
CONTENTS

Preface	ix
Acknowledgments	xv
About the Contributors	xvii
PART ONE Dashboard Execution	1
1 Business Case for Enterprise Dashboards	3
2 Dashboarding Process: The Meta-Information	15
3 The Audience	35
4 Presentation: Design, Layout, and Navigation	45
5 Dashboard Alerts	59
6 Storyboarding	69
7 Project Planning and Branding	87
PART TWO Dashboard Types	95
8 Dashboard Categories	97
9 Divisional Dashboards	113

PART THREE Dashboard Software Assessment	145
10 Software Features	147
11 Software Acquisition and ROI	165
PART FOUR Case Studies	175
12 DaimlerChrysler Sales and Marketing Dashboard	177
13 ING DIRECT Executive Dashboard	187
14 Dashboard in Health Care (Emergency Medical Associates)	197
Index	209

<http://www.pbookshop.com>