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e-Data: Turning Data Into Information With Data Warehousing

Jill Dyché

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e-Data: Turning Data Into Information With Data Warehousing Jill Dyché
-- Martha Rogers, Ph.D. Over the last ten years the strategic use of detailed data has changed the face of business. This change was made possible through the use of data warehouses, which are now widely accepted for their role in the delivery of decision-support and business-intelligence applications. Todays data warehouses are the critical hubs of such burgeoning strategic initiatives as e-commerce, knowledge management, database marketing, and customer relationship management. Given this, a working knowledge of the fundamentals of data warehousing is essential for todays executives, managers, and other professionals who must maximize the power of data warehousing in both existing business contexts and future strategic initiatives. Written especially for these business professionals, e-Data: Turning Data into Information with Data Warehousing covers data warehousing and its surrounding technologies in a straightforward and engaging way, illustrating how companies are leveraging their data warehouses to serve a wide range of business needs. This book clearly lays out what business people should know about data warehouse implementation and the best techniques for evaluating and jus

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