

Big Data At Work Dispelling The Myths Uncovering Opportunities Thomas H Davenport

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Big Data At Work Dispelling

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"Big Data at Work is the first and only book to describe how real organizations are using big data, extracting value from it, and combining it with other forms of data and analytics. It's an invaluable guide to planning and action."

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Tom Davenport's Guide to Big Data

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DISPELLING THE MYTHS, UNCOVERING THE OPPORTUNITIES

Big Data at Work offers insight to the business and technology components of a big data strategy, a path to success, and best practices from across industry sectors.", "It's a required reading for managers that need a straightforward, hype-free introduction to big data, a clear and clarifying "signal" in the incredible noise around the confusing and mislabeled term."

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