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Uncovering Opportunities

Thomas H Davenport

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Thomas H Davenport

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Davenport's " Big Data at Work " is a short and sweet guide to the big trends in everything big data. From data analytics, data management, machine learning and implementation, the book covers a little bit of everything without ever going too much into the minutiae -- which is exactly what you should expect from this kind of book.

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- Why big data is important to you and your organization

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consumer, and management perspective; what its opportunities and costs are; where it can have real business impact; and which aspects of this hot topic have been oversold. This book will help you understand:

- Why big data is important to you and your organization
- What technology you need to manage it
- How big data could change your job, your company, and your industry
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Thomas Davenport President's
Distinguished Professor
Management and Information
Technology Babson College
Author of Big Data at Work:
Dispelling the Myths,
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Big Data at Work: Dispelling the Myths, Uncovering the

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Now, in clear,
conversational language,
Davenport explains what big
data means--and why everyone
in business needs to know
about it. "Big Data at Work"
covers all the bases: what
big data means...

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Big Data at Work: Dispelling the Myths, Uncovering the

Thomas H Davenport

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In this interactive Harvard Business Review webinar, Tom Davenport, author of *Competing on Analytics*, *Analytics at Work*, and the just-released *Big Data at Work: Dispelling the Myths, Uncovering the Opportunities*, explains what big data means from a technical, consumer, and management perspective; the opportunities and costs of big data; where it can have real business impact; and which aspects ...

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Go ahead, be skeptical about big data. Analytics expert and bestselling author Tom Davenport was—at first. When the term “big data” entered the scene, Davenport (*Competing on Analytics, Analytics...*

Big Data at Work: Dispelling

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Thomas H Davenport

Big Data at Work: Dispelling the Myths, Uncovering the Opportunities. by Thomas Davenport. Released February 2014. Publisher (s): Harvard Business Review Press. ISBN: 9781422168165. Explore a preview version of Big Data at Work: Dispelling the Myths, Uncovering the Opportunities right now.

Big Data at Work: Dispelling the Myths, Uncovering the

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Big Data at Work covers all the bases: what big data means from a technical, consumer, and management perspective; what its

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opportunities and costs are; where it can have real business impact; and which aspects of this hot topic have been oversold. This book will help you understand:

- Why big data is important to you and your organization

Big Data at Work: Dispelling the Myths, Uncovering the

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Big data is diverse and combines many different types of information, such as data from internal and external sources, as well as structured and unstructured data.

- Enterprise. A big data initiative should be unified across the entire

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organization. That means integrated analytics for both big and small data, one analytics leader such as a chief

DISPELLING THE MYTHS, UNCOVERING THE OPPORTUNITIES

Go ahead, be skeptical about big data. The author was - at first. When the term "big data" first came on the scene, best-selling author Tom Davenport (Competing on Analytics, Analytics at Work) thought it was just another example of technology hype. But his research in the years that followed changed his mind.

Big Data at Work: Dispelling

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the Myths, Uncovering the

Thomas H Davenport

Although the idea of Big Data is not precisely defined, the characteristics of Big Data described by the author include unstructured formats, volume of greater than 100 terrabytes, existing in a constant flow rather than a static pool, analysed by machine learning rather than hypothesis, and intended for data-based products rather than internal decision support.

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