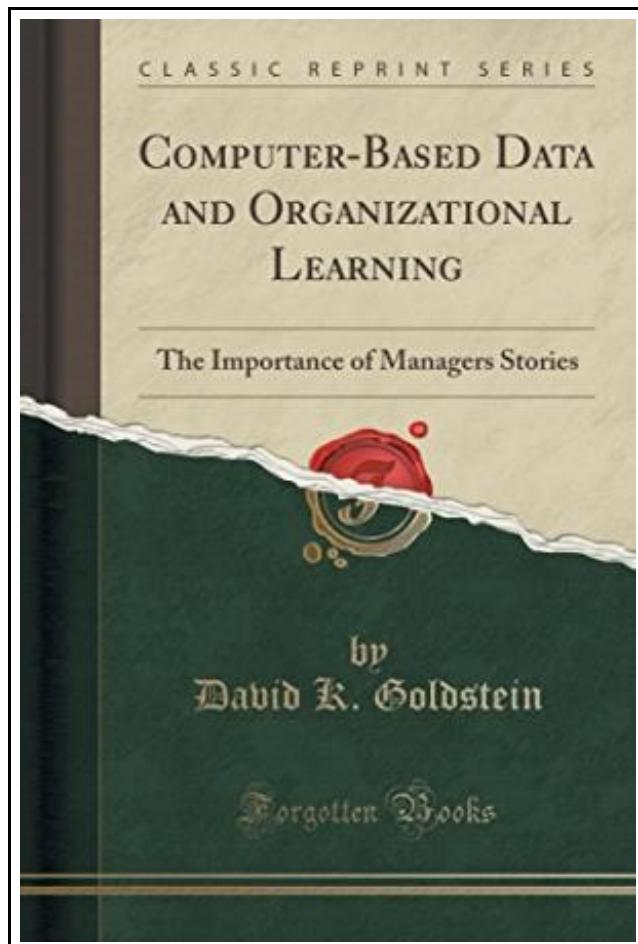


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Computer-Based Data and Organizational Learning: The Importance of Managers Stories While many organizations are investing large amounts of money to provide computer-based data to their managers, little is known about how, or even whether, managers use these data to learn about the business environment. This issue is explored by examining how grocery product managers use supermarket scanner data to learn about changes in the marketing environment. Managers stories play a central role in the four step process used by one product management organization as it learns from analyzing computer-based data. First, a manager examines the data and looks for unexpected results - findings that contradict one or more of her stories about the marketing environment. If a surprise is found, the manager carries out a relatively unstructured, multi-stage process to make sense out of the unexpected result. This process can be viewed as a dialogue between the result and a set of tools at the manager's disposal (including analyses of computer-based data). Next, the manager tells the story to share her insights with peers and superiors, developing a common understanding. Finally, the manager creates an official story, that is used to sell new marketing approaches to people outside the product manager organization - the sales force and supermarket buyers. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may...

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