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Visual Analytics for Management: Translational Science and Applications in Practice

From Routledge

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From Routledge : Visual Analytics for Management: Translational Science and Applications in Practice before purchasing it in order to gauge whether or not it would be worth my time, and all praised Visual Analytics for Management: Translational Science and Applications in Practice:

This book provides students with an in-depth understanding of the concepts, frameworks and processes used to

analyze and present visual data for better decision-making. Expert contributors provide guidance in translating complex concepts from large data sets and how this translation drives management practice. The book's first part provides a descriptive consideration of state-of-the-art science in visual design. The second part complements the first with a rich set of cases and visual examples, illustrating development and best practice to provide students with real-world context. Through their presentation of modern scientific principles, the editors inspire structured discussions of audience and design, recognizing differences in need, bias and effective processes across contexts and stakeholders. This cutting-edge resource will be of value to students in business analytics, business communication and management science classes, who will learn to be capable managers through the effective and direct visual communication of data. Researchers and practitioners will also find this an engaging and informative book.

"In no other source will you find so much helpful knowledge and so many examples of the psychological and decision-making context behind visual representations of data. Serious visual analytics professionals need to be aware of and address these issues if they wish to be effective." Thomas H. Davenport, Babson College, USA "We are at an inflection point in management reporting where the volume and velocity of data has overwhelmed traditional reporting techniques. This book provides the frameworks and case studies to turn management dashboards into actionable decision tools." John L Merino, Corporate Vice President and Chief Accounting Officer, FedEx Corporation, USA

About the Author Elliot Bendoly is the 2015 Academy of Management's Operations Management Division Distinguished Scholar and a Full Professor in the Fisher College of Business at Ohio State University, USA. Sacha Clark is the founder of Mulsanne Management, USA, a firm that assists clients with business strategy development and implementation, productivity enhancement and technology exploitation, and change and transformation management. He has worked with leading companies such as FedEx, General Motors, IBM, Mitsubishi, Procter Gamble, Pennzoil, Shell, Samsung and WestPac.