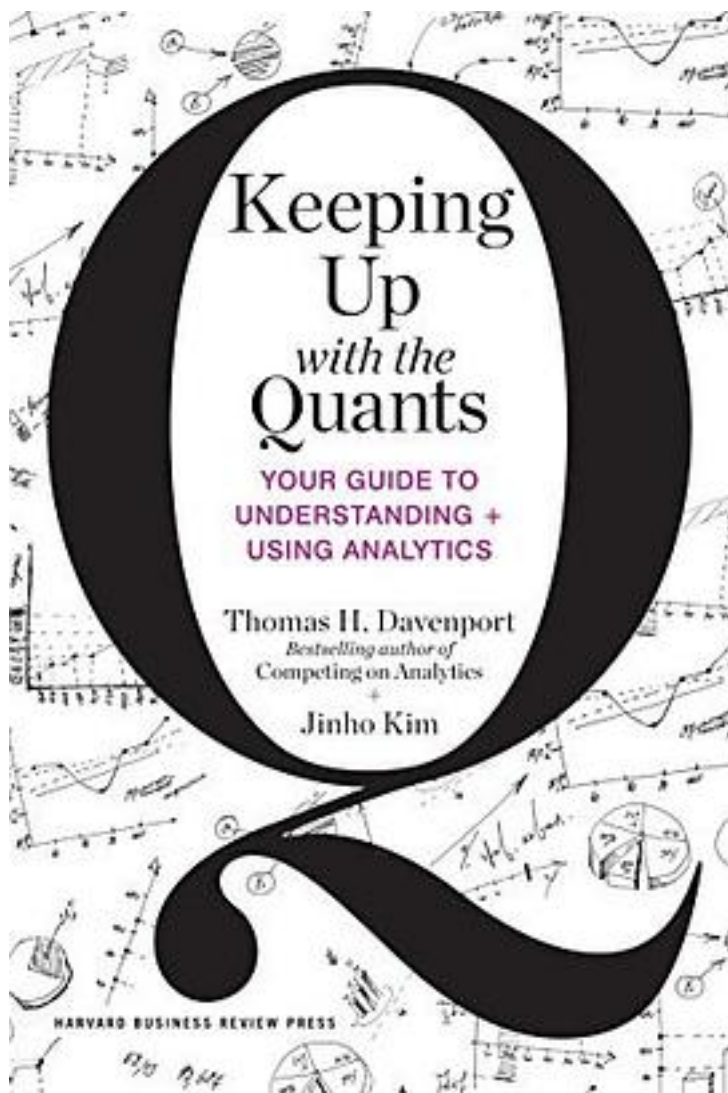


Keeping Up with the Quants



[Keeping Up with the Quants 下载链接1](#)

著者:Thomas H. Davenport

出版者:Harvard Business Review Press

出版时间:2013-6-11

装帧:Hardcover

isbn:9781422187258

"Quantitative literacy" for managers: How to develop basic analytical skills and be a more informed consumer of data. We're moving beyond the information age into the quantitative information age. This book promises to become your "quantitative literacy" guide - helping you develop the analytical skills needed in today's world of work, no matter your role or experience. As a successful manager today, you need to be a more informed consumer of data, more conversant with analytical thinking and methods, and better at working with quantitative information. In *Keeping Up with the Quants*, authors and professors Tom Davenport and Jin-ho Kim offer the tools to enhance your thinking and decision-making. You'll walk away with a basic understanding of today's necessary skills including: How to formulate a hypothesis; How to gather and analyze relevant data; How to interpret and communicate results; How to develop habits of quantitative thinking; and, How to deal effectively with the "quants" in your organization. If you don't have a business degree or you aren't comfortable with statistics and quant methods, this book is for you. *Keeping Up with the Quants* will give you the new skills you need to compete - and succeed.

作者介绍:

Thomas H. Davenport is the President's Distinguished Chair at Babson College and a research fellow at the MIT Center for Digital Business. He is also a senior advisor to Deloitte Analytics and the cofounder and research director of the International Institute for Analytics. Davenport is the coauthor of *Competing on Analytics* and *Analytics at Work*. This is the seventeenth book he has authored, coauthored, or edited.

Jinho Kim is a professor of business and statistics at the Korea National Defense University and the research director of the KNDU Lab for Analytics Research. He holds a PhD from the Wharton School and is the author of six books published in Korea, including the bestselling *100 Common Senses in Statistics* and *Freak Statistics*. He has developed and run an educational program for building individuals' analytical skills. His current research focuses on the use of analytical methods to address various issues in business and society.

目录:

[Keeping Up with the Quants 下载链接1](#)

标签

英文原版

数据

网络营销

案例

大数据

分析

keeping

IT

评论

其实应该是在三星四星之间……基本上就是个大数据鸡汤，不实在。本来只觉得“还行”，冲着最后一章好歹有点值得引用的东西，就“推荐”吧。

#扫盲科普

[Keeping Up with the Quants_ 下载链接1](#)

书评

第一阶段：构建问题 一、识别问题 1、自我反思 问题是什么 问题为什么重要
解决问题最终期望达成目的 2、关键人物 受众是谁？
项目成果受众及他们行为模型，是否适用？
让一线业务人员受众了解分析安排，评估对于分析认可度，利于分析调整及结果执行？
支持高管 高管行为模式， ...

成功的沟通应该是“我说了，你懂了”。但是因为文化背景的差异或者个人阅历的不同，即使我们讲得是同样的语言，仍然可能出现“我说了，你却不懂”或者“我说了A，你却理解成了B”的情况，这时候没有比用数据来讲话更直接且有效的方法了。举个简

单的例子，医生常常告诫我们要保...

梗概：

本书分两部分。第一部分是分步骤介绍达文波特提出来的6步数据分析方法论；第二部分是6步方法论的延展，比如说与创造性思维的结合，如何培养自己的数据分析能力，如何与商业相结合。第二部分的三块内容太过分散。我感觉着力看完第一部分与第二部分中的“如何培养数据分析...

[Keeping Up with the Quants_ 下载链接1](#)