



Business Analytics for Managers: Taking Business Intelligence Beyond Reporting

Gert H. N. Laursen, Jesper Thorlund

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World-class guidance for delivering the right decision support to the right people at the right time

A vital blueprint for organizations that want to thrive in the competitive fray, *Business Analytics for Managers* presents a sustainable business analytics (BA) model focusing on the interaction of IT technology, strategy, business processes, and a broad spectrum of human competencies and organizational circumstances.

- Proven guidance on developing an information strategy
- Tips for supporting your company's ability to innovate in the future by using analytics
- An understanding of BA as a holistic information discipline with links to your business's strategy
- Practical insights for planning and implementing BA
- How to use information as a strategic asset
- Why BA is the next stepping-stone for companies in the information age today
- Discussion on BA's ever-increasing role

Filled with examples and forward-thinking guidance from renowned BA leaders Gert Laursen and Jesper Thorlund, *Business Analytics for Managers* offers powerful techniques for making increasingly advanced use of information in order to survive any market conditions.



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