

Competing On Analytics: The New Science Of Winning

The practice of business is changing. More and more companies are amassing larger and larger amounts of data, and storing and bigger data bases. Consequently, successful applications of data-driven decision making are plentiful and increasing on a book will motivate the need for data and data-driven solutions, using real data from real business scenarios. It will allow managers to interact with personnel specializing in analytics by exposing managers and decision makers to the key ideas and concepts of data-driven decision making. Business Analytics for Managers conveys ideas and concepts from both statistics and data mining with the knowledge from real business data and actionable insight for managers. Throughout, emphasis is placed on conveying data-driven ideas. While the ideas discussed in this book can be implemented using many different software solutions from many different vendors, this book provides a quick-start to one of the most powerful software solutions available. The main goals of this book are as follows: to excite decision makers about the potential that resides in data and the value that data analytics can add to business processes and to provide, with a basic understanding of the main concepts of data analytics and a common language to convey data-driven decision making, a better way to communicate with personnel specializing in data mining or statistics.

This work offers a summary of the book "COMPETING ON ANALYTICS: The New Science of Winning" by Thomas Davenport and D.J. Patil. Thomas Davenport is professor of information technology and management at Babson College. He specializes in analytics, process management, process management and business innovation. Jeanne Harris is director of research at Accenture's Institute for Business Performance. She also leads Accenture's business intelligence, analytics, performance management, knowledge management and data warehousing consulting practices. At one time, business leaders prided themselves on gaining a competitive advantage based on decisions on the strength of their gut instincts. Then at a later stage, competitive advantage for a business was earned by having a better product or a more efficient supply chain than everyone else in your industry. Those days are gone. Today, competitive advantage is earned by those organizations which out think their rivals by using "analytics" – sophisticated analysis of data to model and accurately predict what customers will want in the future based on everything that is known about them at the present time. Competing on Analytics is a must read for businesspeople in small and large organizations.

The business environment of the 1990s demands significant changes in the way we do business. Simply formulating strategy is no longer sufficient; we must also design the processes to implement it effectively. The key to change is process innovation, a revolution that fuses information technology and human resource management to improve business performance. The cornerstone to process innovation is information technology--a largely untapped resource, but a crucial "enabler" of process innovation. In turn, process innovation affords maximum use of information technology's potential. Davenport provides numerous examples of companies that have succeeded or failed in combining business change and technology initiatives. He also highlights the roles of new organizational structures and human resource programs in developing process innovation. Process innovation is quickly becoming the byword for success. Companies are ready to pull their companies out of modest growth patterns and compete effectively in the world marketplace.

Explore why — now more than ever — the world is in a race to become data-driven, and how you can learn from examples of data-driven leadership in an Age of Disruption, Big Data, and AI. In *Fail Fast, Learn Faster: Lessons in Data-Driven Leadership in an Age of Disruption, Big Data, and AI*, Fortune 1000 strategic advisor, noted author, and distinguished thought leader Randy Bean tells the story of data-driven leadership. Data and its business impact – its disruptive power, the cultural challenges to becoming data-driven, the importance of data-driven leadership, and the future of data-driven AI. The book looks at the impact of Big Data during a period of explosive information growth, technology innovation, and the emergence of the Internet and social media, and challenges to accepted notions of data, science, and facts, and asks what it means to be "data-driven." *Fail Fast, Learn Faster* includes discussions of: The emergence of Big Data and why organizations must become data-driven to survive Why becoming data-driven forces companies to "think different" about their business The state of data in the corporation and the principal challenges Why companies must develop a true "data culture" if they expect to change Examples of companies demonstrating data-driven leadership and what we can learn from them Why companies must learn to "fail fast and learn faster" the years ahead How the Chief Data Officer has been established as a new corporate profession Written for CEOs and Corporate Directors, data professional and practitioners at all organizational levels, university executive programs and students entering the data profession, and general readers seeking to understand the Information Age and why data, science, and facts matter in the world we live in, *Fail Fast, Learn Faster* is essential reading that delivers an urgent message for the business leaders of today and of the future.

Successful Business Intelligence: Secrets to Making BI a Killer App

Understanding the New Currency of Business

Wisdom at Work

Forward Looking Capabilities to Improve Business Performance

HBR Guide to Data Analytics Basics for Managers (HBR Guide Series)

What You Need to Know about Data Mining and Data-Analytic Thinking

A renowned thought-leader and a professor of statistics team up to provide the essential tools for enhancing thinking and decision-making in today's workplace in order to be more competitive and successful. 25,000 first printing.

NEW YORK TIMES BESTSELLER Building on the groundwork laid in the New York Times bestseller *White Fragility*, Robin DiAngelo explores how a culture of niceness inadvertently promotes racism. In *White Fragility*, Robin DiAngelo explained how racism is a system into which all white people are socialized and challenged the belief that racism is a simple matter of good people versus bad. DiAngelo also made a provocative claim: white progressives cause the most daily harm to people of color. In *Nice Racism*, her follow-up work, she explains how they do so. Drawing on her background as a sociologist and over 25 years working as an anti-racist educator, she picks up where *White Fragility* left off and moves the conversation forward. Writing directly to white people as a white person, DiAngelo identifies many common white racial patterns and breaks down how well-intentioned white people unknowingly perpetuate racial harm. These patterns include: • rushing to prove that we are "not racist" • downplaying white advantage • romanticizing Black, Indigenous and other peoples of color (BIPOC) • pretending white segregation "just happens" • expecting BIPOC people to teach us about racism • carefulness • and feeling immobilized by shame. DiAngelo explains how spiritual white progressives seeking community by co-opting Indigenous and other groups' rituals create separation, not connection. She challenges the ideology of individualism and explains why it is OK to generalize about white people, and she demonstrates how white people who experience other oppressions still benefit from systemic racism. Writing candidly about her own missteps and struggles, she models a path forward, encouraging white readers to continually face their complicity and embrace courage, lifelong commitment, and accountability. *Nice Racism* is an essential work for any white person who recognizes the existence of systemic racism and white supremacy and wants to take steps to align their values with their actual practice. BIPOC

readers may also find the “insiders” perspective useful for navigating whiteness. Includes a study guide.

As the most comprehensive reference work dealing with decision support systems (DSS), this book is essential for the library of every DSS practitioner, researcher, and educator. Written by an international array of DSS luminaries, it contains more than 70 chapters that approach decision support systems from a wide variety of perspectives. These range from classic foundations to cutting-edge thought, informative to provocative, theoretical to practical, historical to futuristic, human to technological, and operational to strategic. The chapters are conveniently organized into ten major sections that novices and experts alike will refer to for years to come.

From award-winning journalist and author of the “methodical, earnest, and insightful” (The Guardian) *Panic Attack*, an examination of recent kneejerk calls to regulate Big Tech from both sides of the aisle. Not so long ago, we embraced social media as a life-changing opportunity to connect with friends and family all across the globe. Today, the pendulum of public opinion is swinging in the opposite direction as Facebook, Twitter, Google, YouTube, and similar sites are being accused of corrupting our democracy, spreading disinformation, and fanning the flames of hatred. We once marveled at the revolutionary convenience of ordering items online and having them show up on our doorsteps, sometimes overnight. Now we fret about Amazon outsourcing our jobs overseas, or building robots to do them for us. Here, with insightful analysis and in-depth research, Robby Soave explores some of the biggest issues animating both the right and the left: bias, censorship, disinformation, privacy, screen addiction, crime, and more. Far from polemical, *Tech Panic* is grounded in interviews with insiders at companies like Facebook and Twitter, as well as expert analysis by both tech boosters and skeptics—from Mark Zuckerberg to Josh Hawley. Readers will learn not just about the consequences of Big Tech, but also the consequences of altering the ecosystem that allowed tech to get big. Offering a fresh and crucial perspective on one of the biggest influences of the 21st century, Robby Soave seeks to stand athwart history and yell, Wait, are we sure we really want to do this?

Enterprise Analytics

How Organizations Manage What They Know

The New Know

Identifying the Path to Profitability

How India is Making Its Place in the World

The Power to Predict Who Will Click, Buy, Lie, or Die

Big Data at Work

An invigorating, thought-provoking, and positive look at the rise of automation that explores how professionals across industries can find sustainable careers in the near future. Nearly half of all working Americans could risk losing their jobs because of technology. It's not only blue-collar jobs at stake. Millions of educated knowledge workers—writers, paralegals, assistants, medical technicians—are threatened by accelerating advances in artificial intelligence. The industrial revolution shifted workers from farms to factories. In the first era of automation, machines relieved humans of manually exhausting work. Today, Era Two of automation continues to wash across the entire services-based economy that has replaced jobs in agriculture and manufacturing. Era Three, and the rise of AI, is dawning. Smart computers are demonstrating they are capable of making better decisions than humans. Brilliant technologies can now decide, learn, predict, and even comprehend much faster and more accurately than the human brain, and their progress is accelerating. Where will this leave lawyers, nurses, teachers, and editors? In *Only Humans Need Apply*, Thomas Hayes Davenport and Julia Kirby reframe the conversation about automation, arguing that the future of increased productivity and business success isn't either human or machine. It's both. The key is augmentation, utilizing technology to help humans work better, smarter, and faster. Instead of viewing these machines as competitive interlopers, we can see them as partners and collaborators in creative problem solving as we move into the next era. The choice is ours.

This influential book establishes the enduring vocabulary and concepts in the burgeoning field of knowledge management. It serves as the hands-on resource of choice for companies that recognize knowledge as the only sustainable source of competitive advantage going forward. Drawing from their work with more than thirty knowledge-rich firms, Davenport and Prusak—experienced consultants with a track record of success—examine how all types of companies can effectively understand, analyze, measure, and manage their intellectual assets, turning corporate wisdom into market value. They categorize knowledge work into four sequential activities—accessing, generating, embedding, and transferring—and look at the key skills, techniques, and processes of each. While they present a practical approach to cataloging and storing knowledge so that employees can easily leverage it throughout the firm, the authors caution readers on the limits of communications and information technology in managing intellectual capital.

"Mesmerizing & fascinating..." —The Seattle Post-Intelligencer "The Freakonomics of big data." —Stein Kretsinger, founding executive of Advertising.com Award-winning | Used by over 30 universities | Translated into 9 languages An introduction for everyone. In this rich, fascinating — surprisingly accessible — introduction, leading expert Eric Siegel reveals how predictive analytics (aka machine learning) works, and how it affects everyone every day. Rather than a “how to” for hands-on techies, the book serves lay readers and experts alike by covering new case studies and the latest state-of-the-art techniques.

Prediction is booming. It reinvents industries and runs the world. Companies, governments, law enforcement, hospitals, and universities are seizing upon the power. These institutions predict whether you're going to click, buy, lie, or die. Why? For good reason: predicting human behavior combats risk, boosts sales, fortifies healthcare, streamlines manufacturing, conquers spam, optimizes social networks, toughens crime fighting, and wins elections. How? Prediction is powered by the world's most potent, flourishing unnatural resource: data. Accumulated in large part as the by-product of routine tasks, data is the unsalted, flavorless residue deposited en masse as organizations churn away. Surprise! This heap of refuse is a gold mine. Big data embodies an extraordinary wealth of experience from which to learn. Predictive analytics (aka machine learning) unleashes the power of data. With this technology, the computer literally learns from data how to predict the future behavior of individuals. Perfect prediction is not possible, but putting odds on the future drives millions of decisions more effectively, determining whom to call, mail, investigate, incarcerate, set up on a date, or medicate. In this lucid, captivating introduction — now in its Revised and Updated edition — former Columbia University professor and Predictive Analytics World founder Eric Siegel reveals the power and perils of prediction: What type of mortgage risk Chase Bank predicted before the recession. Predicting which people will drop out of school, cancel a subscription, or get divorced before they even know it themselves. Why early retirement predicts a shorter life expectancy and vegetarians miss fewer flights. Five reasons why organizations predict death — including one health insurance company. How U.S. Bank and Obama for America calculated the way to most strongly persuade each individual. Why the NSA wants all your data: machine learning

supercomputers to fight terrorism. How IBM's Watson computer used predictive modeling to answer questions and beat the human champs on TV's Jeopardy! How companies ascertain untold, private truths — how Target figures out you're pregnant and Hewlett-Packard deduces you're about to quit your job. How judges and parole boards rely on crime-predicting computers to decide how long convicts remain in prison. 182 examples from Airbnb, the BBC, Citibank, ConEd, Facebook, Ford, Google, the IRS, LinkedIn, Match.com, MTV, Netflix, PayPal, Pfizer, Spotify, Uber, UPS, Wikipedia, and more. How does predictive analytics work? This jam-packed book satisfies by demystifying the intriguing science under the hood. For future hands-on practitioners pursuing a career in the field, it sets a strong foundation, delivers the prerequisite knowledge, and whets your appetite for more. A truly omnipresent science, predictive analytics constantly affects our daily lives. Whether you are a consumer of it — or consumed by it — get a handle on the power of Predictive Analytics.

"What do you need to become a data-driven organization? Far more than having big data or a crack team of unicorn data scientists, it requires establishing an effective, deeply-ingrained data culture. This practical book shows you how true data-drivenness involves processes that require genuine buy-in across your company ... Through interviews and examples from data scientists and analytics leaders in a variety of industries ... Anderson explains the analytics value chain you need to adopt when building predictive business models"--Publisher's description.

Big Data on Campus

Data Fluency

Variations

The Value of Business Analytics

Optimize Performance, Process, and Decisions Through Big Data

Your Guide to Understanding and Using Analytics

The Making of a Modern Elder

From two pioneers in business analytics, an update of the classic book on how analytics and business intelligence are transforming competition and how leading organizations build and compete on an analytical capability.

Experience is making a comeback. Learn how to repurpose your wisdom. At age 52, after selling the company he founded and ran as CEO for 24 years, rebel boutique hotelier Chip Conley was looking at an open horizon in midlife. Then he received a call from the young founders of Airbnb, asking him to help grow their disruptive start-up into a global hospitality giant. He had the industry experience, but Conley was lacking in the digital fluency of his 20-something colleagues. He didn't write code, or have an Uber or Lyft app on his phone, was twice the age of the average Airbnb employee, and would be reporting to a CEO young enough to be his son. Conley quickly discovered that while he'd been hired as a teacher and mentor, he was also in many ways a student and intern. What emerged is the secret to thriving as a mid-life worker: learning to marry wisdom and experience with curiosity, a beginner's mind, and a willingness to evolve, all hallmarks of the "Modern Elder." In a world that venerates the new, bright, and shiny, many of us are left feeling invisible, undervalued, and threatened by the "digital natives" nipping at our heels. But Conley argues that experience is on the brink of a comeback. Because at a time when power is shifting younger, companies are finally waking up to the value of the humility, emotional intelligence, and wisdom that come with age. And while digital skills might have only the shelf life of the latest fad or gadget, the human skills that mid-career workers possess—like good judgment, specialized knowledge, and the ability to collaborate and coach - never expire. Part manifesto and part playbook, *Wisdom@Work* ignites an urgent conversation about ageism in the workplace, calling on us to treat age as we would other type of diversity. In the process, Conley liberates the term "elder" from the stigma of "elderly," and inspires us to embrace wisdom as a path to growing whole, not old. Whether you've been forced to make a mid-career change, are choosing to work past retirement age, or are struggling to keep up with the millennials rising up the ranks, *Wisdom@Work* will help you write your next chapter.

"Turn yourself into a Data Head. You'll become a more valuable employee and make your organization more successful." Thomas H. Davenport, Research Fellow, Author of *Competing on Analytics*, *Big Data @ Work*, and *The AI Advantage You've Heard the Hype Around Data—Now Get the Facts*. In *Becoming a Data Head: How to Think, Speak, and Understand Data Science, Statistics, and Machine Learning*, award-winning data scientists Alex Gutman and Jordan Goldmeier pull back the curtain on data science and give you the language and tools necessary to talk and think critically about it. You'll learn how to: Think statistically and understand the role variation plays in your life and decision making Speak intelligently and ask the right questions about the statistics and results you encounter in the workplace Understand what's really going on with machine learning, text analytics, deep learning, and artificial intelligence Avoid common pitfalls when working with and interpreting data *Becoming a Data Head* is a complete guide for data science in the workplace: covering everything from the personalities you'll work with to the math behind the algorithms. The authors have spent years in data trenches and sought to create a fun, approachable, and eminently readable book. Anyone can become a Data Head—an active participant in data science, statistics, and machine learning. Whether you're a business professional, engineer, executive, or aspiring data scientist, this book is for you.

Don't let a fear of numbers hold you back. Today's business environment brings with it an onslaught of data. Now more than ever, managers must know how to tease insight from data—to understand where the numbers come from, make sense of them, and use them to inform tough decisions. How do you get started? Whether you're working with data experts or running your own tests, you'll find answers in the *HBR Guide to Data Analytics Basics for Managers*. This book describes three key steps in the data analysis process, so you can get the information you need, study the data, and communicate your findings to others. You'll learn how to: Identify the metrics you need to measure Run experiments and A/B tests Ask the right questions of your data experts Understand statistical terms and concepts Create effective charts and visualizations Avoid common mistakes

Business Analytics for Managers

INFORMS Analytics Body of Knowledge

Strategy and Leadership When Algorithms and Networks Run the World

Winners and Losers in the Age of Smart Machines

Neuroscience Hacks to Work Smarter, Better, Happier

Our Time Has Come

Working Knowledge

Go ahead, be skeptical about big data. The author was—at first. When the term “big data” first came on the scene,

bestselling author Tom Davenport (Competing on Analytics, Analytics at Work) thought it was just another example of technology hype. But his research in the years that followed changed his mind. Now, in clear, conversational language, Davenport explains what big data means—and why everyone in business needs to know about it. Big Data at Work covers all the bases: what big data means from a technical, consumer, and management perspective; what its opportunities and costs are; where it can have real business impact; and which aspects of this hot topic have been oversold. This book will help you understand:

- Why big data is important to you and your organization
- What technology you need to manage it
- How big data could change your job, your company, and your industry
- How to hire, rent, or develop the kinds of people who make big data work
- The key success factors in implementing any big data project
- How big data is leading to a new approach to managing analytics

With dozens of company examples, including UPS, GE, Amazon, United Healthcare, Citigroup, and many others, this book will help you seize all opportunities—from improving decisions, products, and services to strengthening customer relationships. It will show you how to put big data to work in your own organization so that you too can harness the power of this ever-evolving new resource.

Overviews enterprise system (ES) opportunities and challenges and suggests the ESs are not the right choice for every company. Provides a set of guidelines to help managers evaluate the benefits and risks of ES implementation, stressing that an organization must make simultaneous changes in its information systems, business processes, and business strategy. Such changes are described in detail with extensive examples from real organizations, demonstrating that ESs should be viewed as business rather than technology projects. Davenport is director of a consulting institute and professor of information management at Boston University. Annotation copyrighted by Book News, Inc., Portland, OR

Over the last 25 years, India's explosive economic growth has vaulted it into the ranks of the world's emerging major powers. Long plagued by endemic poverty, until the 1990s the Indian economy was also hamstrung by a burdensome regulatory regime that limited its ability to compete on a global scale. Since then, however, the Indian government has gradually opened up the economy and the results have been stunning. India's middle class has grown by leaps and bounds, and the country's sheer scale—its huge population and \$2 trillion economy—means its actions will have a major global impact. From world trade to climate change to democratization, India now matters. While it is clearly on the path to becoming a great power, India has not abandoned all of its past policies: its economy remains relatively protectionist, and it still struggles with the legacy of its longstanding foreign policy doctrine of non-alignment. India's vibrant democracy encompasses a vast array of parties who champion dizzyingly disparate policies. And India isn't easily swayed by foreign influence; the country carefully guards its autonomy, in part because of its colonial past. For all of these reasons, India tends to move cautiously and deliberately in the international sphere. In *Our Time Has Come* Alyssa Ayres looks at how the tension between India's inward-focused past and its ongoing integration into the global economy will shape its trajectory. Today, Indian leaders increasingly want to see their country feature in the ranks of the world's great powers—in fact, as a "leading power," to use the words of Prime Minister Narendra Modi. Ayres considers the role India is likely to play as its prominence grows, taking stock of the implications and opportunities for the US and other nations as the world's largest democracy defines its place in the world. As she shows, India breaks the mold of the typical "ally," and its vastness, history, and diversity render it incomparable to any other major democratic power. By focusing on how India's unique perspective shapes its approach to global affairs, *Our Time Has Come* will help the world make sense of India's rise.

Standardizes the definition and framework of analytics #2 on Book Authority 's list of the Best New Analytics Books to Read in 2019 (January 2019) We all want to make a difference. We all want our work to enrich the world. As analytics professionals, we are fortunate - this is our time! We live in a world of pervasive data and ubiquitous, powerful computation. This convergence has inspired and accelerated the development of both analytic techniques and tools and this potential for analytics to have an impact has been a huge call to action for organizations, universities, and governments. This title from Institute for Operations Research and the Management Sciences (INFORMS) represents the perspectives of some of the most respected experts on analytics. Readers with various backgrounds in analytics - from novices to experienced professionals - will benefit from reading about and implementing the concepts and methods covered here. Peer reviewed chapters provide readers with in-depth insights and a better understanding of the dynamic field of analytics The INFORMS Analytics Body of Knowledge documents the core concepts and skills with which an analytics professional should be familiar; establishes a dynamic resource that will be used by practitioners to increase their understanding of analytics; and, presents instructors with a framework for developing academic courses and programs in analytics.

Only Humans Need Apply

Summary: Competing on Analytics - Thomas Davenport and Jeanne Harris

How to Get Better Performances And Results from Knowledge Workers

How to Think, Speak, and Understand Data Science, Statistics, and Machine Learning

Leveraging Branding for Long-Term Growth

Competing on Analytics: Updated, with a New Introduction

Innovation Powered by Analytics

Webber, Henry Y. Zheng, Ying Zhou

A cutting-edge guide to applying the latest research in brain science to leadership - to sharpen performance, encourage innovation, and enhance job satisfaction. **Featured on NPR, Success, Investor Business Daily, Thrive Global, MindBodyGreen, The Chicago Tribune, and more** There's a revolution taking place that most businesses are still unaware of. The understanding of how our brains work has radically shifted, exploding long-held myths about our everyday cognitive performance and fundamentally changing the way we engage and succeed in the workplace. Combining their expertise in both

neuropsychology and management consulting, neuropsychologist Friederike Fabritius and leadership expert Dr. Hans W. Hagemann present simple yet powerful strategies for: - Sharpening focus - Achieving the highest performance - Learning and retaining information more efficiently - Improving complex decision-making - Cultivating trust and building strong teams Based on the authors' popular leadership programs, which have been delivered to tens of thousands of leaders all over the world, this clear, insightful, and engaging book will help both individuals and teams perform at their maximum potential, delivering extraordinary results. ****Named a Best Business Book of 2017 by Strategy+Business****

Knowledge workers create the innovations and strategies that keep their firms competitive and the economy healthy. Yet, companies continue to manage this new breed of employee with techniques designed for the Industrial Age. As this critical sector of the workforce continues to increase in size and importance, that's a mistake that could cost companies their future. Thomas Davenport argues that knowledge workers are vastly different from other types of workers in their motivations, attitudes, and need for autonomy--and, so, they require different management techniques to improve their performance and productivity. Based on extensive research involving over 100 companies and more than 600 knowledge workers, *Thinking for a Living* provides rich insights into how knowledge workers think, how they accomplish tasks, and what motivates them to excel. Davenport identifies four major categories of knowledge workers and presents a unique framework for matching specific types of workers with the management strategies that yield the greatest performance. Written by the field's premier thought leader, *Thinking for a Living* reveals how to maximize the brain power that fuels organizational success. Thomas Davenport holds the President's Chair in Information Technology and Management at Babson College. He is director of research for Babson Executive Education; an Accenture Fellow; and author, co-author, or editor of nine books, including *Working Knowledge: How Organizations Manage What They Know* (HBS Press, 1997).

"International Institute for Analytics"--Dust jacket.

Practical Advice from the Trenches

Competing in the Age of AI

Nice Racism

Process Innovation

Thinking for a Living

Lessons in Data-Driven Leadership in an Age of Disruption, Big Data, and AI

Winning with Data

Discover the breakthrough tool your company can use to makewinning decisions This forward-thinking book addresses the emergence of predictivebusiness analytics, how it can help redefine the way yourorganization operates, and many of the misconceptions that impedethe adoption of this new management capability. Filled with caseexamples, Predictive Business Analytics defines ways inwhich specific industries have applied these techniques and toolsand how predictive business analytics can complement otherfinancial applications such as budgeting, forecasting, andperformance reporting. Examines how predictive business analytics can help yourorganization understand its various drivers of performance, theirrelationship to future outcomes, and improve managerialdecision-making Looks at how to develop new insights and understand businessperformance based on extensive use of data, statistical andquantitative analysis, and explanatory and predictive modeling Written for senior financial professionals, as well as generaland divisional senior management Visionary and effective, Predictive Business Analyticsreveals how you can use your business's skills, technologies,tools, and processes for continuous analysis of past businessperformance to gain forward-looking insight and drive businessdecisions and actions.

The New Edition of a Business Classic This landmark work, the first to introduce business leaders to analytics, reveals how analytics are rewriting the rules of competition. Updated with fresh content, *Competing on Analytics* provides the road map for becoming an analytical competitor, showing readers how to create new strategies for their organizations based on sophisticated analytics. Introducing a five-stage model of analytical competition, Davenport and Harris describe the typical behaviors, capabilities, and challenges of each stage. They explain how to assess your company's capabilities and guide it toward the highest level of competition. With equal emphasis on two key resources, human and technological, this book reveals how even the most highly analytical companies can up their game. With an emphasis on predictive, prescriptive, and autonomous analytics for marketing, supply chain, finance, M&A, operations, R&D, and HR, the book contains numerous new examples from different industries and business functions, such as Disney's vacation experience, Google's HR, UPS's logistics, the Chicago Cubs' training methods, and Firewire Surfboards' customization. Additional new topics and research include: Data scientists and what they do Big data and the changes it has wrought Hadoop and other open-source software for managing and analyzing data Data products—new products and services based on data and analytics Machine learning and other AI technologies The Internet of Things and its implications New computing architectures, including cloud computing Embedding analytics within operational systems Visual analytics The business classic that turned a generation of leaders into analytical competitors, *Competing on Analytics* is the definitive guide for transforming your company's fortunes in the age of analytics and big data.

"This book shares how to instrument a company and most importantly, build an internal culture that values and uses data to maximum effect"--

Written by renowned data science experts Foster Provost and Tom Fawcett, *Data Science for Business* introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, *Data Science for Business* provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate

intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you're to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates

How Progressive White People Perpetuate Racial Harm

Mission Critical

Competing on Analytics

Handbook on Decision Support Systems 2

Keeping Up with the Quants

Predictive Analytics

How to Put the Artificial Intelligence Revolution to Work

A dream come true for those looking to improve their data fluency Analytical data is a powerful tool for growing companies, but what good is it if it hides in the shadows? Bring your data to the forefront with effective visualization and communication approaches, and let Data Fluency: Empowering Your Organization with Effective Communication show you the best tools and strategies for getting the job done right. Learn the best practices of data presentation and the ways that reporting and dashboards can help organizations effectively gauge performance, identify areas for improvement, and communicate results. Topics covered in the book include data reporting and communication, audience and user needs, data presentation tools, layout and styling, and common design failures. Those responsible for analytics, reporting, or BI implementation will find a refreshing take on data and visualization in this resource, as will report, data visualization, and dashboard designers. Conquer the challenge of making valuable data approachable and easy to understand Develop unique skills required to shape data to the needs of different audiences Full color book links to bonus content at juiceanalytics.com Written by well-known and highly esteemed authors in the data presentation community Data Fluency: Empowering Your Organization with Effective Communication focuses on user experience, making reports approachable, and presenting data in a compelling, inspiring way. The book helps to dissolve the disconnect between your data and those who might use it and can help make an impact on the people who are most affected by data. Use Data Fluency today to develop the skills necessary to turn data into effective displays for decision-making.

Thought provoking -Time Magazine Welcome to the attention economy, in which the new scarcest resource isn't ideas or talent, but attention itself. This groundbreaking book argues that today's businesses are headed for disaster-unless they overcome the dangerously high attention deficits that threaten to cripple today's workplace. Learn to manage this critical yet finite resource, or fail! "A worthy message" -Publishers Weekly AUTHORBIO: Thomas H. Davenport is the Director of the Accenture Institute for Strategic Change and author of Process Innovation and Working Knowledge, Harvard Business School Press. John C. Beck is an Associate Partner and Senior Research Fellow at the Accenture Institute for Strategic Change.

Learn to manage and grow successful analytical teams within your business Examining analytics-one of the hottest business topics today-The New KNOW argues that analytics is needed by all enterprises in order to be successful. Until now, enterprises have been required to know what happened in the past, but in today's environment, your organization is expected to have a good knowledge of what happens next. This innovative book covers Where analytics live in the enterprise The value of analytics Relationships betwixt and between Technologies of analytics Markets and marketers of analytics The New KNOW is a timely, essential resource to staying competitive in your field.

TURN YOUR CHALLENGES INTO SUCCESSES - LEARN HOW AND WHY SOME TEAM STRUGGLE AND SOME SUCCEED This groundbreaking resource defines what business analytics is, the immense value it brings to an organization, and how to harness its power to gain a competitive edge in the marketplace. Author Evan Stubbs provides managers with the tools, knowledge, and strategies to get the organizational commitment you need to get business analytics up and running in your company. Drawing from numerous practical examples, The Value of Business Analytics provides an overview of how business analytics maps to organizational strategy and through examining the mistakes teams commonly make that prevent their success, author Evan Stubbs uncovers a four-step framework which helps improve the odds of success. Built on field-tested experience, The Value of Business Analytics explains the importance of and how to: Define the Value: Link analytics outcomes to business value, thereby helping build a sense of urgency and a need for change. Communicate the Value: Persuade the right people by understanding what motivates them. Deliver the Value: Link tactical outcomes to long-term strategic differentiation. Measure the Value: Validate wins and deliver continuous improvement to help drive ongoing transformation. Translating massive amounts of data into real insight is beyond magic-it's competitive advantage distilled. Nothing else offers an equivalent level of agility, productivity improvement, or renewable value. Whether you're looking to quantify the value of your work or generate organizational support, learn how to leverage advanced business analytics with the hands-on guidance found in The Value of Business Analytics. Drawing on the successes and failures of

countless organizations, author Evan Stubbs provides a reference rich in content that spans everything from hiring the right people, understanding technical maturity, assessing culture, and structuring strategic planning. A must-read for any business analytics leader and an essential reference in shifting the perspective of business analytics away from algorithms towards outcomes. Learn how to increase the odds of successful value creation with *The Value of Business Analytics*.

Transform Your Culture, Empower Your People, and Shape the Future

Smarter Decisions, Better Results

Fail Fast, Learn Faster

Reengineering Work Through Information Technology

Why We Shouldn't Fear Facebook and the Future

Tech Panic

Data Science for Business

Cutting through the hype, a practical guide to using artificial intelligence for business benefits and competitive advantage. In *The AI Advantage*, Thomas Davenport offers a guide to using artificial intelligence in business. He describes what technologies are available and how companies can use them for business benefits and competitive advantage. He cuts through the hype of the AI craze—remember when it seemed plausible that IBM's Watson could cure cancer?—to explain how businesses can put artificial intelligence to work now, in the real world. His key recommendation: don't go for the “moonshot” (curing cancer, or synthesizing all investment knowledge); look for the “low-hanging fruit” to make your company more efficient. Davenport explains that the business value AI offers is solid rather than sexy or splashy. AI will improve products and processes and make decisions better informed—important but largely invisible tasks. AI technologies won't replace human workers but augment their capabilities, with smart machines to work alongside smart people. AI can automate structured and repetitive work; provide extensive analysis of data through machine learning (“analytics on steroids”), and engage with customers and employees via chatbots and intelligent agents. Companies should experiment with these technologies and develop their own expertise. Davenport describes the major AI technologies and explains how they are being used, reports on the AI work done by large commercial enterprises like Amazon and Google, and outlines strategies and steps to becoming a cognitive corporation. This book provides an invaluable guide to the real-world future of business AI. A book in the *Management on the Cutting Edge* series, published in cooperation with MIT Sloan Management Review.

As a follow-up to the successful *Competing on Analytics*, authors Tom Davenport, Jeanne Harris, and Robert Morison provide practical frameworks and tools for all companies that want to use analytics as a basis for more effective and more profitable decision making. Regardless of your company's strategy, and whether or not analytics are your company's primary source of competitive differentiation, this book is designed to help you assess your organization's analytical capabilities, provide the tools to build these capabilities, and put analytics to work. The book helps you answer these pressing questions: What assets do I need in place in my organization in order to use analytics to run my business? Once I have these assets, how do I deploy them to get the most from an analytic approach? How do I get an analytic initiative off the ground in the first place, and then how do I sustain analytics in my organization over time? Packed with tools, frameworks, and all new examples, *Analytics at Work* makes analytics understandable and accessible and teaches you how to make your company more analytical.

Praise for Successful Business Intelligence "If you want to be an analytical competitor, you've got to go well beyond business intelligence technology. Cindi Howson has wrapped up the needed advice on technology, organization, strategy, and even culture in a neat package. It's required reading for quantitatively oriented strategists and the technologists who support them." --Thomas H. Davenport, President's Distinguished Professor, Babson College and co-author, *Competing on Analytics* "When used strategically, business intelligence can help companies transform their organization to be more agile, more competitive, and more profitable. *Successful Business Intelligence* offers valuable guidance for companies looking to embark upon their first BI project as well as those hoping to maximize their current deployments." --John Schwarz, CEO, Business Objects "A thoughtful, clearly written, and carefully researched examination of all facets of business intelligence that your organization needs to know to run its business more intelligently and exploit information to its fullest extent." --Wayne Eckerson, Director, TDWI Research "Using real-world examples, Cindi Howson shows you how to use business intelligence to improve the performance, and the quality, of your company." --Bill Baker, Distinguished Engineer & GM, Business Intelligence Applications, Microsoft Corporation "This book outlines the key steps to make BI an integral part of your company's culture and demonstrates how your company can use BI as a competitive differentiator." --Robert VanHees, CFO, Corporate Express "Given the trend to expand the business analytics user base, organizations are faced with a number of challenges that affect the success rate of these projects. This insightful book provides practical advice on improving that success rate." --Dan Vesset, Vice President, Business Analytics Solution Research, IDC

“An engrossing story of audacious entrepreneurship and big-industry disruption, [this] is a tale for our times.” —Charles Duhigg, author of *Smarter Faster Better* An investigative look into a beloved, disruptive, notorious start-up This is the remarkable behind-the-scenes story of the creation and growth of Airbnb, the online lodging platform that is now the largest provider of accommodations in the world. At first just the wacky idea of cofounders Brian Chesky, Joe Gebbia, and Nathan Blecharczyk, Airbnb has become indispensable to millions of hosts and travelers around the world. Fortune editor Leigh Gallagher presents the first nuanced, in-depth look at the Airbnb phenomenon—the successes and controversies alike—and takes us behind the scenes as the company's young CEO steers into increasingly uncharted waters. “A fast-paced, fun dive into one of the seminal firms of our time; through the tale of Airbnb, Leigh Gallagher

shows us how the sharing economy can be a force for emotional connection—as well as for social and business disruption.” —Rana Foroohar, Financial Times columnist and CNN global economic analyst

Dispelling the Myths, Uncovering the Opportunities

The Leading Brain

Creating a Data-Driven Organization

Analytics at Work

The Airbnb Story

Predictive Business Analytics

Empowering Your Organization with Effective Data Communication

Wharton professor Barbara Kahn brings brand management into the 21st century. *Global Brand Power* is filled with stories about how Coca-Cola, The Estée Lauder Companies Inc., Marriott, Apple, Starbucks, Campbell Soup Company, Southwest Airlines, and celebrities like Lady Gaga are leveraging their brands.

"a provocative new book" — The New York Times AI-centric organizations exhibit a new operating architecture, redefining how they create, capture, share, and deliver value. Now with a new preface that explores how the coronavirus crisis compelled organizations such as Massachusetts General Hospital, Verizon, and IKEA to transform themselves with remarkable speed, Marco Iansiti and Karim R. Lakhani show how reinventing the firm around data, analytics, and AI removes traditional constraints on scale, scope, and learning that have restricted business growth for hundreds of years. From Airbnb to Ant Financial, Microsoft to Amazon, research shows how AI-driven processes are vastly more scalable than traditional processes, allow massive scope increase, enabling companies to straddle industry boundaries, and create powerful opportunities for learning—to drive ever more accurate, complex, and sophisticated predictions. When traditional operating constraints are removed, strategy becomes a whole new game, one whose rules and likely outcomes this book will make clear. Iansiti and Lakhani: Present a framework for rethinking business and operating models Explain how "collisions" between AI-driven/digital and traditional/analog firms are reshaping competition, altering the structure of our economy, and forcing traditional companies to rearchitect their operating models Explain the opportunities and risks created by digital firms Describe the new challenges and responsibilities for the leaders of both digital and traditional firms Packed with examples—including many from the most powerful and innovative global, AI-driven competitors—and based on research in hundreds of firms across many sectors, this is your essential guide for rethinking how your firm competes and operates in the era of AI.

You have more information at hand about your business environment than ever before. But are you using it to “out-think” your rivals? If not, you may be missing out on a potent competitive tool. In *Competing on Analytics: The New Science of Winning*, Thomas H. Davenport and Jeanne G. Harris argue that the frontier for using data to make decisions has shifted dramatically. Certain high-performing enterprises are now building their competitive strategies around data-driven insights that in turn generate impressive business results. Their secret weapon? Analytics: sophisticated quantitative and statistical analysis and predictive modeling. Exemplars of analytics are using new tools to identify their most profitable customers and offer them the right price, to accelerate product innovation, to optimize supply chains, and to identify the true drivers of financial performance. A wealth of examples—from organizations as diverse as Amazon, Barclay’s, Capital One, Harrah’s, Procter & Gamble, Wachovia, and the Boston Red Sox—illuminate how to leverage the power of analytics.

How Three Ordinary Guys Disrupted an Industry, Made Billions . . . and Created Plenty of Controversy

The AI Advantage

Global Brand Power

Data Analytics and Decision Making in Higher Education

The New Science of Winning

The Attention Economy

Realizing the Promise of Enterprise Systems