Drive maximum business value from digital analytics, web analytics, site analytics, and business intelligence! In Building a Digital Analytics Organization, pioneering expert Judah Phillips thoroughly explains digital analytics to business practitioners, and presents best practices for using it to reduce costs and increase profitable revenue throughout the business. Phillips covers everything from making the business case through defining and executing strategy, and shows how to successfully integrate analytical processes, technology, and people in all aspects of operations. This unbiased and product-independent guide is replete with examples, many based on the author's own extensive experience. Coverage includes: key concepts; focusing initiatives and strategy on business value, not technology; building an effective analytics organization; choosing the right tools (and understanding their limitations); creating processes and managing data; analyzing paid, owned, and earned digital media; performing competitive and qualitative analyses; optimizing and testing sites; implementing integrated multichannel digital analytics; targeting consumers; automating marketing processes; and preparing for the revolutionary "analytical economy." For all business practitioners interested in analytics and business intelligence in all areas of the organization. This new business analytics case study challenges readers...
to forecast donations, plan budgets, and manage cash flow for a religious institution suffering rapidly falling contributions. Crystallizing realistic analytical challenges faced by non-profit and for-profit organizations of all kinds, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Matthew J. Drake, Duquesne University.

Data Science for Business and Decision Making covers both statistics and operations research while most competing textbooks focus on one or the other. As a result, the book more clearly defines the principles of business analytics for those who want to apply quantitative methods in their work. Its emphasis reflects the importance of regression, optimization and simulation for practitioners of business analytics. Each chapter uses a didactic format that is followed by exercises and answers. Freely-accessible datasets enable students and professionals to work with Excel, Stata Statistical Software®, and IBM SPSS Statistics Software®. Combines statistics and operations research modeling to teach the principles of business analytics. Written for students who want to apply statistics, optimization and multivariate modeling to gain competitive advantages in business. Shows how powerful software packages, such as SPSS and Stata, can create graphical and numerical outputs. This new business analytics case study challenges readers to help Durable Aluminum build a strategic plan for convincing more laptop computer manufacturers to specific aluminum cases instead of plastic. Readers will be asked to help position aluminum as the preferred choice with regard to the environment, consumer choice, and pricing, focusing on full lifecycle cost compared with plastic. Crystallizing realistic analytical challenges faced by companies in many industries, this case study covers the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best actions. Author: Ryan Luchs, Drew Lessard, and Robert P. Sroufe, Duquesne University.

This new business analytics case study challenges readers to help a company's sustainability coordinator choose her first high-profile project, based on both qualitative and quantitative inputs, including alignment with the company's mission. Readers will consider three alternatives with significantly different financial and timing implications and decision-making criteria. Crystallizing realistic analytical challenges faced by companies in many industries, this case study covers the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend optimal actions. Author: Robert P. Sroufe and Marie Fechik-Kirk, Duquesne University.

Preceded by Quantitative methods in health care management / Yasar A. Ozcan. 2nd ed. c2009. "Private Equity" is an advanced corporate finance book that integrates a range of topics from a private equity investor’s perspective. The book presents a set of cases used in the Private Equity Finance class, an advanced elective course offered in the Harvard Business School M.B.A. elective curriculum. The structure of the book follows the timeline of a typical investment. Starting with deal sourcing, due diligence and valuation,
followed by execution of the transaction, including issues related to
capital structure and governance, the book transitions to examining
operational changes and management of the capital structure, closing
with a set of cases related to exit. Intended for readers interested
in working for private equity firms, investing in private equity as
limited partners or providing investment banking or consulting
services to private equity firms, "Private Equity" is also appropriate
for readers who are interested in a more detailed exploration of
corporate finance. This unique case study challenges readers to use
business analytics techniques to survive a bus accident in a remote
area of Amboseli National Park in Kenya's Nyiri Desert, without access
to communication. Crystallizing several realistic analytical
challenges, it exposes readers to the entire decision-making process,
providing opportunities to perform analyses, interpret output, and
recommend the best course of action. Author: Aïmée A. Kane and Mercy Shitemi, Duquesne University. ‘The systems approach we employ in this
book looks at more than just law. Law is one of many elements that
together constitute the secured credit system. To teach the law
without teaching the system in which it is embedded would deprive the
law of much of its meaning and make it more difficult to understand.’
- Lynn LoPucki and Elizabeth Warren Fully incorporating the new
Article 9 of the UCC, this substantially revised edition of the
groundbreaking text continues to simplify the conceptually complex
policies of the secured credit system with an innovative systems
approach. By exploring secured transactions and investment securities
in a series of assignments and problems, students are empowered to
focus on secured transactions as one aspect of a larger system - thus
facilitating learning and comprehension of the material. What makes
this casebook stand out from the rest? Expert authorship - renowned
authors Lynn LoPucki and Elizabeth Warren draw on their years of legal
scholarship and teaching excellence to refine and extend their systems
approach. Uses the author's unique and innovative systems approach -
treating secured credit as a system with subsystems that work together
to accomplish the system's principal goal. A combination of traditional
application and open-ended theoretical problems are presented in the
order of difficulty - with the most difficult problems focusing on an
actual practice setting to enhance student learning. Each assignment is
appropriate for a 50-60 minute class, contains carefully-selected
problems that involve students in case strategy and planning, and
includes all the information needed to answer the problems. New To The
Third Edition: Incorporates the new Article 9 (Secured Transactions of
the UCC) throughout the entire text. Updated cases and problems reflect
recent legal trends and developments. A thoroughly revised Teacher's
Manual in every chapter. This new business analytics case study
challenges readers to optimize the management of global inventory and
related distribution costs in a consumer goods company that imports
most of its products from China. Crystallizing realistic analytical
challenges faced by companies in many industries and markets, it
exposes readers to the entire decision-making process, providing
opportunities to perform analyses, interpret output, and recommend the
The practice of business is changing. More and more companies are amassing larger and larger amounts of data, and storing them in bigger and bigger data bases. Consequently, successful applications of data-driven decision making are plentiful and increasing on a daily basis. This book will motivate the need for data and data-driven solutions, using real data from real business scenarios. It will allow managers to better interact with personnel specializing in analytics by exposing managers and decision makers to the key ideas and concepts of data-driven decision making. Business Analytics for Managers conveys ideas and concepts from both statistics and data mining with the goal of extracting knowledge from real business data and actionable insight for managers. Throughout, emphasis placed on conveying data-driven thinking. While the ideas discussed in this book can be implemented using many different software solutions from many different vendors, it also provides a quick-start to one of the most powerful software solutions available. The main goals of this book are as follows: to excite managers and decision makers about the potential that resides in data and the value that data analytics can add to business processes and provide managers with a basic understanding of the main concepts of data analytics and a common language to convey data-driven decision problems so they can better communicate with personnel specializing in data mining or statistics.

The fifth edition of The ID CaseBook provides instructional design students with 26 realistic, open-ended case studies that encourage adept problem-solving across a variety of client types and through all stages of the process. After an introduction to the technique of case-based reasoning, the book offers three sections dedicated to K-12, post-secondary, and corporate clients, respectively, each composed of varied, detailed cases created by instructional design experts. The cases and their accompanying discussion questions encourage students to analyze the available information, develop action plans, and consider alternative possibilities in resolving problems. The esteemed editor team of Peggy A. Ertmer, James A. Quinn, and Krista D. Glazewski continue their considerable contribution to the teaching of instructional design with this thoroughly revised and updated volume.

Will "Big Data" supercharge the economy, tyrannize us, or both? Data Exhaust is the definitive primer for everyone who wants to understand all the implications of Big Data, digitally driven innovation, and the accelerating Internet Economy. Renowned digital expert and successful author Dale Neef clearly explains: What Big Data really is, and what's new and different about it. How Big Data works, and what you need to know about Big Data technologies. Where the data is coming from: how Big Data integrates sources ranging from social media to machine sensors, smartphones to financial transactions. How companies use Big Data analytics to gain a more nuanced, accurate picture of their customers, their own performance, and the newest trends. How governments and individual citizens can also benefit from Big Data. How to overcome obstacles to success with Big Data - including poor data that can...
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magnify human error A realistic assessment of Big Data threats to employment and personal privacy, now and in the future Neef places the Big Data phenomenon where it belongs: in the context of the broader global shift to the Internet economy, with all that implies. By doing so, he helps businesses plan Big Data strategy more effectively - and helps citizens and policymakers identify sensible policies for preventing its misuse. By conservative estimate, the global Big Data market will soar past $50 billion by 2018. But those direct expenses represent just the "tip of the iceberg" when it comes to Big Data's impact. Big Data is now of acute strategic interest for every organization that aims to succeed - and it is equally important to everyone else. Whoever you are, Data Exhaust tells you exactly what you need to know about Big Data - and what to do about it, too. This guide will help readers learn how to employ the significant power of use cases to their software development efforts. It provides a practical methodology, presenting key use case concepts. Discover powerful hidden social "levers" and networks within your company... then, use that knowledge to make slight "tweaks" that dramatically improve both business performance and employee fulfillment! In People Analytics, MIT Media Lab innovator Ben Waber shows how sensors and analytics can give you an unprecedented understanding of how your people work and collaborate, and actionable insights for building a more effective, productive, and positive organization. Through cutting-edge case studies, Waber shows how: Changing the way call center employees spent their breaks increased performance by 25% while significantly reducing stress Quantifying the failure of marketing and customer service to communicate led to a more cohesive and profitable organization Tweaking the balance of in-person and electronic communication can enhance the value of both Sensor data can help you discover who your internal experts really are Identifying employees involved in "creative" behaviors can help you promote innovation throughout your business Sensors and simulations can help you optimize your sick-day policies Measuring informal interactions can improve the chances that a merger, acquisition, or "mega-project" will succeed Drawing on his cutting-edge work at MIT and Harvard, Waber addresses crucial issues ranging from technology to privacy, revealing what will be possible in a few years, and what you can achieve right now. In bringing the power of analytics to organizational development, he offers immense new opportunities to everyone with responsibility for workplace performance. Examine business problems and use a practical analytical approach to solve them by implementing predictive models and machine learning techniques using SAS and the R analytical language. This book is ideal for those who are well-versed in writing code and have a basic understanding of statistics, but have limited experience in implementing predictive models and machine learning techniques for analyzing real world data. The most challenging part of solving industrial business problems is the practical and hands-on knowledge of building and deploying advanced predictive models and machine learning algorithms. Applied Analytics through Case Studies Using SAS and R is your answer to solving these business problems by
sharpening your analytical skills. What You'll Learn Understand analytics and basic data concepts Use an analytical approach to solve Industrial business problems Build predictive model with machine learning techniques Create and apply analytical strategies Who This Book Is For Data scientists, developers, statisticians, engineers, and research students with a great theoretical understanding of data and statistics who would like to enhance their skills by getting practical exposure in data modeling.
The first collection of cases on “big data” analytics for supply chain, operations research, and operations management, this reference puts readers in the position of the analytics professional and decision-maker. Perfect for students, practitioners, and certification candidates in SCM, OM, and OR, these short, focused, to-the-point case studies illustrate the entire decision-making process. They provide realistic opportunities to perform analyses, interpret output, and recommend an optimal course of action. Contributed by leading “big data” experts, the cases in The Applied Business Analytics Casebook covers:

Forecasting and statistical analysis: time series forecasting models, regression models, data visualization, and hypothesis testing
Optimization and simulation: linear, integer, and nonlinear programming; Monte Carlo simulation and risk analysis; and stochastic optimization
Decision analysis: decision making under uncertainty; expected value of perfect information; decision trees; game theory models; AHP; and multi-criteria decision making
Advanced business analytics: data warehousing/mining; text mining; neural networks; financial analytics; CRM analytics; and revenue management models

Using Lean Six Sigma techniques, this new case study challenges readers to analyze why a local pizza restaurant is experiencing a rapid increase in customer complaints, ranging from late delivery to poor crusts. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action.

Author: Kathryn Marley, Duquesne University; and Gopesh Anand, University of Illinois at Urbana-Champaign.

This book undertakes to marry the concepts of "Concept Mapping" with a "Design Thinking" approach in the context of business analysis. While in the past a lot of attention has been paid to the business process side, this book now focusses information quality and valuation, master data and hierarchy management, business rules automation and business semantics as examples for business innovation opportunities. The book shows how to take "Business Concept Maps" further as information models for new IT paradigms. In a way this book redefines and extends business analysis towards solutions that can be described as business synthesis or business development. Business modellers, analysts and controllers, as well as enterprise information architects, will benefit from the intuitive modelling and designing approach presented in this book. The pragmatic and agile methods presented can be directly applied to improve the way organizations manage their business concepts and their relationships.

"This book is a great contribution to the information management
community. It combines a theoretical foundation with practical methods for dealing with important problems. This is rare and very useful. Conceptual models that communicate business reality effectively require some degree of creative imagination. As such, they combine the results of business analysis with communication design, as is extensively covered in this book." Dr. Malcolm Chisholm, President at AskGet.com Inc. “Truly understanding business requirements has always been a major stumbling block in business intelligence (BI) projects.

In this book, Thomas Frisendal introduces a powerful technique—business concept mapping—that creates a virtual mind-meld between business users and business analysts. Frisendal does a wonderful explaining and demonstrating how this tool can improve the outcome of BI and other development projects.” Wayne Eckerson, executive director, BI Leadership Forum

The first collection of cases on “big data” analytics for supply chain, operations research, and operations management, this reference puts readers in the position of the analytics professional and decision-maker. Perfect for students, practitioners, and certification candidates in SCM, OM, and OR, these short, focused, to-the-point case studies illustrate the entire decision-making process. They provide realistic opportunities to perform analyses, interpret output, and recommend an optimal course of action. Contributed by leading “big data” experts, the cases in The Applied Business Analytics Casebook covers: Forecasting and statistical analysis: time series forecasting models, regression models, data visualization, and hypothesis testing Optimization and simulation: linear, integer, and nonlinear programming; Monte Carlo simulation and risk analysis; and stochastic optimization Decision analysis: decision making under uncertainty; expected value of perfect information; decision trees; game theory models; AHP; and multi-criteria decision making Advanced business analytics: data warehousing/mining; text mining; neural networks; financial analytics; CRM analytics; and revenue management models

If you’re seeking to master business analytics, case studies offer invaluable help: they expose you to the entire decision-making process, helping you practice an active role in both performing analysis and using its output to recommend optimal decisions. Now, drawing on his extensive teaching and consulting experience, Prof. Matthew Drake has created the ideal new casebook for all analytics students and practitioners. Drake, author of the widely-praised Applied Business Analytics Casebook, now presents a collection of up-to-date cases that are longer and more detailed than those typically presented in undergraduate texts, but concise and focused enough to be taught in a single classroom session. Organized by analytical technique, Advances in Business, Operations, and Product Analytics covers: Descriptive analytics: descriptive statistics, sampling/inferential statistics, statistical quality control, and probability Predictive analytics: forecasting, demand managing, data and text mining Prescriptive analytics: optimization-based modeling, simulation-based modeling, decision analysis, and multi-criteria decision making Industry-specific analytics: HR and managerial analytics, financial analytics, and healthcare/life
The American way of producing health is failing. It continues to rank very low among developed countries on our most vital need... to live a long and healthy life. Despite the well-intentioned actions on the part of government, life sciences, and technology, the most important resource for achieving our full health potential is ourselves. This book is about how you can do so, and how others can help you. Dwight McNeill introduces person-centered health analytics (pCHA) and shows how you can use it to master five everyday behaviors that cause and perpetuate most chronic diseases. Using Person-Centered Health Analytics to Live Longer combines deep insight, a comprehensive framework, and practical tools for living longer and healthier lives. It offers a clear path forward for both individuals and stakeholders, including providers, payers, health promotion companies, technology innovators, government, and analytics practitioners. Strategic Financial Management Casebook strategically uses integrative case studies—cases that do not emphasize specific subjects such as capital budgeting or value based management—to provide a framework for understanding strategic financial management. By featuring holistic presentations, the book puts readers into the shoes of those responsible for the world’s largest wealth creators. It covers strategies of growth, mergers and acquisitions, financial performance analysis over the past decade, wealth created in terms of stock returns since its listing in stock market, investment and financial decisions, cost of capital, and corporate valuation. In addition, the casebook also discusses corporate restructuring activities undertaken by each company. Each chapter follows a template to facilitate learning, and each features an Excel-based case analysis worksheet that includes a complete data set for financial analysis and valuation. Introduces a conceptual framework for integrating strategy and finance for value creation Emphasizes the roles of corporate governance, corporate social responsibility, and risk management in value creation Encourages an analysis of investment, financing, and dividend decisions Examines non-financial factors that contribute to value

This new business analytics case study challenges readers to optimize safety stock levels for a fashion company, where consumer demand is exceptionally hard to forecast, and inventory planning is extremely difficult. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Tsan-Ming (Jason) Choi, The Hong Kong Polytechnic University.
companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Charles A. Wood, Duquesne University. Written by renowned data science experts Foster Provost and Tom Fawcett, Data Science for Business introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, Data Science for Business provides examples of real-world business problems to illustrate these principles. You’ll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company’s data science projects. You’ll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you’re to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates This new business analytics case study challenges readers to manage the complex book publishing process from manuscript through printing and shipping, keeping projects on time to meet the industry’s crucial spring and fall seasons. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Beate Klingenberg and David Gavin, Marist College. This new business analytics case study challenges readers to optimize the logistics operation for a regional chain of discount stores, gaining the insight they need to consolidate routes and eliminate overspending. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Matthew J. Drake, Duquesne University. Using formal facility location methods, this new business analytics case study challenges readers to compare three potential locations for Narragansett Brewery's new keg-only brewing facility in Rhode Island, and identify the best alternative. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the optimal course of action. Author: John K. Visich, Christopher J. Roethlein, and Angela M. Wicks, Bryant University. This textbook is a comprehensive, step-by-step learning guide to each aspect of business analytics and
its role and significance in real-life business decision-making. Correct capture, analysis and interpretation of data can have an immense impact on business productivity. Therefore, business analytics has turned out to be a strategic need for sustainability and growth in this competitive world. Descriptive, predictive and prescriptive models and data mining techniques are increasingly being used to interpret large quantities of data for getting useful business insights. Business Analytics: Text and Cases deals with the end-to-end journey from planning the approach to a data-enriched decision-problem, to communicating the results derived from analytics models to clients. Using cases from all aspects of a business venture (finance, marketing, human resource and operations), the book helps students to develop the skill to evaluate a business case scenario, understand the business problems, identify the data sources and data availability, logically think through problem-solving, use analytics techniques and application software to solve the problem and be able to interpret the results. Key Features: • Case studies of three degrees of difficulty level to enhance better understanding of the concepts • Application of software tools such as Microsoft Excel, R, SPSS, RapidMiner and Tableau to assist learning in building models and communicating results using analytics, data mining and data visualization • End of book Appendix consisting of step-by-step solved comprehensive case studies that discuss the concepts of all the chapters • Special emphasis on the need to develop skill for interpreting the outcome from the statistical results and presenting it in a form easily understood by the end user/client

This new case study challenges readers to help a leading online book swap site retool its business model to overcome increased postal costs and the growing popularity of e-books. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Brandy S. Cannon and Louis A. Le Blanc, Berry College. This book focuses on systems analysis, broadly defined to also include problem formulation and interpretation of proposed alternatives in terms of the value systems of stakeholders. Therefore, the book is a complement, not a substitute to other books when teaching systems engineering and systems analysis. The nature of problem solving discussed in this book is appropriate to a wide range of systems analyses. Thus the book can be used as a stand-alone book for teaching the analysis of systems. Also unique is the inclusion of broad case studies to stress problem solving issues, making How to Do Systems Analysis a complement to the many fine works in systems engineering available today. Includes bibliographical references and index. Who is most likely to buy and what is the best way to target them? Marketing Analytics enables marketers and business analysts to answer these questions by leveraging proven methodologies to measure and improve upon the effectiveness of marketing programs. Marketing Analytics demonstrates how statistics, analytics and modeling can be put to optimal use to increase the effectiveness of every day marketing...
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activities, from targeted list creation and data segmentation to testing campaign effectiveness and forecasting demand. The author explores many common marketing challenges and demonstrates how to apply different data models to arrive at viable solutions. Business cases and critical analysis are included to illustrate and reinforce key concepts throughout. Beginners will benefit from clear, jargon-free explanations of methodologies relating to statistics, marketing strategy and consumer behaviour. More experienced practitioners will appreciate the more complex aspects of data analytics and data modeling, discovering new applications of various techniques in everyday practice. Readers of Marketing Analytics will come away with a firm foundation in markets analytics and the tools they need to gain competitive edge and increase market share. Online supporting resources for this book include a bank of test questions as well as data sets relating to many of the chapters. Since the invention of double-entry bookkeeping, managers have judged a company's worth by sales and profits. Now, Richard J. Schonberger, the architect of the worldwide Just-In-Time revolution, reaches beyond "financials" to redefine excellence -- and reveals, with new benchmark data, how pioneers become dynasties. Schonberger's pathbreaking new research reveals that, from 1950 to 1995, while "financials" dopped and soared repeatedly, industrial decline and ascendancy correlated perfectly with inventory turnover -- one of two key nonfinancial indicators and a bedrock measure, along with customer satisfaction, of a company's power, strength, and value. In this immensely readable book, he captures these new metrics -- the true predictions of future success -- in 16 customer-focused principles created from self-scored reports supplied by over 100 pioneering manufacturers in nine countries. Armed with new world-class benchmark data, Schonberger redefines excellence in terms of competence, capability, and customer-focused, employee-driven, data-based performance. For front-line associates to senior executives, Schonberger has written manufacturing's action agenda for the next decade. This book will be indispensable reading for manufacturing and general managers in all industries, as well as for pension fund managers, institutional investors, stock analysts, and stockbrokers. ESSENTIALS OF BUSINESS ANALYTICS, 2e can be used by students who have previously taken a course on basic statistical methods as well as students who have not had a prior course in statistics. The expanded material in the second edition of Essentials of Business Analytics also makes it amenable to a two-course sequence in business statistics and analytics. All statistical concepts contained in this textbook are presented from a business analytics perspective using practical business examples. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. This new business analytics case study challenges readers to project trends and plan capacity for a fast-growing craft beer operation, so it can make the best possible decisions about expensive investments in brewing capacity. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-
making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Eric Huggins, Fort Lewis College.

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