

The Expert Executive: Using AI And Expert Systems For Financial Management, Marketing, Production, And Strategy

by David Bendel Hertz

The expert executive : using AI and expert systems for financial management, marketing, production, and strategy / David Bendel Hertz. Book Hertz, David B. - INFORMS Sample Chapter 3: Business Information Systems decision support systems (DSS) - Southeast Missouri State University Decision support and expert systems, management support systems. .. The expert executive, using AI and expert systems for financial management, marketing, Artificial intelligence, structures and strategies for complex problem solving (2nd ed.) study of knowledge production in the expert systems community within AI. Catalog EPA National Library Network US EPA To design marketing programs, for instance, marketing managers rely on . The information would be processed by the firms TPS, but it wouldnt be a financial transaction. As we saw in Chapter 11, Operations Management in Manufacturing and decision support systems, executive support systems, and expert systems. Expert Systems and Related Topics: Selected Bibliography and Guide . - Google Books Result Finding the curriculum at local schools unchallenging, Hertz moved-in with his uncle in Great Neck, . In his 1988 book, The Expert Executive, Hertz shared his enthusiastic views on how Hertz D. B. (1988) The Expert Executive: Using AI and Expert Systems for Financial Management, Marketing Production, and Strategy. Information Systems and Technology for the Noninformation Systems . - Google Books Result

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