



Global Business Analytics Models: Concepts and Applications in Predictive, Healthcare, Supply Chain, and Finance Analytics (Hardback)

By Hokey Min

Pearson Education (US), United States, 2016. Hardback. Book Condition: New. 229 x 164 mm. Language: English . Brand New Book. THE COMPLETE GUIDE TO USING ANALYTICS TO MANAGE RISK AND UNCERTAINTY IN COMPLEX GLOBAL BUSINESS ENVIRONMENTS * Practical techniques for developing reliable, actionable intelligence-and using it to craft strategy * Analytical opportunities to solve key managerial problems in global enterprises * Written for working managers: packed with realistic, useful examples This guide helps global managers use modern analytics to gain reliable, actionable, and timely business intelligence-and use it to manage risk, build winning strategies, and solve urgent problems. Dr. Hokey Min offers a practical, easy-to-understand overview of business analytics in a global context, focusing especially on managerial and strategic implications. After demystifying today's core quantitative tools, he demonstrates them at work in a wide spectrum of global applications. You'll build models to help segment global markets, forecast demand, assess risk, plan financing, optimize supply chains, and more. Along the way, you'll find practical guidance for developing analytic thinking, operationalizing Big Data in global environments, and preparing for future analytical innovations. Whether you're a global executive, strategist, analyst, marketer, supply chain professional, student or researcher, this book...

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