Business Intelligence And Analytics: Systems For Decision Support (10th Edition)
Synopsis
Decision Support and Business Intelligence Systems provides the only comprehensive, up-to-date guide to today’s revolutionary management support system technologies, and showcases how they can be used for better decision-making. The 10th edition focuses on Business Intelligence (BI) and analytics for enterprise decision support in a more streamlined book.

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Customer Reviews
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This was a required text for a post graduate class. Unfortunately, while the description and content page give the impression that this is a comprehensive and well structured book, the content is underwhelming and the book is certainly not worth the cost. If you’re forced to purchase like I was, rent it instead. This book is extremely verbose and the content lacks substance. Don’t expect more substance than any given trade magazine or internet article. If I had to wager a guess, the authors have never implemented or even whitenedess any of the technology they write about. Extremely disappointing and not worth my time.

Okay as a primer. Some of the chapters go into a lot of technicalities but it’s hard to follow due to the writing style and because there is not enough explanations for things. Ironic, because the chapters are really long. Oh, the case studies or little snippets about actual companies REALLY suck. So generic and worthless like it was written for a middle school homework assignment. I mean have some real, detailed explanations and examples. Almost a waste of money.

Only allows you to download on two devices at a time. It’s very inconvenient for me...

Book has a completely different cover, page numbers are different than the real book. This must be bootleg printing butility they sent me cheap earbuds that are already in the trash to make everything ok... at least the content is the same

I used this in one of my MBA courses and found it to be quite dry and hard to read. The information was way too wordy and it seemed like they put way more information than necessary. The printing was also not the best. The text looked almost more gray than black as if it was cheaply made.

This is a pretty easy to read book. They try to input real exames to help with the understanding of the information. As many others have mentioned, the authors take many more pages to explain the information than needed. I would like the book more if the information was direct and to the point.

Book is okay. There’s some good info but what do you expect from a textbook. The seller is good.

This book was definitely worth the rental price!

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