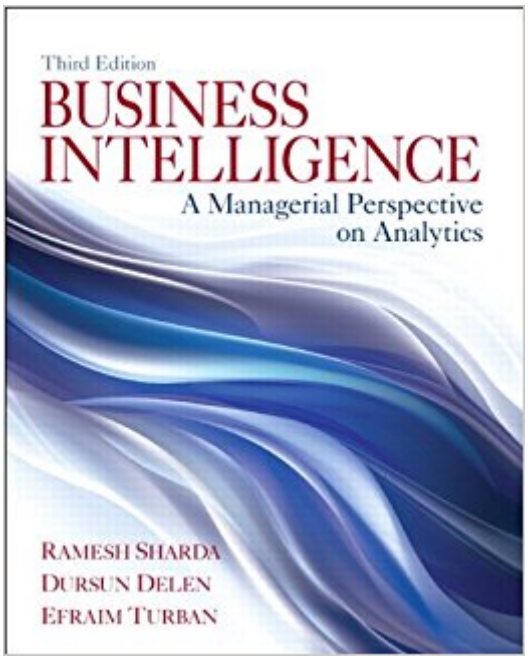
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Business Intelligence: A Managerial Perspective On Analytics (3rd Edition)



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Synopsis

A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides a solid foundation of BI that is reinforced with hands-on practice.

Book Information

Paperback: 416 pages

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Best Sellers Rank: #23,936 in Books (See Top 100 in Books) #56 inÃ Â Books > Business & Money > Management & Leadership > Information Management #445 inÃ Â Books > Business & Money > Management & Leadership > Leadership #455 inÃ Â Books > Business & Money > Processes & Infrastructure

Customer Reviews

Pros: The book has a nice cover and the first few chapters were not too bad. The material was kind of bland, but the subject is really interesting in itself. You really need to understand the concepts and where they come from because if you don’t, then you are going to hate this book. I especially liked the chapter on data marts and data warehouses. It really opened my eyes to the way different companies have so much information coming through them at any given time. The authors own touches to this otherwise boring content really made the book a little more bearable.Cons: The later chapters are really boring and go extremely in depth into the subject. I would catch myself falling asleep multiple times while trying to get through one chapter. I felt as if the information was extremely repetitive and almost common sense. The book also was very flimsy and ripped on multiple occasions. Most individuals that buy this book are probably required to by your professor. Sorry if that is the case, guess you have no choice.While I wouldn’t recommend this product, if you are required by your professor to use this book, then I guess you have no choice.I did not receive any money or compensation for this review. I am not affiliated with or any third-party review site. I promise that this is my honest and first-hand review. I would really appreciate it if you could give me

a helpful rating on this review if it helped you pull the trigger on this product!!

Completely overpriced at over $80 for what could very easily be replaced by competent searches in Wikipedia (a source which the book actually cites - albeit incorrectly - in several places) and free online case studies from Business Intelligence providers like Tableau.The case studies are repetitive; most could be summarized as "Company A used to use manual processes for information, then they used Tool B from IT Company X, and it solved all their problems." The "Questions for Discussion" following each case study are nothing more than reading comprehension questions that merely verify if you actually read the case, which is asinine considering the cases are only a few paragraphs.Typographical and editorial errors are also embarrassingly abundant throughout the book - errors that should have been identified by a high-school student, let alone a field expert. At one point, the authors tout the age of data visualization, and include a figure of the "First Pie Chart", which is definitely not a pie chart: (image: http://en.wikipedia.org/wiki/William_Playfair#mediaviewer/File:Playfair_TimeSeries-2.png).Save your money and visit http://en.wikipedia.org/wiki/Business_intelligence.

My college uses this for a graduate level program. It reads like an advertisement for BI companies. Each corporate story is repetitive and the accompanying videos and exercises are ridiculous.Should be great if you’re in a high school course though.

This book is definitely a good read. It has a lot more information then it does with figures so be prepared to do more reading and less visuals

I am not sure whether I got a textbook or a brochure. It seems like the authors were too lazy to develop good cases so they went to the marketing Departments of several business intelligence companies and ask for their brochure.It was okay for an introduction to the material. Don’t buy it unless you absolutely have to for the test

I absolutely hated reading this textbook! For a topic that I am normally interested in, it was extremely dry. It’s also frustrating that the authors often use and bold a vocabulary word but do not define them.

I absolutely loved this book, and if you’re geared towards a degree in any information technology

field, it’s very helpful. I am studying Business Analysis and Management, and at first I questioned the importance or relevance of this book towards my degree. However, I have to say it certainly applies to any profession, and I’ve learned so much from reading this book.

Had this book assigned for a graduate course. Overall the content was pretty dry, but luckily the course only used this as some background reference, and the lectures went in-depth on the topics.

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