

## Gary Cokins INFORMS articles URLs.doc

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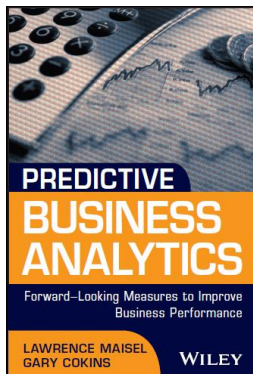
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*Predictive Business Analytics - Forward Looking Measures to Improve Business Performance*

Published by John Wiley & Sons ([www.wiley.com](http://www.wiley.com)) . INFORMS announcement:

<http://www.analytics-magazine.org/special-articles/897-new-book-examines-predictive-business-analytics>



# INFORMS

**Gary Cokins INFORMS "Search" with 19 references:**

<https://www.informs.org/content/search?SearchText=Cokins&SearchButton=Search>

**Gary Cokins INFORMS articles describing a "Sports Analytics":**

ORMS Today June 2016 ([www.informs.org](http://www.informs.org))

"Sports analytics taxonomy, v1.0"

<http://viewer.zmags.com/publication/085442e2#/085442e2/42?platform=hootsuite>

ORMS Today February 2017 ([www.informs.org](http://www.informs.org))

"The Sports Analytics Explosion"

<http://viewer.zmags.com/publication/817097eb#/817097eb/30?platform=hootsuite>

**Gary Cokins nine INFORMS articles:**

“Obstacle course for analytics”

<http://viewer.zmags.com/publication/9ca9bd6a#/9ca9bd6a/20>

“Why do large, once-successful companies fail?”

<http://viewer.zmags.com/publication/DCF9DAFC#/DCF9DAFC/17>

Analytics & Big Data: Skeptics versus enthusiasts

<http://viewer.zmags.com/publication/40f74a63#/40f74a63/26>

For Analytics the Singer is More Important than the Song

<http://viewer.zmags.com/publication/90ffcc6b#/90ffcc6b/34>

<http://www.analytics-magazine.org/november-december-2011/697-for-analytics-the-singer-is-more-important-than-the-song>

Analytics – Why Communications is crucial

<http://viewer.zmags.com/publication/b05db66f#/b05db66f/36>

Analytics – Historians versus Futurists

[http://viewer.zmags.com/publication/3a28b0ac?utm\\_source=Analytics+e-Newsletter&utm\\_campaign=c7e86bf595-Analytics\\_e\\_Newsletter\\_June\\_20\\_2013&utm\\_medium=email&utm\\_term=0\\_2a0ac4f457-c7e86bf595-219406945#/3a28b0ac/52](http://viewer.zmags.com/publication/3a28b0ac?utm_source=Analytics+e-Newsletter&utm_campaign=c7e86bf595-Analytics_e_Newsletter_June_20_2013&utm_medium=email&utm_term=0_2a0ac4f457-c7e86bf595-219406945#/3a28b0ac/52)

Messy Analytics? It’s OK. We’re Housewives!

<http://www.analytics-magazine.org/septemberoctober-2013/875-messy-analytics-its-ok-were-housewives#!>

<http://viewer.zmags.com/publication/e0d5d66f#/e0d5d66f/54>

Embracing Analytics a Rush to Judgment?

<http://viewer.zmags.com/publication/24bf7927#/24bf7927/22>

Enterprise Optimization

<http://viewer.zmags.com/publication/e096f83c#/e096f83c/36>

Enterprise Optimization – A New Application

<http://viewer.zmags.com/publication/711a0222#/711a0222/30>

Provocative Questions for Analytics to Answer

<http://viewer.zmags.com/publication/f9acd2f9#/f9acd2f9/12>

**Gary Cokins INFORMS blogs:**

xx 1 “Smart people, stupid choices”

<http://www.analytics-magazine.org/blogs/39-blogs/604-smart-people-stupid-choices>

xx 2 “Are analysts primitive Homo Analyticus?”

<http://www.analytics-magazine.org/blogs/39-blogs/632-are-analysts-primitive-homo-analyticus>

<http://biblogg.no/2013/11/15/are-analysts-primitive-homo-analyticus/>

xx 3 “Analytics – Historians versus Futurists”

<http://www.analytics-magazine.org/may-june-2013/803-management-soft-skills-historians-vs-futurists>

<http://viewer.zmags.com/publication/3a28b0ac#/3a28b0ac/52>

xxx INFORMS conference no 1 “Analytics is like a Dentist”