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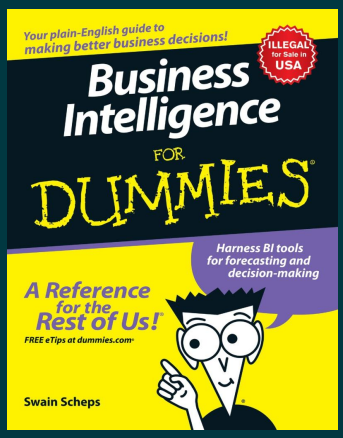

Business Intelligence For Dummies

By Swain Scheps

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Description

Business Intelligence For Dummies makes BI understandable! It takes you step by step through the technologies and the alphabet soup, so you can choose the right technology and implement a successful BI environment. You'll see how the applications and technologies work together to access, analyze, and present data that you can use to make better decisions about your products, customers, competitors, and more.

About the Author

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Swain Scheps is Manager of Business Analysis at Brierley + Partners, Inc. and a technology veteran making his first foray into the world of book authoring.

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