Win with Advanced Business Analytics: Creating Business Value from Your Data
Jean-Paul Isson, Jesse Harriott

<table>
<thead>
<tr>
<th>Format</th>
<th>ISBN</th>
<th>Date</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hardcover</td>
<td>978-1-118-37060-5</td>
<td>October 2012</td>
<td>Out of stock</td>
</tr>
<tr>
<td>O-Book</td>
<td>978-1-119-20537-1</td>
<td>September 2015</td>
<td>Available on Wiley Online Library</td>
</tr>
</tbody>
</table>

**DESCRIPTION**

Plain English guidance for strategic business analytics and big data implementation

In today's challenging economy, business analytics and big data have become more and more ubiquitous. While some businesses don't even know where to start, others are struggling to move from beyond basic reporting. In some instances management and executives do not see the value of analytics or have a clear understanding of business analytics vision mandate and benefits. *Win with Advanced Analytics* focuses on integrating multiple types of intelligence, such as web analytics, customer feedback, competitive intelligence, customer behavior, and industry intelligence into your business practice.

- Provides the essential concept and framework to implement business analytics
- Written clearly for a nontechnical audience
- Filled with case studies across a variety of industries
- Uniquely focuses on integrating multiple types of big data intelligence into your business

Companies now operate on a global scale and are inundated with a large volume of data from multiple locations and sources: B2B data, B2C data, traffic data, transactional data, third party vendor data, macroeconomic data, etc. Packed with case studies from multiple countries across a variety of industries, *Win with Advanced Analytics* provides a comprehensive framework and applications of how to leverage business analytics/big data to outpace the competition.
ABOUT THE AUTHOR

JEAN PAUL ISSON is an internationally recognized speaker and an expert in advanced business analytics. He is Global Vice President of BI and predictive analytics at Monster Worldwide, Inc., where he has built his team from the ground up and successfully conceived and implemented advanced analytics and web mining solutions. Prior to joining Monster, Isson led the global customer behavior modeling team at Rogers Wireless, implementing churn models and pioneering the Customer Lifetime Value segmentation to optimize services marketing and sales activities.

JESSE S. HARRIOTT, PH.D., is Chief Analytics Officer for Constant Contact. Previously, Jesse was Chief Knowledge Officer at Monster Worldwide where he helped drive annual revenue from $300 million to over $1.3 billion. Harriott started an international analytics division at Monster and created the Monster Employment Index, now tracked in the United States, Europe, and Asia by millions of people. He also led web analytics, business intelligence, competitive intelligence, data governance, marketing research, and sales analytics departments for Monster. Jesse has taught at the University of Chicago and was named one of Boston's Top 40 Under 40.

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