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Swain Scheps is Manager of Business Analysis at Brierley + Partners, Inc. and a technology veteran making his first foray into the world of book authoring. He wrote the masterpiece resting in your hands with a great deal of input and inspiration from BI guru and fellow For Dummies author Alan R. Simon.

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It's interesting, and perhaps telling, that this books gets rave reviews on amazon.com, and 2 pretty negative reviews on amazon.co.uk. It does an okay job of explaining what BI is from a business perspective, although the author sometimes slips in words, like "normalization", without explaining them first, or at all, which I wouldn't expect from a "Dummies" book.

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