



Organizational Intelligence: How Smart Companies Use Information to Become More Competitive and Profitable

By Gerry Cohen and Rado Kotorov Ph.D.

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Intended for executives and Business Intelligence practitioners, this book offers a plan for developing a more pervasive organizational strategy that ends in success. Includes several customer stories that relay the successful, and profitable, implementation of this strategy across all current BI industries. The demand for information has been steadily increasing over the years as organizations invest in capturing and processing more data to improve decision-making and efficiency. This insightful new book describes how improving the decision-making process through information dissemination can raise your organizational intelligence and market performance. The book boasts numerous case studies - featuring Ford Motor Company, U.S. Bank, Utz Quality Foods, Plex Systems, and many others - that underscore the value of leveraging data and analytics as business assets to enable fact-based decision-making needed for data monetization, process enhancements, and better customer experience.

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