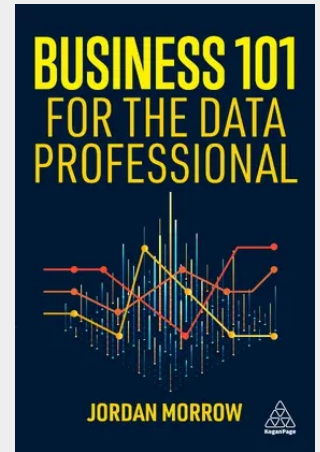


Business 101 for the Data Professional

What You Need to Know to Succeed in Business

This new book from bestselling author Jordan Morrow empowers data professionals to work and operate more effectively in an organizational setting, equipping them with key business knowledge and skills. It is vital for data professionals to understand the business needs and outcomes of the organizations they work and collaborate effectively with non-technical colleagues. **Business 101 for the Data Professional** is the definitive guide for data professionals looking to upskill their organizational effectiveness and enhance their career prospects. From business strategy to different business areas such as product, marketing, sales and operations to data monetization and value, the book explains how these contribute to the business, and, crucially, the role that data plays in supporting them. **Business 101 for the Data Professional** explores how to navigate key challenges and pitfalls of data in business, such as bias, misuse of data and the balancing of data and technical debt. It shows how to build networking, influencing and relationship building skills and outlines the key principles of strong communication and data storytelling, explaining how these can be used to engage effectively with internal and external stakeholders such as clients. It is supported by examples, summaries of key learnings, and exercises at the end of each chapter to help readers detail their progress and map out their goals.



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