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Data is the foundation of the digital economy. Industry 4.0 and digital services are producing so far unknown quantities of data and make new business models possible. Under these circumstances, data quality has become the critical factor for success. This book presents a holistic approach for data quality management and presents ten case studies about this issue. It is intended for practitioners dealing with data quality management and data governance as well as for scientists. The book was written at the Competence Center Corporate Data Quality (CC CDQ) in close cooperation between researchers from the University of St. Gallen and Fraunhofer IML as well as many representatives from more than 20 major corporations. Chapter 1 introduces the role of data in the digitization of business and society and describes the most important business drivers for data quality. It presents the Framework for Corporate Data Quality Management and introduces essential terms and concepts. Chapter 2 presents practical, successful examples of the management of the quality of master data based on ten cases studies that were conducted by the CC CDQ. The case studies cover every aspect of the Framework for Corporate Data Quality Management. Chapter 3 describes selected tools for master data quality management. The three tools have been distinguished through their broad applicability (method for DQM strategy development and DQM maturity assessment) and their high level of innovation (Corporate Data League). Chapter 4 summarizes the essential factors for the successful management of the master data quality and provides a checklist of immediate measures that should be addressed immediately after the start of a data quality management project. This guarantees a quick start into the topic and provides initial recommendations for actions to be taken by project and line managers. Please also check out the book's homepage at <http://www.cdq-book.org/>

The definitive guide on the roles and responsibilities of the business analyst Business Analysis offers a complete description of the process of business analysis in solving business problems. Filled with tips, tricks, techniques, and guerilla tactics to help execute the process in the face of sometimes overwhelming political or social obstacles, this guide is also filled with real world stories from the author's more than thirty years of experience working as a business analyst. Provides techniques and tips to execute the at-times tricky job of business analyst Written by an industry expert with over thirty years of experience Straightforward and insightful, Business Analysis is a valuable contribution to your ability to be successful in this role in today's business environment.

The spread of the Internet into all areas of business activities has put a particular focus on business models. The digitalization of business processes is the driver of changes in company strategies and management practices alike. This textbook provides a structured and conceptual approach, allowing students and other readers to understand the commonalities and specifics of the respective business models. The book begins with an overview of the business model concept in general by presenting the development of business models, analyzing definitions of business models and discussing the significance of the success of business model management. In turn, Chapter 2 offers insights into and explanations of the business model concept and provides the underlying approaches and ideas behind business models. Building on these foundations, Chapter 3 outlines the fundamental aspects of the digital economy. In the following chapters the book examines various core models in the business to consumer (B2C) context. The chapters follow a 4-C approach that divides the digital B2C businesses into models focusing on content, commerce, context and connection. Each chapter describes one of the four models and provides information on the respective business model types, the value chain, core assets and competencies as well as a case study. Based on the example of Google, Chapter 8 merges these approaches and describes the development of a hybrid digital business model. Chapter 9 is dedicated to business-to-business (B2B) digital business models. It shows how companies focus on business solutions such as online provision of sourcing, sales, supportive collaboration and broker services. Chapter 10 shares insight into the innovation aspect of digital business models, presenting structures and processes of digital business model innovation. The book is rounded out by a comprehensive case study on Google/Alphabet that combines all aspects of digital business models. Conceived as a textbook for students in advanced undergraduate courses, the book will also be useful for professionals and practitioners involved in business model innovation, and applied researchers.

This book outlines the benefits and limitations of simulation, what is involved in setting up a simulation capability in an organization, the steps involved in developing a simulation model and how to ensure that model results are implemented. In addition, detailed example applications are provided to show where the tool is useful and what it can offer the decision maker. In Simulating Business Processes for Descriptive, Predictive, and Prescriptive Analytics, Andrew Greasley provides an in-depth discussion of Business process simulation and how it can enable business analytics How business process simulation can provide speed, cost, dependability, quality, and flexibility metrics Industrial case studies including improving service delivery while ensuring an efficient use of staff in public sector organizations such as the police service, testing the capacity of planned production facilities in manufacturing, and ensuring on-time delivery in logistics systems State-of-the-art developments in business process simulation regarding the generation of simulation analytics using process mining and modeling people 's behavior Managers and decision makers will learn how simulation provides a faster, cheaper and less risky way of observing the future performance of a real-world system. The book will also benefit personnel already involved in simulation development by providing a business perspective on managing the process of simulation, ensuring simulation results are implemented, and that performance is improved.

The NMR probe has yielded a panorama of data on the static and dynamic magnetic properties of high-Tc materials. This volume aims to provide a comprehensive exposition of the various facets of the technique itself and to apply those results to the task of creating straightforward physical meaning for the elements of the available data. While some aspects of the underlying theory remain mysterious, this book renders nearly every available measurement understandable.

This accessible, reader-friendly text guides you through a complete life cycle of the firm as it introduces the theories, knowledge, and corporate finance tools and techniques an entrepreneur needs to start, build, and eventually harvest a successful venture. With a strong emphasis on sound financial management practices, the text explores important issues entrepreneurs face, including how and where to obtain financing, using business cash flow models, and positioning the early-stage company strategically. You will also gain an understanding of how to interact effectively with financial institutions and regulatory agencies that can affect venture growth and enable liquidity for investors. Drawing on real-life entrepreneurial ventures and common financial scenarios, the authors include an in-depth capstone case, numerous mini-cases, and abundant examples to engage your interest and vividly illustrate key concepts such as venture capital funds, institutional investors, strategic alliances, the role of business angels, licensing agreements, and exit strategies. Trust ENTREPRENEURIAL FINANCE, Fifth Edition, to provide the skills and confidence you need for entrepreneurial success in today's markets. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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