

***Analytics At Work Smarter Decisions Better Results Thomas H
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Analytics at Work: Smarter Decisions, Better Results by Thomas H. Davenport, Jeanne G. Harris, and Robert Morison. The authors provide a five-element model with five stages of transitions (or levels of analytical focus) in the first half of the book. The five elements have the useful mnemonic of DELTA. D-Data: you can't be analytical without data.

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JULIE DEVOLL: That was Tom Davenport and the book is Analytics at Work: Smarter Decisions, Better Results. For more of Tom's ideas, visit our website at hbr.org. Thank you. This article is about ...

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