

## Competing On Analytics The New Science Of Winning 1st First Edition By Thomas H Davenport Jeanne G Harris Published By Harvard Business School Press 2007

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**Competing On Analytics: The New Science Of Winning**, the first edition, was published on March 6, 2007. The authors have attempted to show the readers how simple it is to track the most profitable customers to get a great deal. It also talks about how product innovation can be accelerated and logistics can be regularized.

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*Competing on Analytics | Computerworld*

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In **Competing on Analytics: The New Science of Winning**, Thomas H. Davenport and Jeanne G. Harris argue that the frontier for using data to make decisions has shifted dramatically. Certain high-performing enterprises are now building their competitive strategies around data-driven insights that in turn generate impressive business results.

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