

Business Intelligence Turban Efraim Sharda

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Business Intelligence - A Managerial Approach, Turban Efraim, Sharda Ramesh. Pearson Education Inc., 2010 - 2nd Edition. 293 pages. (2 pages/ sheet) This book deals with a collection of computer technologies that support managerial decision making by providing information on internal and external aspects of operations.

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His research and teaching interests are in data and text mining, decision support systems, knowledge management, business intelligence and enterprise modeling. Efraim Turban (M.B.A., Ph.D., University of California, Berkeley) is a visiting scholar at the Pacific Institute for Information System Management, University of Hawaii.

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