



Business intelligence [evaluation and impact on performance /

Cohen, Corine

ISTE ;
Wiley,
2009

Business intelligence

Strategic planning

Information technology-

Monografía

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbgVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMTUzMDEzMjY>

Título uniforme: Veille et intelligence stratégiques. English

Título: Business intelligence [Recurso electrónico] evaluation and impact on performance Corine Cohen

Editorial: London ISTE Hoboken, N.J. Wiley 2009

Descripción física: xiii, 290 p. ill

Mención de serie: E-Libro

Nota general: "First published in France in 2004 by Hermes Science/Lavoisier entitled: Veille et intelligence stratégiques"--t.p. verso

Bibliografía: Includes bibliographical references and index

Contenido: Scanning the environment : a vital necessity for companies -- Evolution of the general concept of surveillance -- The global measurement model of strategic intelligence (SI) -- Evaluation of objectives, products and service, use, results and -- Context of SI -- Evaluation of the organizational resources of SI -- Evaluation of processual resources of SI -- Evaluation of human, technical and financial resources of SI -- The control panel intelligence-performance

Detalles del sistema: Modo de acceso: World Wide Web

Fuente de adquisición directa: E-Libro

ISBN: 9781848211148 9781118619469 e-book)

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es