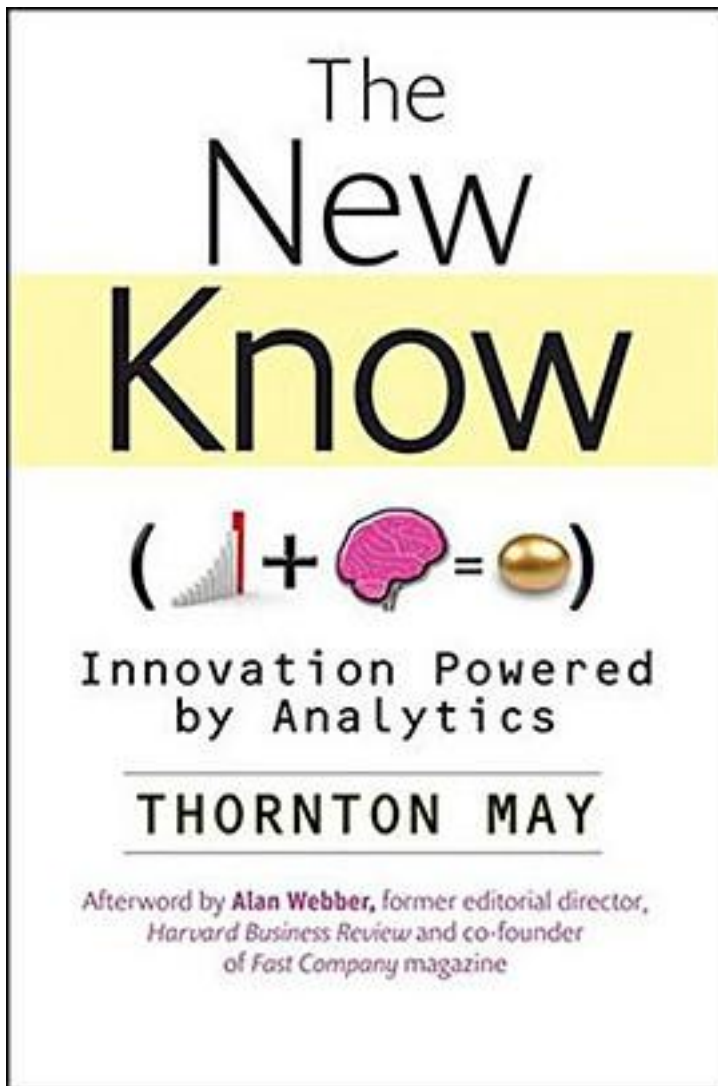


The New Know



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Learn to manage and grow successful analytical teams within your business Examining analytics-one of the hottest business topics today-"The New KNOW "argues that analytics is needed by "all" enterprises in order to be successful. Until now, enterprises have been required to know what happened in the past, but in today's environment, your organization is expected to have a good knowledge of what happens "next." This innovative book covers Where analytics live in the enterprise The value of analytics Relationships betwixt and between Technologies of analytics Markets and marketers of analytics "The New KNOW "is a timely, essential resource to staying competitive in your field.

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