



How to Make the Right Decision

Arnab K Laha

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In this accessible, user-friendly book, Professor Arnab Laha explains the relevance of this growing field in business and looks at its uses in marketing, finance, operations and HR. He also devotes a special section to setting up business analytics for your workplace. With examples and case studies, How to Make the Right Decision is the most useful book you can buy for yourself and your business.



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