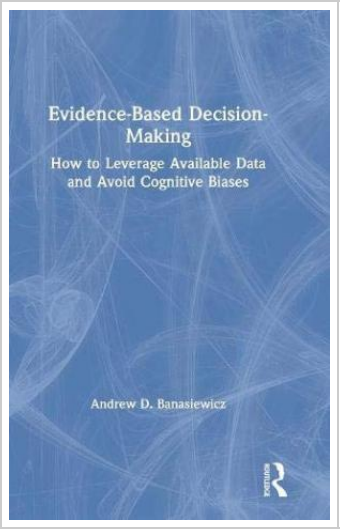

Evidence-Based Decision-Making: How to Leverage Available Data and Avoid Cognitive Biases (Hardback)

By Andrew D. Banasiewicz

Taylor & Francis Ltd, United Kingdom, 2019. Hardback. Condition: New. Language: English. Brand new Book. Evidence-Based Decision-Making: How to Leverage Available Data and Avoid Cognitive Biases examines how a wide range of factual evidence, primarily derived from a variety of data available to organizations, can be used to improve the quality of business decision-making, by helping decision makers circumvent the various cognitive biases that adversely impact how we all think. The book is built on the following premise: During the past decade, the new `data world' emerged, in which the rush to develop competencies around business analytics and data science can be characterized as nothing less than the new commercial arms race. The ever-expanding volume and variety of data are well known, as are the great advances in data processing/analytics, data visualization, and related information production-focused capabilities. Yet, comparatively little effort has been devoted to how the informational products of business analytics and data science are `consumed' or used in the organizational decision-making processes, as the available evidence shows that only some of that information is used to drive some business decisions some of the time.Evidence-Based Decision-Making details an explicit process describing how the universe of available and applicable evidence,...

Reviews

An incredibly wonderful book with perfect and lucid explanations. It normally is not going to price a lot of. I am just very happy to tell you that this is the greatest pdf we have go through within my personal lifestyle and could be he finest book for at any time.

-- ***Bart Lowe***

This is basically the greatest pdf i actually have go through till now. It is definitely simplistic but surprises within the fifty percent in the ebook. I am easily will get a delight of studying a published ebook.

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