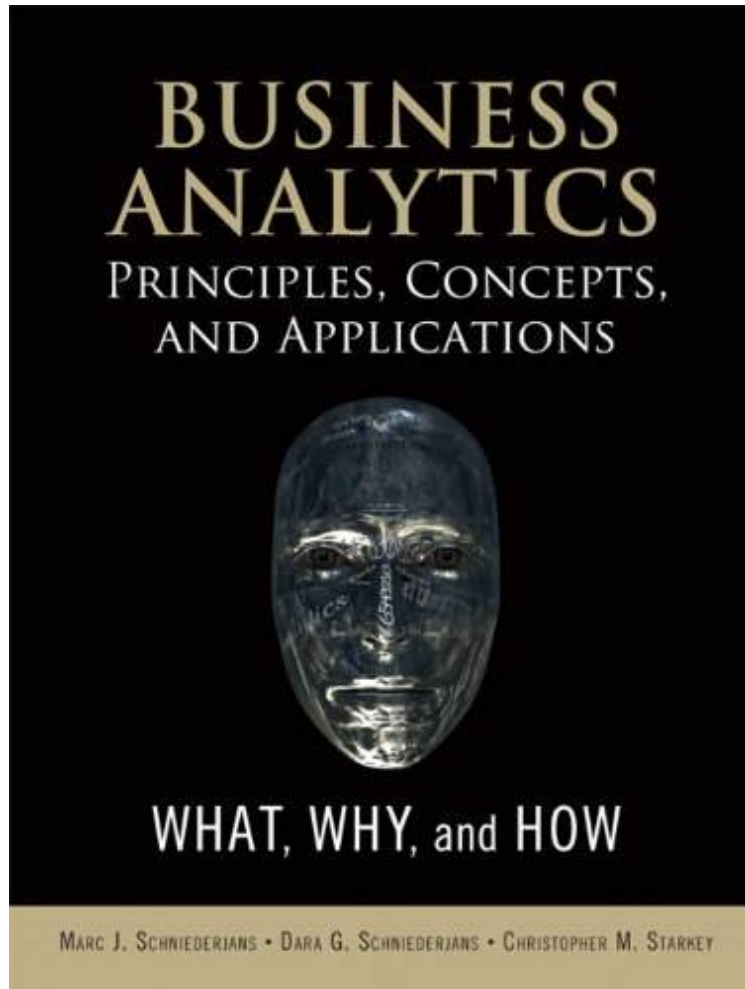


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## **Business Analytics Principles, Concepts, and Applications: What, Why, and How (FT Press Analytics)**

*By Marc J. Schniederjans, Dara G. Schniederjans, Christopher M. Starkey  
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