

Business Computing

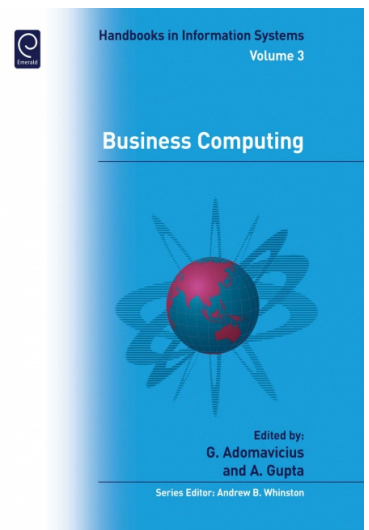
Handbooks in Information Systems

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About the Book

This book is broadly organized in three parts. The first section ('Enhancing and Managing Customer Value') focuses on presenting the state-of-knowledge in managing and enhancing customer value through extraction of consumer-centric knowledge from mountains of data that modern interactive applications generate. The extracted information can then be used to provide more personalized information to customers, provide more relevant information or products, and even to create innovative business processes to enhance overall value to customers. The second section in the book ('Computational Approaches for Business Processes') focuses on presenting several specific innovative computing artifacts and tools developed by researchers that are not yet commercially used. These represent cutting-edge thought and advances in business computing research that should soon find utility in real-world applications or as a tool to analyze real-world scenarios. The final section in the book ('Supporting Knowledge Enterprise') presents approaches and frameworks that focus on ability of an enterprise to analyze, build, and protect computing infrastructure that supports value-added dimensions to the enterprise's existing business processes.



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