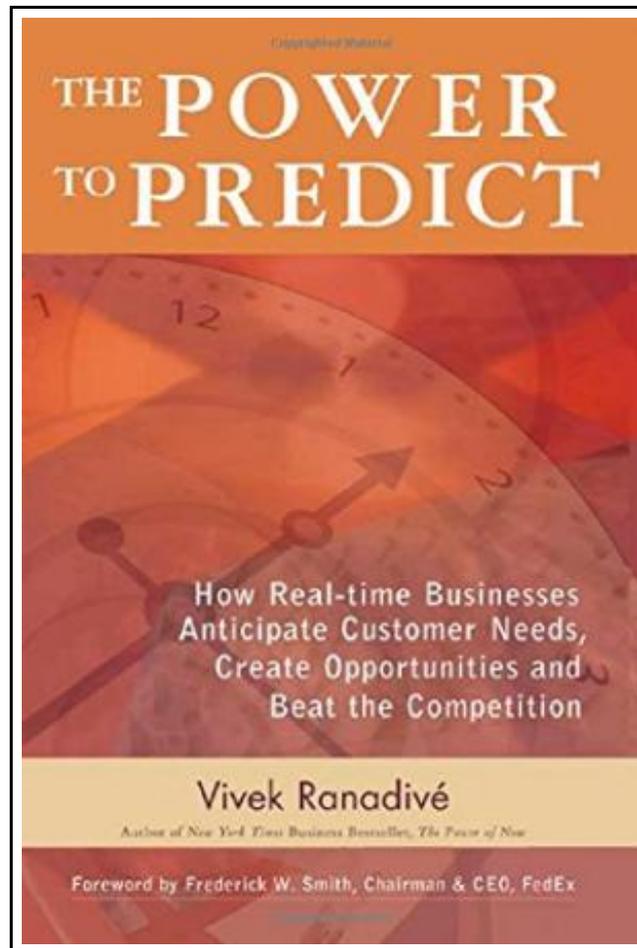


## The Power to Predict: How Real-Time Businesses Anticipate Customer Needs, Create Opportunities, and Beat the Competition



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## THE POWER TO PREDICT: HOW REAL-TIME BUSINESSES ANTICIPATE CUSTOMER NEEDS, CREATE OPPORTUNITIES, AND BEAT THE COMPETITION



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McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 224 pages. In the mid 1980s systems integration visionary Vivek Ranadiv broke the real-time information barrier and helped to digitize Wall Street. With his international bestseller *The Power of Now*, he helped usher in the real-time business revolution of the late 1990s. Now with this groundbreaking new book, Ranadiv brings news of the next big leap in business systems evolution-*The Power to Predict*. Real-time business gives companies the ability to monitor and react to changes and address problems as they occur. But no matter how sophisticated their information-gathering and data mining systems are, they're still playing catch-up. In *The Power to Predict*, Ranadiv forecasts the next step in achieving breakthrough business performance, a new approach he calls Predictive Business™: the ability to anticipate business problems and opportunities and to act preemptively. Predictive Business allows companies to take real-time information, correlate it with historical patterns, and recognize events that hold tremendous profit potential. In an effort to stay ahead of the curve, a handful of companies have been quietly making the transition from reactive organizations to proactive, and are well-suited for a customer-centric business paradigm. Ranadiv takes us inside a number of these companies-including Amazon, Pirelli, Harrah's, E. and J. Gallo, Wal-Mart, and 7-Eleven--to show how they are making that transition, and are able to: Anticipate customer needs and be ready satisfy them the minute they emerge Be prepared for sudden events such as a power outage, spikes in demand for a product or service, logistic issues due to changing weather patterns, or evolving customer requirements In *The Power to Predict* you'll discover how your company can accomplish these goals by continuously matching real-time events with historical patterns to improve business processes. Just as important, you'll get expert insight to improve business processes and advice...

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