Business Intelligence

First European Summer School, eBISS 2011, Paris, France, July 3-8, 2011, Tutorial Lectures

Business Intelligence (BI) promises an organization the capability of collecting and analyzing internal and external data to generate knowledge and value, providing decision support at the strategic, tactical, and operational levels.

Features
► First concise and comprehensive introduction to business intelligence (BI) ► Combines traditional BI technologies with new topics like semantic databases, social network analysis, and cloud computing ► Contributions conjointly written by leading academic researchers and industrial developers, striving for both high relevance and real-world applicability.

Contents
Data Warehouses: Next Challenges.- Data Warehouse Performance: Selected Techniques and Data Structures.- OLAP Query Personalisation and Recommendation: An Introduction.- The GoOLAP Fact Retrieval Framework.- Business Intelligence 2.0: A General Overview.- Graph Mining and Communities Detection.- Semantic Technologies and Triplestores for Business Intelligence.- Service-Oriented Business Intelligence.- Collaborative Business Intelligence.

Fields of interests
Business Information Systems; Computer Appl. in Administrative Data Processing; Database Management

Target groups
Graduate

Discount group
P

Available
2012. IX, 207 p. 44 illus. (Lecture Notes in Business Information Processing, Volume 96) Softcover
► $72.00
ISBN 978-3-642-27357-5

R. Conrady, Worms University of Applied Sciences, Department of Tourism and Travel, Worms, Germany; M. Buck, Messe Berlin GmbH, Competence Centre Travel and Logistics, Berlin, Germany (Eds)

Trends and Issues in Global Tourism 2012

This book offers insights into important trends and future scenarios in the global tourism and travel industry. Besides the general topics (aviation and hospitality industry, destination management, marketing, and distribution management) it analyses current challenges and impacts resulting especially from developments in social media, corporate social responsibility and eco-mobility. Sustainability in the global tourism sector and particularly eco-mobility is one of the top themes to-be and therefore a focus of this book. Among the contributors to the book are well-known abilities from institutions such as the UNWTO and top executives of various segments of the tourism and travel industry.

Features
► Presents the latest topics in the travel and tourism industry ► Includes contributions from professionals and researchers specialized in global tourism ► Features a special focus on eco-mobility

Contents

Fields of interests
Management/Businees for Professionals; Regional/ Spatial Science; Landscape/Regional and Urban Planning

Target groups
Professional/practitioner

Discount group
P

Available
2012. XVIII, 258 p. 92 illus., 44 in color. (Trends and Issues in Global Tourism) Hardcover
► $74.95
ISBN 978-3-642-27403-9

R. Gutbrod, Sandhausen, Germany; C. Wiele, Eppingen, Germany

The Software Dilemma

Balancing Creativity and Control on the Path to Sustainable Software

The complexity of software is continuously growing as a result of today’s interconnected business processes. Governance of architecture and technology strategy helps to ensure coherence of software and avoid excessive complexity.

Features
► Practical and proven concepts improving and complementing governance for software development projects ► First book holistically looking at software development from the perspective of CTOs/CIOs, software architects, and auditors ► Focus on effective communication of identified issues to foster acceptance by responsible people ► Addresses new challenges for enterprise architects in a changing world of software development ► Extends the concepts of audits to strategic and core processes of a company ► Introduces the concept of Control Self-Assessment to software development

Contents

Fields of interests
Innovation/Technology Management; R & D/ Technology Policy; Economics/Management Science, general

Target groups
Professional/practitioner

Discount group
P

Available
2012. X, 240 p. 24 illus., 13 in color. (Management for Professionals) Hardcover
► $69.95
ISBN 978-3-642-27235-6
Semantic Technologies in Content Management Systems

Trends, Applications and Evaluations

Content Management Systems (CMSs) are used in almost every industry by millions of end-user organizations. In contrast to the 90s, they are no longer used as isolated applications in one organization but they support critical core operations in business ecosystems. Content management today is more interactive and more integrative: interactive because end-users are increasingly content creators themselves and integrative because content elements can be embedded into various other applications. The authors of this book investigate how Semantic Technologies can increase interactivity and integration capabilities of CMSs and discuss their business value to millions of end-user organizations. This book has therefore the objective, to reflect existing applications as well as to discuss and present new applications for CMSs that use Semantic Technologies.

Features
- An introductory chapter discusses the new challenges and trends of web-based content management
- The future of Semantic Content Management Systems (CMS) is discussed by seven experts from industry and academia
- Provides 27 up-to-date profiles of CMS providers for IT executives that plan to replace or purchase a new CMS

Contents

Fields of interests
Innovation/Technology Management; Business Information Systems; Media Management

Target groups
Professional/practitioner

Discount group
P

Improving Software Testing

Technical and Organizational Developments

Software is continuously increasing in complexity. Paradigmatic shifts and new development frameworks make it easier to implement software – but not to test it. Software testing remains to be a topic with many open questions with regard to both technical low-level aspects and to the organizational embedding of testing. However, a desired level of software quality cannot be achieved by either choosing a technical procedure or by optimizing testing processes. In fact, it requires a holistic approach. This Brief summarizes the current knowledge of software testing and introduces three current research approaches. The base of knowledge is presented comprehensively in scope but concise in length; thereby the volume can be used as a reference. Research is highlighted from different points of view. Firstly, progress on developing a tool for automated test case generation (TCG) based on a program’s structure is introduced. Secondly, results from a project with industry partners on testing best practices are highlighted. Thirdly, embedding testing into e-assessment of programming exercises is described.

Features
- Cutting edge research
- Brief yet comprehensive introduction to software testing
- Rather easy to read

Contents

Fields of interests
Business Information Systems; Software Engineering; System Performance and Evaluation

Target groups
Research

Discount group
P

Proactive Intelligence

The Successful Executive’s Guide to Intelligence

Traditionally, tapping into the power of competitive intelligence (CI) meant investing in the development of an internal CI unit or hiring outside consultants who specialized in CI. Proactive Intelligence: The Successful Executive’s Guide to Intelligence offers an alternative: learn how to do it yourself and how to effectively manage the parts you cannot. The tools and techniques that will enable you to produce your own CI for your consumption are out there, and have been honed by decades of work. But, you cannot just adopt them – you have to adapt them. Why? Because, when you finish reading this book, you will be the data collector, the analyst, and the end-user.

Features
- Educates working executives and managers about the power of competitive intelligence
- Provides real guidance on how to identify what competitive intelligence is needed and then how to get it
- Tells readers how to use competitive intelligence to develop competitive – and career – advantages

Contents

Fields of interests
Management/Business for Professionals; Engineering Economics, Organization, Logistics, Marketing; Organization/Planning

Target groups
Professional/practitioner

Discount group
P

Available
2012, IX, 204 p. 35 illus. Hardcover
|$69.95
ISBN 978-3-642-21549-0

Available
2012, XIV, 143 p. 17 illus. (SpringerBriefs in Information Systems) Softcover
|$49.95
ISBN 978-3-642-27463-3

Available
2012, XV, 180 p. 1 illus. Hardcover
|$129.00
J. L. Stein, Brown University, Providence, RI, USA

Stochastic Optimal Control and the U.S. Financial Debt Crisis

Stochastic Optimal Control (SOC)—a mathematical theory concerned with minimizing a cost (or maximizing a payout) pertaining to a controlled dynamic process under uncertainty—has proven incredibly helpful to understanding and predicting debt crises and evaluating proposed financial regulation and risk management. Stochastic Optimal Control and the U.S. Financial Debt Crisis analyzes SOC in relation to the 2008 U.S.

Features
- Cutting-edge interdisciplinary research in the areas of finance, economics, and applied statistics and mathematics
- First comprehensive text on using stochastic optimal control to predict financial debt crises
- Offers analytical tools to explain and evaluate trends in risk management, and provides theoretically-based warning signals of currency and debt crises
- Shows how stochastic optimal control could have been used to mitigate collapses in various U.S. financial sectors, including housing and insurance

Contents
Introduction/preface.
- Failure of the Fed, IMF, academic profession to anticipate the crisis, disregarded warnings.
- Failure of the Quants, mathematical finance models.
- Philosophy of Stochastic optimal control approach, relation to M-V analysis; Sensitivity of optimal debt and risk to alternative stochastic processes, Early Warning Signals.
- AIG in the crisis.
- Crises in the 1980s: Agricultural, S&L.
- Diversity of debt crises in Euro.

Fields of interests
Finance/Investment/Banking; Probability Theory and Stochastic Processes; Statistics for Business/Economics/Mathematical Finance/Insurance

Target groups
Professional/practitioner

Discount group
P

Due April 2012
2012. XXVI, 154 p. 30 illus., 6 in color. Hardcover
► $119.00
ISBN 978-1-4614-3078-0

New Series Progress in IS

“PROGRESS in IS” encompasses the various areas of Information Systems in theory and practice, presenting cutting-edge advances in the field. It is aimed especially at researchers, doctoral students, and advanced practitioners. The series features both research monographs that make substantial contributions to our state of knowledge and handbooks and other edited volumes, in which a team of experts is organized by one or more leading authorities to write individual chapters on various aspects of the topic. “PROGRESS in IS” is edited by a global team of leading IS experts. The editorial board expressly welcomes new members to this group. Individual volumes in this series are supported by a minimum of two members of the editorial board, and a code of conduct mandatory for all members of the board ensures the quality and cutting-edge nature of the titles published under this series.

J. vom Brocke, S. Seidel, University of Liechtenstein, Vaduz, Liechtenstein; J. Recker, Queensland University of Technology, Brisbane, QL, Australia (Eds)

Green Business Process Management
Towards the Sustainable Enterprise

Green Business Process Management – Towards the Sustainable Enterprise” consolidates the global state-of-the-art knowledge about how business processes can be managed and improved in light of sustainability objectives. Business organizations, a dominant part of our society, have always been a major contributor to the degradation of our natural environment, through the resource consumption, greenhouse emissions, and wastage production associated with their business processes. In order to lessen their impact on the natural environment, organizations must design and implement environmentally sustainable business processes. Finding solutions to this organizational design problem is the key challenge of Green Business Process Management.

Features
- Discusses the emerging challenges of designing “green” business processes
- Presents tools and methods that organizations can use in order to design and implement environmentally sustainable processes
- Provides insights from cases where organizations successfully engaged in more sustainable business practices

Contents
Preface.
- Foreword.
- Part I: Foundations and Directions.
- Part II: Tools and Methods.
- Part III: Cases and Examples.

Fields of interests
Business Information Systems; Organization/Planning; Environmental Management

Target groups
Research

Available
2012. XIV, 272 p. 46 illus., 22 in color. (Progress in IS)
Hardcover
► $139.00
ISBN 978-3-642-27487-9