



The Deciding Factor: The Power of Analytics to Make Every Decision a Winner

Larry E. Rosenberger, John Nash

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"Both companies and governments have made some poor decisions recently, and almost all would benefit from more fact-based and analytical approaches. This book provides clear methods and extensive examples for organizations that want to make better, faster, and more consistent decisions."—Thomas H. Davenport, author, *Competing on Analytics*, and President's Distinguished Professor of Information Technology and Management, Babson College

"The secrets of the decision-making processes employed by the most successful corporations of the world are revealed in *The Deciding Factor*. Both corporate decision makers as well as analysts will gain invaluable insights from this treasure trove of case studies and expert guidelines."
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"There has never been a more important time in business history to truly understand both the technical strengths and conceptual weaknesses of decision analytics. If you're prepared to be serious, *The Deciding Factor* offers the insider's insights that matter when managing innovation risk."
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