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Business Analytics Principles, Concepts, and Applications What, Why, and How Marc J. Schniederjans Dara  
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that, with the right technology, ... data-driven analytics across their business units

### **BUSINESS ANALYTICS AND DECISION MAKING**

Keywords: Business intelligence and analytics, big data analytics, Web 2.0 Introduction Business intelligence  
and analytics (BI&A) and the related field of big data analytics have become increasingly important in both  
the academic and the business communities over the past two decades. Industry studies have highlighted  
this significant development.

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