecard Improving Business Intelligence with Analytics by Mark Graham Brown provides managers with the right metrics for evaluating important aspects of performance that are not accurately tracked by most companies and government organizations Leaders will learn how to objectively measure Relationships with Customers Employee Satisfaction External Business Environment Supplier Vendor performance Strategy and Financials This book will show you how to construct a performance index as well as provide you with example metrics of various aspects of performance that are difficult to measure **Specialised Tourism Products** Ivana Kursan Milaković, Ivan Peronja, 2024-06-10 Specialised Tourism Products models a systematic approach to tourism development accentuating the growing significance of specialised tourism content in the wake of climate change and the Covid 19 *Intellibusiness on the Balanced Scorecard* , Power combitation ,2008 The Balanced Scorecard pandemic 50minutes, 2015-08-17 Turn your data into a roadmap to success This book is a practical and accessible guide to understanding and implementing the Balanced Scorecard providing you with the essential information and saving time In 50 minutes you will be able to Evaluate company performance and management efficiency Focus on all perspectives of the business at once Successfully apply the Balanced Scorecard to your business ABOUT 50MINUTES Management Marketing 50MINUTES provides the tools to quickly understand the main theories and concepts that shape the economic world of today Our publications are easy to use and they will save you time They provide both elements of theory and case studies making them excellent guides to understand key concepts in just a few minutes In fact they are the starting point to take action and push your business to the next level Aligning Business Strategies and Analytics Murugan Anandarajan, Teresa D. Harrison, 2019-10-24 This book examines issues related to the alignment of business strategies and analytics Vast amounts of data are being generated collected stored processed analyzed distributed and used at an ever increasing rate by organizations Simultaneously managers must rapidly and thoroughly understand the factors driving their business Business Analytics is an interactive process of analyzing and exploring enterprise data to find valuable insights that can be exploited for competitive advantage However to gain this advantage organizations need to create a sophisticated analytical climate within which strategic decisions are made As a result there is a growing awareness that alignment among business strategies business structures and analytics are critical to effectively develop and deploy techniques to enhance an organization s decision making capability In the past the relevance and usefulness of academic research in the area of alignment is often questioned by practitioners but this book seeks to bridge this gap Aligning Business Strategies and Analytics Bridging

Between Theory and Practice is comprised of twelve chapters divided into three sections The book begins by introducing business analytics and the current gap between academic training and the needs within the business community Chapters 2 5 examines how the use of cognitive computing improves financial advice how technology is accelerating the growth of the financial advising industry explores the application of advanced analytics to various facets of the industry and provides the context for analytics in practice Chapters 6 9 offers real world examples of how project management professionals tackle big data challenges explores the application of agile methodologies discusses the operational benefits that can be gained by implementing real time and a case study on human capital analytics Chapters 10 11 reviews the opportunities and potential shortfall and highlights how new media marketing and analytics fostered new insights Finally the book concludes with a look at how data and analytics are playing a revolutionary role in strategy development in the chemical industry Balanced Scorecard and Its Applications in China Lai Shi, Jürgen Crössmann, 2005 Handbook of Research on Foundations and Applications of Intelligent Business Analytics Sun, Zhaohao, Wu, Zhiyou, 2022-03-11 Intelligent business analytics is an emerging technology that has become a mainstream market adopted broadly across industries organizations and geographic regions Intelligent business analytics is a current focus for research and development across academia and industries and must be examined and considered thoroughly so businesses can apply the technology appropriately The Handbook of Research on Foundations and Applications of Intelligent Business Analytics examines the technologies and applications of intelligent business analytics and discusses the foundations of intelligent analytics such as intelligent mining intelligent statistical modeling and machine learning Covering topics such as augmented analytics and artificial intelligence systems this major reference work is ideal for scholars engineers professors practitioners researchers industry professionals academicians and students

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