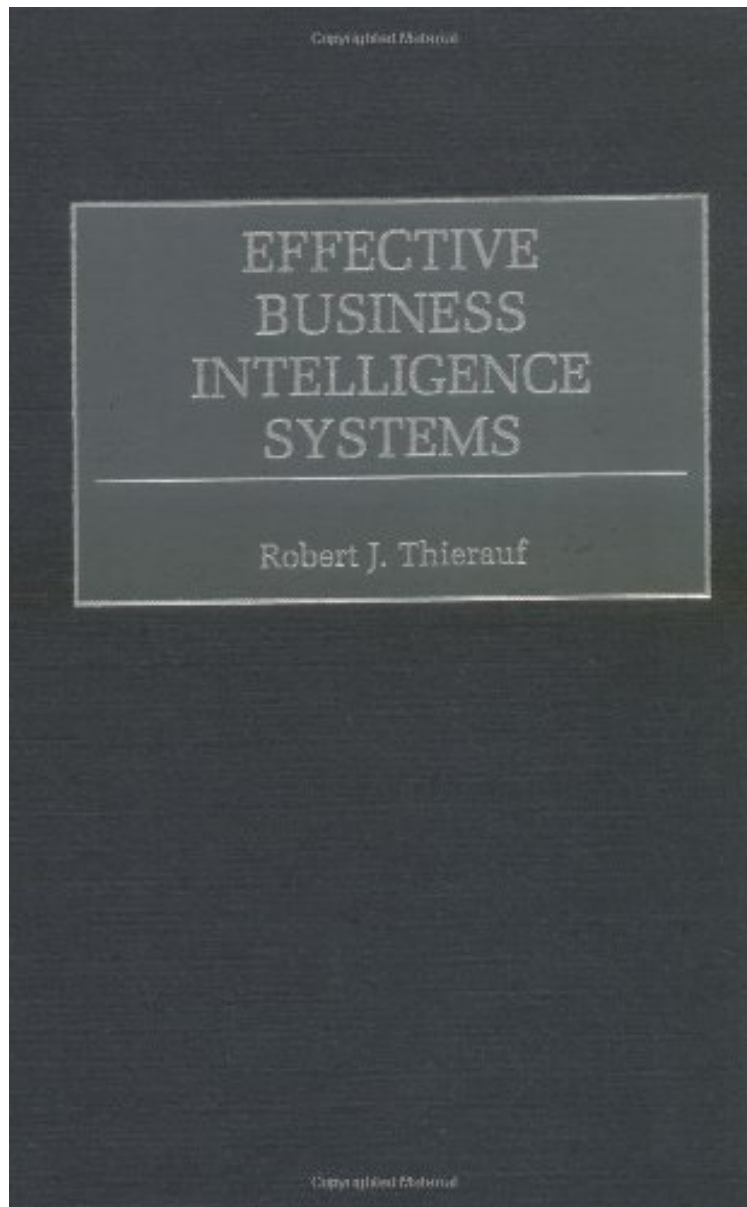


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Effective Business Intelligence Systems

Robert J. Thierauf

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Robert J. Thierauf : Effective Business Intelligence Systems before purchasing it in order to gage whether or not it would be worth my time, and all praised Effective Business Intelligence Systems:

One step above knowledge management systems are business intelligence systems. Their purpose is to give decision

makers a better understanding of their organization's operations, and thus another way to outmaneuver the competition, by helping to find and extract the meaningful relationships, trends, and correlations that underlie the organization's operations and ultimately contribute to its success. Thierauf also shows that by tying critical success factors and key performance indicators into business intelligence systems, an organization's most important financial ratios can also be improved. Comprehensive and readable, Thierauf's book will advance the knowledge and skills of all information systems providers and users. It will also be useful as a text in upper-level courses covering a wide range of topics essential to an understanding of executive business systems generally, and specifically their creation and management. The theme underlying Thierauf's unique text is that a thorough understanding of a company's operations is crucial if the company is to be moved to a higher level of competitive advantage. Although data warehousing, data mining, the Internet, the World Wide Web, and other electronic aids have been in place for at least a decade, it is the remarkable and unique capability of business intelligence systems to utilize them that has in turn revolutionized the ability of decision makers to find, accumulate, organize, and access a wider range of information than was ever before possible. Effective business intelligence systems give decision makers a means to keep their fingers on the pulse of their businesses every step of the way. From this it follows that they are thus able to develop new, more workable means to cope with the competition successfully. Comprehensive and readable, Thierauf's book will advance the knowledge and skills of all information systems providers and users. It will also be useful as a text in upper-level courses covering a wide range of topics essential to an understanding of executive business systems generally, and specifically their creation and management.

"A thorough understanding of a company's operations is crucial, argues the author, if the company is to move to a higher level of competitive advantage. Business intelligence, he claims, plays a crucial part in this process."-Business Horizons?A thorough understanding of a company's operations is crucial, argues the author, if the company is to move to a higher level of competitive advantage. Business intelligence, he claims, plays a crucial part in this process.?- Business HorizonsAbout the AuthorROBERT J. THIERAUF is Professor Emeritus of Information Systems at Xavier University, Cincinnati, Ohio. Previously a staff accountant and consultant at the then Coopers Lybrand, he has written extensively on all facets of information systems, with particular attention to knowledge management, online analytical processing, decision support, virtual reality, and other systems--most of which are explored in Dr. Thierauf's 13 previous Quorum books.