



Real-World Analytics: A Business Leader's Concise Inside View of How to Build and Manage Analytical Teams to Drive Real Results in Today's Business World

By Michael Koukounas

Full Court Press, United States, 2014. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.REAL-WORLD ANALYTICS was written to help business leaders develop and manage analytics teams in today's Big Data craze. The book focuses on the do's and don'ts of staffing and managing analytical teams. It helps promising analysts transition from developing analytics into more senior management roles, and it helps senior business leaders understand the limitations of their analytical teams, the issues they will need to address in running them, and the investments they need to make in support of analytics in order to be successful in today's business world.

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