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## Data Divination: Big Data Strategies

By Bob Gourley, Pam Baker

Cengage Learning, Inc. Paperback. Book Condition: new. BRAND NEW, Data Divination: Big Data Strategies, Bob Gourley, Pam Baker, Our world is being transformed by big data. The growth of the Internet and the rapid expansion of mobile communications and related technologies have created a massive flow of data-both structured and unstructured. The availability and use of that data has enormous implications for businesses and for the wider society. Used effectively, big data can drive businesses in the direction of more accurate analyses of vital information. More accurate analyses can lead to more confident decision making-and eventually to greater operational efficiencies, cost reductions, and reduced risk. This book offers detailed instruction in big-data strategy development and implementation, supported by numerous real-world business cases in eight different industries. You will learn what big data is and what tools are available to mine it. Each chapter answers key questions and will give you the skills you need to make your big-data projects succeed. Put big data to work for you and your company today, with Data Divination: Big Data Strategies.



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