

Book Review

DECISION SUPPORT SYSTEM AND INTELLIGENT SYSTEM

Efrain Turban, Jay E. Aronson, Ting-Peng Liang, Pearson Prentice Hall, 2006 Edition, pp.904, Rs.375/-

Decision Makers are facing major challenges in their respective field therefore in this progressive century computerized systems have become helping hand in this e-business era.

The world is observing major changes in the role of computerized system with every passing year so in that concern Congratulations to Efrain Turban, Jay E. Aronson and Ting-Peng Liang for providing us awareness about all the technologies which can be called as Management Support System a great thoughtful learning platform in the form of book for decision makers and the organization.

Book contains balance and rich amount of content providing step by step guide to different types of Decision Support System (DSS) incorporated with Knowledge Management which help to design and implement Intelligent System in the internet world.

Book itself works as information system in various fields of organization functions and decision making in the form of knowledge that provides intelligent concepts on:

- Decision Support System
- Business Intelligence, Data mining and Data Warehouse
- Knowledge Management
- Artificial Intelligence
- E-commerce

What impressed most is the organizational skills, presentation, well researched content and professionalism which is simple yet so profound.

Best feature of the books comes up in the form of Case Applications at the end of each chapter which helps the reader to associate the knowledge with real time working situations of the organization.

Book is a great leap as different real Case Applications helps to integrate and implement different Management Support System and Intelligent system by the user. It expands the world of web by various web analytical tools and neural network package for the professionals.

In short jubilating, corporate-oriented and thoughtful professional experience for knowledge managers and decision makers.

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