Big Data Viktor Mayer Schonberger

This Companion offers an extensive examination of how newtechnologies are changing the nature of literary studies, fromscholarly editing and literary criticism, to interactive fictionand immersive environments. A complete overview exploring the application of computing inliterary studies Includes the seminal writings from the field Focuses on methods and perspectives, new genres, formattingissues, and best practices for digital preservation Explores the new genres of hypertext literature, installations,gaming, and web blogs The Appendix serves as an annotated bibliography

This book introduces you to the Big Data processing techniques addressing but not limited to various BI (business intelligence) requirements, such as reporting, batch analytics, online analytical processing (OLAP), data mining and Warehousing, and predictive analytics. The book has been written on IBMs Platform of Hadoop framework. IBM Infosphere BigInsight has the highest amount of tutorial matter available free of cost on Internet which makes it easy to acquire proficiency in this technique. This therefore becomes highly vunerable coaching materials in easy to learn steps. The book optimally provides the courseware as per MCA and M. Tech Level Syllabi of most of the Universities. All components of big Data Platform like Jaql, Hive Pig, Sqoop, Flume , Hadoop Streaming, Oozie: HBase, HDFS, FlumeNG, Whirr, Cloudera, Fuse , Zookeeper and Mahout: Machine learning for Hadoop has been discussed in sufficient Detail with hands on Exercises on each.

A revelatory exploration of the hottest trend in technology and the dramatic impact it will have on the economy, science, and society at large. Which paint color is most likely to tell you that a used car is in good shape? How can officials identify the most dangerous New York City manholes before they explode? And how did Google searches predict the spread of the H1N1 flu outbreak? The key to answering these questions, and many more, is big data. "Big data" refers to our burgeoning ability to crunch vast collections of information, analyze it instantly, and draw sometimes profoundly surprising conclusions from it. This emerging science can translate myriad phenomena—from the price of airline tickets to the text of millions of books—into searchable form, and uses our increasing computing power to unearth epiphanies that we never could have seen before. A revolution on par with the Internet or perhaps even the printing press, big data will change the way we think about business, health, politics, education, and innovation in the years to come. It also poses fresh threats, from the inevitable end of privacy as we know it to the prospect of being penalized for things we haven't even done yet, based on big data's ability to predict our future behavior. In this brilliantly clear, often surprising work, two leading experts explain what big data is, how it will change our lives, and what we can do to protect ourselves from its hazards. Big Data is the first big book about the next big thing. www.big-data-book.com

The best-selling author of Big Data is back, this time with a unique and in-depth insight into how specific companies use big data. Big data is on the tip of everyone's tongue. Everyone understands its power and importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data every day, from an up-close, on-the-ground perspective. From technology, media and retail, to sport teams, government

agencies and financial institutions, learn the actual strategies and processes being used to learn about customers, improve manufacturing, spur innovation, improve safety and so much more. Organised for easy dip-in navigation, each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario. Learn how predictive analytics helps Amazon, Target, John Deere and Apple understand their customers Discover how big data is behind the success of Walmart, LinkedIn, Microsoft and more Learn how big data is changing medicine, law enforcement, hospitality, fashion, science and banking Develop your own big data strategy by accessing additional reading materials at the end of each chapter

This encyclopedia will be an essential resource for our times, reflecting the fact that we currently are living in an expanding data-driven world. Technological advancements and other related trends are contributing to the production of an astoundingly large and exponentially increasing collection of data and information, referred to in popular vernacular as "Big Data." Social media and crowdsourcing platforms and various applications ? "apps" ? are producing reams of information from the instantaneous transactions and input of millions and millions of people around the globe. The Internet-of-Things (IoT), which is expected to comprise tens of billions of objects by the end of this decade, is actively sensing real-time intelligence on nearly every aspect of our lives and environment. The Global Positioning System (GPS) and other location-aware technologies are producing data that is specific down to particular latitude and longitude coordinates and seconds of the day. Large-scale instruments, such as the Large Hadron Collider (LHC), are collecting massive amounts of data on our planet and even distant corners of the visible universe. Digitization is being used to convert large collections of documents from print to digital format, giving rise to large archives of unstructured data. Innovations in technology, in the areas of Cloud and molecular computing, Artificial Intelligence/Machine Learning, and Natural Language Processing (NLP), to name only a few, also are greatly expanding our capacity to store, manage, and process Big Data. In this context, the Encyclopedia of Big Data is being offered in recognition of a world that is rapidly moving from gigabytes to terabytes to petabytes and beyond. While indeed large data sets have long been around and in use in a variety of fields, the era of Big Data in which we now live departs from the past in a number of key respects and with this departure comes a fresh set of challenges and opportunities that cut across and affect multiple sectors and disciplines, and the public at large. With expanded analytical capacities at hand, Big Data is now being used for scientific inquiry and experimentation in nearly every (if not all) disciplines, from the social sciences to the humanities to the natural sciences, and more. Moreover, the use of Big Data has been well established beyond the Ivory Tower. In today's economy, businesses simply cannot be competitive without engaging Big Data in one way or another in support of operations, management, planning, or simply basic hiring decisions. In all levels of government, Big Data is being used to engage citizens and to guide policy making in pursuit of the interests of the public and society in general. Moreover, the changing nature of Big Data also raises new issues and concerns related to, for example, privacy, liability, security, access, and even the veracity of the data itself. Given the complex issues attending Big Data, there is a

real need for a reference book that covers the subject from a multi-disciplinary, cross-sectoral, comprehensive, and international perspective. The Encyclopedia of Big Data will address this need and will be the first of such reference books to do so. Featuring some 500 entries, from "Access" to "Zillow," the Encyclopedia will serve as a fundamental resource for researchers and students, for decision makers and leaders, and for business analysts and purveyors. Developed for those in academia, industry, and government, and others with a general interest in Big Data, the encyclopedia will be aimed especially at those involved in its collection, analysis, and use. Ultimately, the Encyclopedia of Big Data will provide a common platform and language covering the breadth and depth of the topic for different segments, sectors, and disciplines.

From the New York Times bestselling author of Big Data, a prediction for how data will revolutionize the market economy and make cash, banks, and big companies obsolete In modern history, the story of capitalism has been a story of firms and financiers. That's all going to change thanks to the Big Data revolution. As Viktor Mayer-Schönberger, bestselling author of Big Data, and Thomas Ramge, who writes for The Economist, show, data is replacing money as the driver of market behavior. Big finance and big companies will be replaced by small groups and individual actors who make markets instead of making things: think Uber instead of Ford, or Airbnb instead of Hyatt. This is the dawn of the era of data capitalism. Will it be an age of prosperity or of calamity? This book provides the indispensable roadmap for securing a better future.

The book contains the latest trend in IT industry 'BigData and Hadoop'. It explains how big is 'Big Data' and why everybody is trying to implement this into their IT project.It includes research work on various topics, theoretical and practical approach, each component of the architecture is described along with current industry trends.Big Data and Hadoop have taken together are a new skill as per the industry standards. Readers will get a compact book along with the industry experience and would be a reference to help readers.KEY FEATURES Overview Of Big Data, Basics of Hadoop, Hadoop Distributed File System, HBase, MapReduce, HIVE: The Dataware House Of Hadoop, PIG: The Higher Level Programming Environment, SQOOP: Importing Data From Heterogeneous Sources, Flume, Ozzie, Zookeeper & Big Data Stream Mining, Chapter-wise Questions & Previous Years Questions

The hazards of perfect memory in the digital age Delete looks at the surprising phenomenon of perfect remembering in the digital age, and reveals why we must reintroduce our capacity to forget. Digital technology empowers us as never before, yet it has unforeseen consequences as well. Potentially humiliating content on Facebook is enshrined in cyberspace for future employers to see. Google remembers everything we've searched for and when. The digital realm remembers what is sometimes better forgotten, and this has profound implications for us all. In Delete, Viktor Mayer-Schönberger traces the important role that forgetting has played throughout human history, from the ability to make sound decisions unencumbered by the past to the possibility of second chances. The written word made it possible for humans to remember across generations and time, yet now digital technology and global networks are overriding our natural ability to forget—the past is ever present, ready to be called up at the click of a mouse. Mayer-Schönberger examines the technology that's facilitating the end of forgetting—digitization, cheap

storage and easy retrieval, global access, and increasingly powerful software—and describes the dangers of everlasting digital memory, whether it's outdated information taken out of context or compromising photos the Web won't let us forget. He explains why information privacy rights and other fixes can't help us, and proposes an ingeniously simple solution—expiration dates on information—that may. Delete is an eye-opening book that will help us remember how to forget in the digital age.

Identifying data as one of the world's greatest untapped resources, two Harvard scientists who with Google created the Ngram Viewer reveal how the powerful web-based search tool has identified compelling cultural trends that impacting current understandings in science, the humanities, politics and business. 30,000 first printing.

The author of the breakout hit Here Comes Everybody reveals how new technology is changing us for the better. In his bestselling Here Comes Everybody, Internet guru Clay Shirky provided readers with a much-needed primer for the digital age. Now, with Cognitive Surplus, he reveals how new digital technology is unleashing a torrent of creative production that will transform our world. For the first time, people are embracing new media that allow them to pool their efforts at vanishingly low cost. The results of this aggregated effort range from mind-expanding reference tools like Wikipedia to life-saving Web sites like Ushahidi.com, which allows Kenyans to report acts of violence in real time. Cognitive Surplus explores what's possible when people unite to use their intellect, energy, and time for the greater good.

Written in clear, accessible prose, the Fourth edition ofComputer Ethics brings together philosophy, law, and technology. The text provides an in-depth exploration and analysis of a broad range of topics regarding the ethical implications of widespread use of computer technology. The approach is normative while also exposing the student to alternative ethical stances.

Exploit the power and potential of Big Data to revolutionizebusiness outcomes Big Data Revolution is a guide to improving performance,making better decisions, and transforming business through theeffective use of Big Data. In this collaborative work by an IBMVice President of Big Data Products and an Oxford Research Fellow,this book presents inside stories that demonstrate the power andpotential of Big Data within the business realm. Readers are guidedthrough tried-and-true methodologies for getting more out of data,and using it to the utmost advantage. This book describes the majortrends emerging in the field, the pitfalls and triumphs beingexperienced, and the many considerations surrounding Big Data, allwhile guiding readers toward better decision making from theperspective of a data scientist. Companies are generating data faster than ever before, andmanaging that data has become a major challenge. With the rightstrategy, Big Data can be a powerful tool for creating effectivebusiness solutions – but deep understanding is key whenapplying it to individual business needs. Big DataRevolution provides the insight executives need to incorporateBig Data into a better business strategy, improving outcomes withinnovation and efficient use of technology. Examine the major emerging patterns in Big Data Consider the debate surrounding the ethical use of data Recognize patterns and improve personal and organizationalperformance Make more informed decisions with quantifiable results In an information society, it is becoming increasingly importantto make sense of data in an economically viable way. It can drivenew revenue streams and give companies a competitive advantage,providing a way forward for businesses navigating an increasinglycomplex marketplace.

Big Data Revolution provides expertinsight on the tool that can revolutionize industries.

The year's finest writing on mathematics from around the world This annual anthology brings together the year's finest mathematics writing from around the world. Featuring promising new voices alongside some of the foremost names in the field, The Best Writing on Mathematics 2014 makes available to a wide audience many articles not easily found anywhere else—and you don't need to be a mathematician to enjoy them. These writings offer surprising insights into the nature, meaning, and practice of mathematics today. They delve into the history, philosophy, teaching, and everyday occurrences of math, and take readers behind the scenes of today's hottest mathematical debates. Here John Conway presents examples of arithmetical statements that are almost certainly true but likely unprovable; Carlo Séquin explores, compares, and illustrates distinct types of one-sided surfaces known as Klein bottles; Keith Devlin asks what makes a video game good for learning mathematics and shows why many games fall short of that goal; Jordan Ellenberg reports on a recent breakthrough in the study of prime numbers; Stephen Pollard argues that mathematical practice, thinking, and experience transcend the utilitarian value of mathematics; and much, much more. In addition to presenting the year's most memorable writings on mathematics, this must-have anthology includes an introduction by editor Mircea Pitici. This book belongs on the shelf of anyone interested in where math has taken us—and where it is headed. "Brilliant, funny . . . the best math teacher you never had."—San Francisco Chronicle Once considered tedious, the field of statistics is rapidly evolving into a discipline Hal Varian, chief economist at Google, has actually called "sexy." From batting averages and political polls to game shows and medical research, the real-world application of statistics continues to grow by leaps and bounds. How can we catch schools that cheat on standardized tests? How does Netflix know which movies you'll like? What is causing the rising incidence of autism? As best-selling author Charles Wheelan shows us in Naked Statistics, the right data and a few well-chosen statistical tools can help us answer these questions and more. For those who slept through Stats 101, this book is a lifesaver. Wheelan strips away the arcane and technical details and focuses on the underlying intuition that drives statistical analysis. He clarifies key concepts such as inference, correlation, and regression analysis, reveals how biased or careless parties can manipulate or misrepresent data, and shows us how brilliant and creative researchers are exploiting the valuable data from natural experiments to tackle thorny questions. And in Wheelan's trademark style, there's not a dull page in sight. You'll encounter clever Schlitz Beer marketers leveraging basic probability, an International Sausage Festival illuminating the tenets of the central limit theorem, and a head-scratching choice from the famous game show Let's Make a Deal—and you'll come away with insights each time. With the wit, accessibility, and sheer fun that turned Naked Economics into a bestseller, Wheelan defies the odds yet again by bringing another essential, formerly unglamorous discipline to life.

An ingeniously conceived tour of the global economy and all its key components, illuminated one by one in 99 large-scale, full-color infographics The economy is a complex, world-spanning, layer-upon-layer-upon-layer behemoth: One could argue that almost every aspect of our lives is connected to the realms of business and finance. And yet few of us truly understand it—even the world's foremost economists can't seem to agree on how it runs. The Global Economy as You've Never Seen It presents 99

brilliant infographics that everyone can understand. From start-ups to monopolies, from trade agreements to theory, author Thomas Ramge and infographic specialist Jan Schwochow bring every facet of the economic web to life. Economics connects us all, from what we buy, to how we buy it, who made it, and where. See the economy differently—and the world.

This book offers state-of the-art research and development outcomes on methodologies, techniques, approaches and successful applications in domain driven, actionable knowledge discovery. It bridges the gap between business expectations and research output.

Developments in information and communication technology and networked computing over the past two decades have given rise to the notion of electronic government, most commonly used to refer to the delivery of public services over the Internet. This volume argues for a shift from the narrow focus of "electronic government" on technology and transactions to the broader perspective of information government—the information flows within the public sector, between the public sector and citizens, and among citizens—as a way to understand the changing nature of governing and governance in an information society. Contributors discuss the interplay between recent technological developments and evolving information flows, and the implications of different information flows for efficiency, political mobilization, and democratic accountability. The chapters are accompanied by short case studies from around the world, which cover such topics as electronic government efforts in Singapore and Switzerland, the U.S. Environmental Protection Agency's effort to solicit input on planned regulations over the Internet, and online activism "cyberprotesting" globalization. Contributors: Robert D. Behn, Maria Christina Binz-Scharf, Herbert Burkert, Lorenzo Cantoni, Cary Coglianese, Martin J. Eppler, Jane E. Fountain, Monique Girard, Ake Gronlund, Matthew Hindman, Edwin Lau, David Lazer, Viktor Mayer-Schonberger, Ines Mergel, Gopal Raman, David Stark, Sandor Vegh, and Darrell M. West

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

New and expanded edition. An International Bestseller - Over One Million Copies Sold! Shortlisted for the Financial Times/Goldman Sachs Business Book of the Year Award. Since Aristotle, we have fought to understand the causes behind everything. But this ideology is fading. In the age of big data, we can crunch an incomprehensible amount of information, providing us with invaluable insights about the what rather than the why. We're just starting to reap the benefits: tracking vital signs to foresee deadly infections, predicting building fires, anticipating the best moment to buy a plane ticket, seeing inflation in real time and monitoring social media in order to identify trends. But there is a dark side to big data. Will it be machines, rather than people, that make the decisions? How do you regulate an algorithm? What will happen to privacy? Will individuals be punished for acts they have yet to commit? In this groundbreaking and fascinating book, two of the world's most-respected data experts reveal the reality of a big data world and outline clear and actionable steps that will equip the reader with the tools needed for this next phase of human evolution.

This title looks at what the author calls 'the cultural circuit of capitalism', the mechanism for generating new theories of capitalism. The book traces the rise of this circuit from the 1960s to the present day.

Since long before computers were even thought of, data has been collected and organized by diverse cultures across the world. Once access to the Internet became a reality for large swathes of the world's population, the amount of data generated each day became huge, and continues to grow exponentially. It includes all our uploaded documents, video, and photos, all our social media traffic, our online shopping, even the GPS data from our cars. "Big Data" represents a qualitative change, not simply a quantitative one. The term refers both to the new technologies involved, and to the way it can be used by business and government. Dawn E. Holmes uses a variety of case studies to explain how data is stored, analyzed, and exploited by a variety of bodies from big companies to organizations concerned with disease control. Big data is transforming the way businesses operate, and the way medical research can be carried out. At the same time, it raises important ethical issues; Holmes discusses cases such as the Snowden affair, data security, and domestic smart devices which can be hijacked by hackers. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Markets have long been acknowledged to be a superior mechanism for managing resources but until the advent of big data, they largely functioned better in theory than in practice. Now, as ideal markets are within reach because of vastly

greater access to information, we are on the verge of a major disruption. As data becomes a more valuable asset than cash, the rules for surviving and thriving are changing. Reinventing Capitalism is a provocative look at how data is reinventing markets and, in so doing, is ushering in an era where the firm is no longer predominant. With richer and more comprehensive information about human wants and needs, an economy powered by data offers the possibility of increased abundance, equality, and resilience. The data-driven markets that will thrive in this environment are far better than firms at organizing human endeavors, meaning that finance driven capitalism is being displaced by its more efficient, moresustainable, and more democratic disruptor: data capitalism.

A surprising and revealing look at how today's elite view their wealth and place in society From TV's "real housewives" to The Wolf of Wall Street, our popular culture portrays the wealthy as materialistic and entitled. But what do we really know about those who live on "easy street"? In this penetrating book, Rachel Sherman draws on rare in-depth interviews that she conducted with fifty affluent New Yorkers—from hedge fund financiers and artists to stay-at-home mothers—to examine their lifestyle choices and understanding of privilege. Sherman upends images of wealthy people as invested only in accruing social advantages for themselves and their children. Instead, these liberal elites, who believe in diversity and meritocracy, feel conflicted about their position in a highly unequal society. As the distance between rich and poor widens, Uneasy Street not only explores the lives of those at the top but also sheds light on how extreme inequality comes to seem ordinary and acceptable to the rest of us.

Big DataA Revolution That Will Transform How We Live, Work, and ThinkEamon Dolan/Houghton Mifflin Harcourt Leadership for Evidence-Based Innovation in Nursing and Health Professions, Second Edition takes a patient-centered approach, discusses the perspectives on the dynamic of innovation and evidence as well as emerging competencies for leaders of healthcare innovation, making it the ideal textbook for DNP and Masters level leadership courses. Databases have revolutionized nearly every aspect of our lives. Information of all sorts is being collected on a massive scale, from Google to Facebook and well beyond. But as the amount of information in databases explodes, we are forced to reassess our ideas about what knowledge is, how it is produced, to whom it belongs, and who can be credited for producing it. Every scientist working today draws on databases to produce scientific knowledge. Databases have become more common than microscopes, voltmeters, and test tubes, and the increasing amount of data has led to major changes in research practices and profound reflections on the proper professional roles of data producers, collectors, curators, and analysts. Collecting Experiments traces the development and use of data collections, especially in the experimental life sciences, from the early twentieth century to the present. It shows that the current revolution is best understood as the coming together of two older ways of knowing—collecting and experimenting, the museum and the laboratory. Ultimately,

Bruno J. Strasser argues that by serving as knowledge repositories, as well as indispensable tools for producing new knowledge, these databases function as digital museums for the twenty-first century.

Homework assignments that learn from students. Courses tailored to fit individual pupils. Textbooks that talk back. This is tomorrow's education landscape, thanks to the power of big data. These advances go beyond the much-discussed rise of online courses. As the New York Times-bestselling authors of Big Data explain, the truly fascinating changes are actually occurring in how we measure students' progress and how we can use that data to improve education for everyone, in real time, both on- and offline. Learning with Big Data offers an eye-opening, insight-packed tour through these new trends, for educators, administrators, and readers interested in the latest developments in business and technology.

Hailed as "stunning" (New York Post), "authoritative" (Kirkus Reviews), and "comprehensively researched" (Shelf Awareness), a shocking exposé of the widespread abuses of our personal online data by a leading specialist on Web privacy. Social networks, the defining cultural movement of our time, offer many freedoms. But as we work and shop and date over the Web, we are opening ourselves up to intrusive privacy violations by employers, the police, and aggressive data collection companies that sell our information to any and all takers. Through groundbreaking research, Andrews reveals how routinely colleges reject applicants due to personal information searches, robbers use vacation postings to target homes for break-ins, and lawyers scour our social media for information to use against us in court. And the legal system isn't protecting us—in the thousands of privacy violations brought to trial, judges often rule against the victims. Providing expert advice and leading the charge to secure our rights, Andrews proposes a Social Network Constitution to protect us all. Now is the time to join her and take action—the very future of privacy is at stake. Log on to www.loriandrews.com to sign the Constitution for Web Privacy.

Now that people are aware that data can make the difference in an election or a business model, data science as an occupation is gaining ground. But how can you get started working in a wide-ranging, interdisciplinary field that's so clouded in hype? This insightful book, based on Columbia University's Introduction to Data Science class, tells you what you need to know. In many of these chapter-long lectures, data scientists from companies such as Google, Microsoft, and eBay share new algorithms, methods, and models by presenting case studies and the code they use. If you're familiar with linear algebra, probability, and statistics, and have programming experience, this book is an ideal introduction to data science. Topics include: Statistical inference, exploratory data analysis, and the data science process Algorithms Spam filters, Naive Bayes, and data wrangling Logistic regression Financial modeling Recommendation engines and causality Data visualization Social networks and data journalism Data engineering, MapReduce, Pregel, and

Hadoop Doing Data Science is collaboration between course instructor Rachel Schutt, Senior VP of Data Science at News Corp, and data science consultant Cathy O'Neil, a senior data scientist at Johnson Research Labs, who attended and blogged about the course.

This Springer Brief provides a comprehensive overview of the background and recent developments of big data. The value chain of big data is divided into four phases: data generation, data acquisition, data storage and data analysis. For each phase, the book introduces the general background, discusses technical challenges and reviews the latest advances. Technologies under discussion include cloud computing, Internet of Things, data centers, Hadoop and more. The authors also explore several representative applications of big data such as enterprise management, online social networks, healthcare and medical applications, collective intelligence and smart grids. This book concludes with a thoughtful discussion of possible research directions and development trends in the field. Big Data: Related Technologies, Challenges and Future Prospects is a concise yet thorough examination of this exciting area. It is designed for researchers and professionals interested in big data or related research. Advanced-level students in computer science and electrical engineering will also find this book useful.

Convert the promise of big data into real world results There is so much buzz around big data. We all need to know what it is and how it works - that much is obvious. But is a basic understanding of the theory enough to hold your own in strategy meetings? Probably. But what will set you apart from the rest is actually knowing how to USE big data to get solid, real-world business results - and putting that in place to improve performance. Big Data will give you a clear understanding, blueprint, and step-by-step approach to building your own big data strategy. This is a well-needed practical introduction to actually putting the topic into practice. Illustrated with numerous real-world examples from a cross section of companies and organisations, Big Data will take you through the five steps of the SMART model: Start with Strategy, Measure Metrics and Data, Apply Analytics, Report Results, Transform. Discusses how companies need to clearly define what it is they need to know Outlines how companies can collect relevant data and measure the metrics that will help them answer their most important business questions Addresses how the results of big data analytics can be visualised and communicated to ensure key decisions-makers understand them Includes many high-profile case studies from the author's work with some of the world's best known brands

Explores the idea of big data, which refers to our new found ability to crunch vast amounts of information, analyze it instantly, and draw profound and surprising conclusions from it.

This revelatory exploration of big data, which refers to our newfound ability to crunch vast amounts of information, analyze it instantly and draw profound and surprising conclusions from it, discusses how it will change our lives and what we can do to

protect ourselves from its hazards. 75,000 first printing.

"A paean to cognitive agility and the elasticity of the imagination…Convincingly, Framers is a plea for diversity in all its forms. It argues for the importance of 'frame pluralism', in which ideas can compete vigorously yet still share space." —The Economist The essential tool that will enable humanity to find the best way through a forest of looming problems is defined in Framers by internationally renowned authors Kenneth Cukier, Viktor Mayer-Schönberger and Francis de Véricourt. From pandemics to populism, AI to ISIS, wealth inequity to climate change, humanity faces unprecedented challenges that threaten our very existence. To frame is to make a mental model that enables us to see patterns, predict how things will unfold, and make sense of new situations. Frames guide the decisions we make and the results we attain. People have long focused on traits like memory and reasoning leaving framing all but ignored. But with computers becoming better at some of those cognitive tasks, framing stands out as a critical function—and only humans can do it. This book is the first guide to mastering this innate human ability. Illustrating their case with compelling examples and the latest research, authors Cukier, Mayer-Schönberger and de Véricourt examine: · Why advice to "think outside the box" is useless. · How Spotify beat Apple by reframing music as an experience. · What the historic 1976 Israeli commando raid on Entebbe that rescued over 100 hostages can tell us about how to frame. · How the #MeToo twitter hashtag reframed the perception of sexual assault. · The disaster of framing Covid-19 as equivalent to seasonal flu, and how framing it akin to SARS delivered New Zealand from the pandemic. Framers shows how framing is not just a way to improve how we make decisions in the era of algorithms—but why it will be a matter of survival for humanity in a time of societal upheaval and machine prosperity.

The must-read summary of Viktor Mayer-Schonberg and Kenneth Cukier's book: "Big Data: A Revolution that Will Transform How We Live, Work and Think". This complete summary of the ideas from Viktor Mayer-Schonberg and Kenneth Cukier's book "Big Data" explains that the concept of "big data" means using huge quantities of data to make better predictions based on patterns, rather than trying to understand the underlying causes in more detail. In their book, the authors highlight the many ways in which big data will be a source of new economic value and innovation in the future. This summary also demonstrates that this change in the way information is analysed will transform the way everyone lives and interacts in the world. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "Big Data" and discover how the way we use data is evolving and what this means for the future.

Are you planning to start working with big data, analytics or AI, but don't know where to start or what to expect? Have you started your data journey and are wondering how to get to the next level? Want to know how to fund your data journey, how to organize your data team, how to measure the results, how to scale? Don't worry, you are not alone. Many organizations are struggling with the same questions. This book discusses 21 key decisions that any organization faces when travelling its journey towards becoming a data-driven and AI company. It is surprising how much the challenges are similar across different sectors. This is a book for business leaders who must learn to adapt to the world of data and AI and reap its benefits. It is about how to progress on

the digital transformation journey of which data is a key ingredient.

Residents in Boston, Massachusetts are automatically reporting potholes and road hazards via their smartphones. Progressive Insurance tracks real-time customer driving patterns and uses that information to offer rates truly commensurate with individual safety. Google accurately predicts local flu outbreaks based upon thousands of user search queries. Amazon provides remarkably insightful, relevant, and timely product recommendations to its hundreds of millions of customers. Quantcast lets companies target precise audiences and key demographics throughout the Web. NASA runs contests via gamification site TopCoder, awarding prizes to those with the most innovative and cost-effective solutions to its problems. Explorys offers penetrating and previously unknown insights into healthcare behavior. How do these organizations and municipalities do it? Technology is certainly a big part, but in each case the answer lies deeper than that. Individuals at these organizations have realized that they don't have to be Nate Silver to reap massive benefits from today's new and emerging types of data. And each of these organizations has embraced Big Data, allowing them to make astute and otherwise impossible observations, actions, and predictions. It's time to start thinking big. In Too Big to Ignore, recognized technology expert and award-winning author Phil Simon explores an unassailably important trend: Big Data, the massive amounts, new types, and multifaceted sources of information streaming at us faster than ever. Never before have we seen data with the volume, velocity, and variety of today. Big Data is no temporary blip of fad. In fact, it is only going to intensify in the coming years, and its ramifications for the future of business are impossible to overstate. Too Big to Ignore explains why Big Data is a big deal. Simon provides commonsense, jargon-free advice for people and organizations looking to understand and leverage Big Data. Rife with case studies, examples, analysis, and quotes from real-world Big Data practitioners, the book is required reading for chief executives, company owners, industry leaders, and business professionals.

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