



# Secrets of Analytical Leaders: Insights from Information Insiders

*Wayne Eckerson*

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## **Secrets of Analytical Leaders: Insights from Information Insiders** Wayne Eckerson

Imagine spending a day with top analytical leaders and asking any question you want. In this book, Wayne Eckerson illustrates analytical best practices by weaving his perspective with commentary from seven directors of analytics who unveil their secrets of success. With an innovative flair, Eckerson tackles a complex subject with clarity and insight. Each of the book's 20 chapters is a stand-alone essay on an analytical topic, yet collectively they form a concise methodology about how to implement a successful analytics program.

*Wayne Eckerson has created a unique - and uniquely valuable - book in "The Secrets of Analytical Leaders." He's pulled together the insights of seven leading analytics practitioners, and combined them with his own considerable experience. The result is an interesting dialogue among some really smart and distinguished people. I'm not sure which is more interesting - the format or the content!*

### **Thomas H. Davenport**

Visiting Professor, Harvard Business School  
Co-Founder and Director of Research  
International Institute for Analytics

*Professors are hard at work molding the world's future analytical leaders - but the chasm between theoretical textbook learning and the real world is considerable. Wayne, with his customary clarity and insight, helps professors cross the chasm by delivering frameworks, commentary, and scenarios that are real, interesting, and important.*

### **Hugh Watson**

Professor of MIS and a C. Herman and Mary Virginia Chair of Business Administration  
Terry College of Business, University of Georgia  
and

### **Barbara Wixom**

Associate Professor at the McIntire School of Commerce, University of Virginia  
Research Affiliate, Sloan School of Management, Massachusetts Institute of Technology

## **From the Foreword by Michael Halbherr, Executive Vice President, Nokia**

*We are living in a time of radical change. From my vantage point as head of Nokia's Location and Commerce business, I see many business and technical trends shaping our future—and all depend on a new commodity: data. In our mapping business, I see the need to evolve from a road-centric tool to something that allows people to truly understand and maneuver the complexities of a modern city. To accomplish this, we need a lot of data and ways to correlate disparate information into what we call "Smart Data." Analytics is core to what we do, and how we deliver value to customers today and in the future.*

*I recently spoke to the Nokia board about our data, and some members questioned how we could monetize this asset. Since a few members are executives in the oil industry, I told them that data is the "oil of the future", and that you monetize this new resource the same way you monetize oil, by spending time and money refining it. In our case, we are refining data about people, locations, social interactions, traffic, musical preferences, and so on to bring maps to life.*

*The analytical leaders profiled in this book demonstrate how to refine data for business gain and innovation. They play a pivotal role by bridging the worlds of business and technology. When supported by the business, they've delivered remarkable solutions that have given their organizations a competitive edge.*

*I highly recommend this book to anyone who wants to monetize the most important resource of our time: data. It's written in language that both a CEO and a CIO can understand, and carries important lessons no matter what side of the business-technology aisle someone sits.*

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#### **Henry Knight:**

This book untitled Secrets of Analytical Leaders: Insights from Information Insiders to be one of several books this best seller in this year, that is because when you read this e-book you can get a lot of benefit onto it. You will easily to buy this specific book in the book retail outlet or you can order it via online. The publisher of this book sells the e-book too. It makes you more readily to read this book, because you can read this book in your Cell phone. So there is no reason to your account to past this book from your list.

#### **Adrian Johnson:**

Often the book Secrets of Analytical Leaders: Insights from Information Insiders has a lot info on it. So when you read this book you can get a lot of benefit. The book was compiled by the very famous author. This articles author makes some research prior to write this book. This kind of book very easy to read you can obtain the point easily after looking over this book.

#### **Wayne Kong:**

People live in this new moment of lifestyle always try to and must have the extra time or they will get great deal of stress from both lifestyle and work. So , once we ask do people have time, we will say absolutely indeed. People is human not really a robot. Then we ask again, what kind of activity are there when the spare time coming to you actually of course your answer may unlimited right. Then do you ever try this one, reading publications. It can be your alternative in spending your spare time, the book you have read is actually Secrets of Analytical Leaders: Insights from Information Insiders.

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