

Killer analytics : top 20 metrics missing from your balance sheet / Mark Graham Brown

Brown, Mark Graham, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20397441&lokasi=lokal>

Abstrak

"Killer Analytics shows businesses how analytics are being applied to measure components of business performance that traditionally are not measured. New areas include innovation, sustainability, Risk, Project mangement, and others. The book will show the value of measuring each area and then provide implementation tips. "-- Provided by publisher.