

e-Business Intelligence: Turning Information into Knowledge into Profit

Content

e-Business Intelligence: Turning Information into Knowledge into Profit by Bernard Liataud.

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Internationally celebrated ebusiness innovator, Bernard Liataud, explains why the key to ebusiness success is knowing how to transform the vast reservoir of raw data found in every company into a corporate intelligence gold mine.

This book focuses on the three main areas of ebusiness intelligence—intranets, extranets, and business-to-business ecommerce. He describes cutting-edge strategies for accessing, analyzing, and sharing corporate data both internally and externally with customers, partners, and suppliers. With the help of case studies from Lucent, Dow Chemical, Disney, Go Network, and other ebusiness giants, Liataud explains the what, why, and how of ebusiness intelligence in the new information economy.

Bernard Liataud (Palo Alto, CA) is CEO of Business Objects, the world's leading provider of ebusiness solutions, and, according to Intelligent Enterprise magazine, one of the "12 Most Influential Companies in the Information Technology Industry." In 1996, five years after founding Business Objects, Liataud was named one of BusinessWeek's "Hottest Entrepreneurs of the Year."

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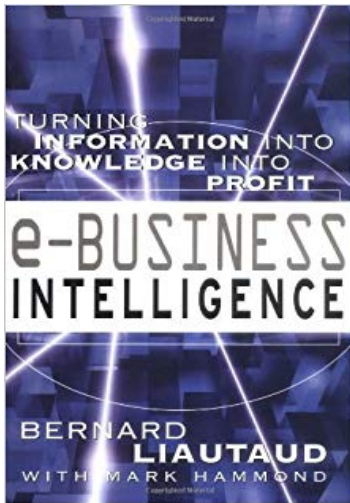
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