Competing On Analytics The New Science Of Winning

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 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.
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"--
The New Science of Winning
Information Ecology

The Airbnb Story
Competing in the Age of AI

Lessons in Data-Driven Leadership in an Age of Disruption, Big Data, and AI
Big Data on Campus
Smarter Decisions, Better Results

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.

An understanding of psychology—specifically the psychology behind how users behave and interact with digital interfaces—is perhaps the single most valuable nondesign skill a designer can have. The most elegant design can fail if it forces users to conform to the design rather than working within the "blueprint" of how humans perceive and process the world around them. This practical guide explains how you can apply key principles in psychology to build products and experiences that are more intuitive and human-centered. Author Jon Yablonski deconstructs familiar apps and experiences to provide clear examples of how UX designers can build experiences that adapt to how users perceive and process digital interfaces. You'll learn: How aesthetically pleasing design creates positive responses The principles from psychology most useful for designers How these psychology principles relate to UX heuristics Predictive models including Fitts's law, Jakob's law, and Hick's law

Ethical implications of using psychology in design A framework for applying these principles The #1 New York Times bestselling author on how to use radical adaptability to win in a world of unprecedented change. You've shed antiquated systems and processes. You went all-in on digital. Your teams settled into new, often better, ways of doing things. But did your organization change enough to stay competitive in the post-pandemic world? Did you fully leverage the once-in-a-lifetime opportunity to leap forward and grow stronger? Are you shaping the new environment to your advantage? If not, it's not too late to learn from the best. New York Times #1 bestselling author Keith Ferrazzi, along with coauthors Kian Gohar and Noel Weyrich, shows leaders how to shape their organizations and practices to remain competitive in a new, post-pandemic context. Based on an ambitious global research initiative involving thousands of executives, innovators, and changemakers who redefined their strategies, business models, organizational systems, and even their cultures, Competing in the New World of Work: Offers a bold new vision for the organization of the future Reveals the workplace innovations that emerged during the pandemic Defines the new model of leadership—radical adaptability—for sustaining continuous change throughout the coming years of opportunity and transformation Competing

in the New World of Work is both your inspiration and your road map to embracing new realities, motivating talent, and winning bold frontiers. The practice of business is changing. More and more companies are amassing larger and larger amounts of data, and storing them in bigger and bigger data bases. Consequently, successful applications of data-driven decision making are plentiful and increasing on a daily basis. This book will motivate the need for data and data-driven solutions, using real data from real business scenarios. It will allow managers to better 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 goal of extracting knowledge from real business data and actionable insight for managers. Throughout, emphasis placed on conveying data-driven thinking. While the ideas discussed in this book can be implemented using many different software solutions from many different vendors, it also provides a quick-start to one of the most powerful software solutions available. The main goals of this book are as follows: to excite managers and decision makers about the potential that resides in data and the value that data analytics can add to business processes and provide managers with a basic understanding of the main

concepts of data analytics and a common language to convey data-driven decision problems so they can better communicate with personnel specializing in data mining or statistics.

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

Profiting from Your Most Important Business Asset

Competing on Analytics: Updated, with a New Introduction

Competing Spectacles

Data Science for Business

Forward Looking Capabilities to Improve Business Performance

Summary: Competing on Analytics - Thomas Davenport and Jeanne Harris

Thinking for a Living

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.

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.

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.

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.

How Radical Adaptability Separates the Best from the Rest

Winners and Losers in the Age of Smart Machines

Understanding the New Currency of Business

Winning with Data

Big Data at Work

Our Time Has Come

Competing on Analytics

Competing in a Flat World

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.

Discover the breakthrough tool your company can use to make winning decisions This forward-thinking book addresses the emergence of predictive business analytics, how it can help redefine the way your organization operates, and many of the misconceptions that impede the adoption of this new management capability. Filled with case examples, Predictive Business Analytics defines ways in which specific industries have applied these techniques and tools and how predictive business analytics can complement other financial applications such as budgeting, forecasting, and performance reporting. Examines how predictive business analytics can help your organization understand its various drivers of performance, their relationship to future outcomes, and improve managerial decision-making Looks at how to develop new insights and understand business performance based on extensive use of data, statistical and quantitative analysis, and explanatory and predictive modeling Written for senior financial professionals, as well as general and 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.

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.

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

Mission Critical

Your Guide to Understanding and Using Analytics

Data Analytics and Decision Making in Higher Education

Treasuring Christ in the Media Age

How to Put the Artificial Intelligence Revolution to Work

Strategy and Leadership When Algorithms and Networks Run the World

Building Enterprises for a Borderless World

How India is Making Its Place in the World

"International Institute for Analytics"--Dust jacket.

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. Your company's data has the potential to add enormous value to every facet of the organization -- from marketing and new product development to strategy to financial management. Yet if your company is like most, it's not using its data to create strategic advantage. Data sits around unused -- or incorrect data fouls up operations and decision making. In Data Driven, Thomas Redman, the "Data Doc," shows how to leverage and deploy data to sharpen your company's

competitive edge and enhance its
profitability. The author reveals: · The
special properties that make data such a
powerful asset · The hidden costs of flawed,
outdated, or otherwise poor-quality data ·
How to improve data quality for competitive
advantage · Strategies for exploiting your
data to make better business decisions · The
many ways to bring data to market · Ideas for
dealing with political struggles over data
and concerns about privacy rights Your
company's data is a key business asset, and
you need to manage it aggressively and
professionally. Whether you're a top
executive, an aspiring leader, or a product-
line manager, this eye-opening book provides
the tools and thinking you need to do that.
"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.

Global Brand Power

Web Analytics Demystified

Reengineering Work Through Information Technology

Realizing the Promise of Enterprise Systems

Laws of UX

A Marketer's Guide to Understanding how Your Web Site Affects Your Business

Only Humans Need Apply
Optimize Performance, Process, and Decisions
Through Big Data

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 revolutionary new approach that fuses information technology and human resource management to improve business performance. The cornerstone to process innovation's dramatic results is information technology--a largely untapped resource, but a crucial "enabler" of process innovation. In turn, only a challenge like process innovation affords maximum use of information technology's potential. Davenport provides numerous examples of firms 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 industries ready to pull their companies out of modest growth patterns and compete effectively in the world marketplace.

"This is essential reading for anyone seeking to compete– and succeed– in the flat world." – John Hagel, Chairman of Deloitte Center of Innovation

"Competing in a Flat World provides an extraordinary

glimpse into a new kind of organizational architecture, one built around the notion of orchestrating resources you don't control and doing so in a way that builds both trust and agility. This architecture may well turn out to be the dominant model of the firm for the 21st century. This book is a must read for anyone who wants to compete in a flat world. Every chapter details new and powerful ideas." – John Seely Brown, Former Chief Scientist of Xerox Corporation and coauthor of The Only Sustainable Edge "We are led by unstoppable economic forces to connect our resources to form smart networks, either wired or unwired. The authors bring forward the notion of 'network orchestration,' an almost one-size-fits-all strategy for organizations to survive and excel in an ever-flattening world." – John Chen, Sybase Chairman, CEO and President In the "flat world," everything changes... above all, what it takes to run a winning company. Success is less about what the company can do itself and more about what it can connect to. Find out how it's done, from the company that pioneered "flat world" success, Li & Fung, which produces more than $8 billion in garments and other goods for the world's top brands and retailers– without owning a single factory. Victor and William Fung and Jerry Wind, author of the best-selling The Power of Impossible Thinking, reveal how they've replaced "old-fashioned" infrastructure and huge employee bases

with a fluid, ever-changing network that can design, manufacture, and deliver almost anything, anywhere. The key to success in this world is a set of principles for "network orchestration," described for the first time in this book. They examine how these principles can be applied in manufacturing, services and other industries. They show how to build and orchestrate your own world-class global network. * Compete "network vs. network"– and win! * Create a "big-small" company that combines scale and agility * Forge loose-tight relationships with suppliers * Balance control with empowerment, stability with renewal * Manage the "bumps" in the flat world– from politics to terrorism Visit the authors' website: www.competinginaflatworld.net "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. "An engrossing story of audacious entrepreneurism 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 Leveraging Branding for Long-Term Growth HBR Guide to Data Analytics Basics for Managers (HBR Guide Series) Mastering the Information and Knowledge Environment

This work offers a summary of the book
"COMPETING ON ANALYTICS: The New Science
of Winning" by Thomas Davenport and Jeanne
Harris. Thomas Davenport is professor of
information technology and management at
Babson College. He specializes in
analytics, knowledge management, process
management and business innovation. Jeanne
Harris is director of research at
Accenture's Institute for High Performance
Business. 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 by making good 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 accrues to those organizations

which out think their rivals by using
"analytics" – sophisticated analysis of
data to model and accurately forecast what
customers will want in the future based on
everything that is known about them at the
present time. Competing on Analytics
reveals how to generate impressive
business results by using a powerful
weapon: Analytics. A must read for
businesspeople in small and large
companies.

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). We live in a world full of shiny distractions, faced with an onslaught of viral media constantly competing for our attention and demanding our affections. These ever-present visual "spectacles" can quickly erode our hearts, making it more difficult than ever to walk through life actively treasuring that which is most important and yet invisible: Jesus Christ. In a journalistic style, Tony Reinke shows us just how distracting these spectacles in our lives have become and calls us to

ask critical questions about what we're focusing on. The book offers us practical steps to redirect our gaze away from the addictive eye candy of the world and onto the Ultimate Spectacle—leading to the joy and rest our souls crave.
Webber, Henry Y. Zheng, Ying Zhou
How Organizations Manage What They Know
Business Analytics for Managers
The AI Advantage
How to Get Better Performances And Results from Knowledge Workers
The Power to Predict Who Will Click, Buy, Lie, or Die
Creating a Data-Driven Organization
The Attention Economy
The Making of a Modern Elder

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.

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

According to virtually every business writer, we are in the midst of a new "information age," one that will revolutionize how workers work, how companies compete, perhaps even how thinkers think. And it is certainly true that Information Technology has become a giant industry. In America, more that 50% of all capital spending goes into IT, accounting for more than a third of the growth of the entire American economy in the last four years. Over the last decade, IT spending in the U.S. is estimated at 3 trillion dollars. And yet, by almost all accounts, IT hasn't worked all that well. Why

is it that so many of the companies that have invested in these costly new technologies never saw the returns they had hoped for? And why do workers, even CEOs, find it so hard to adjust to new IT systems? In Information Ecology, Thomas Davenport proposes a revolutionary new way to look at information management, one that takes into account the total information environment within an organization. Arguing that the information that comes from computer systems may be considerably less valuable to managers than information that flows in from a variety of other sources, the author describes an approach that encompasses the company's entire information environment, the management of which he calls information ecology. Only when organizations are able to combine and integrate these diverse sources of information, and to take them to a higher level where information becomes knowledge, will they realize the full power of their information ecology. Thus, the author puts people, not technology, at the center of the information world. Information and knowledge are human creations, he points out, and we will never excel at managing them until we give people a primary role. Citing examples drawn from his own extensive research and consulting including such major firms as A.T. & T., American Express, Ford, General Electric, Hallmark, Hoffman La Roche, IBM, Polaroid, Pacific Bell, and Toshiba Davenport illuminates the critical components of information ecology, and at every step along the way, he provides a quick assessment survey for managers to see how their organization measures up. He discusses the importance of developing an overall strategy for information use; explores the infighting, jealousy over resources, and political battles that can frustrate information sharing; underscores the importance of looking at how people really use information (how they search for it, modify it, share it, hoard it, and even ignore it) and the kinds of information they want; describes the ideal information staff, who not only store and retrive information, but also prune, provide context, enhance style, and choose the right presentation medium (in an age of work overload, vital information

must be presented compellingly so the appropriate people recognize and use it); examines how information management should be done on a day to day basis; and presents several alternatives to the machine engineering approach to structuring and modeling information. Davenport makes explicit what many managers already know in their gut: that useful information flow depends on people, not equipment. In Information Ecology he paves the way for all managers to build a more competitive, creative, practical information environment for their companies.

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 the rise of Big Data and its business impact – its disruptive power, the cultural challenges to becoming data-driven, the importance of data ethics, and the future of data-driven AI. The book looks at the impact of Big Data during a period of explosive information growth, technology advancement, emergence of the Internet and social media, and challenges to accepted notions of data, science, and facts, and asks what it means to become "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 corporate world today, and the principal challenges Why companies must develop a true "data culture" if they expect to change Examples of companies that are demonstrating data-driven leadership and what we can learn from them Why companies must learn to "fail fast and learn faster" to compete in the years ahead How the Chief Data Officer has been established as a new corporate profession Written for CEOs and Corporate Board 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 in which we live, Fail Fast, Learn Faster p;is essential reading that delivers an urgent message for the business leaders of today and of the future.
How Three Ordinary Guys Disrupted an Industry, Made Billions . . . and Created Plenty of Controversy
Data Fluency
Empowering Your Organization with Effective Data Communication
Predictive Business Analytics
Data Driven
Enterprise Analytics
Practical Advice from the Trenches
Transform Your Culture, Empower Your People, and Shape the Future
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.
"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.

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.
Competing on AnalyticsThe New Science of WinningHarvard Business Press
INFORMS Analytics Body of Knowledge
Analytics at Work

Competing in the New World of Work
Handbook on Decision Support Systems 2
Dispelling the Myths, Uncovering the Opportunities
Keeping Up with the Quants
Variations
Fail Fast, Learn Faster

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.

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. 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.