

Big Data In Practice How 45 Successful Companies Used Big Data Analytics To Deliver Extraordinary Results

The Big Data-Driven Business

Big Data

Big Data

Next Generation Intelligence

Big Data For Dummies

How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits

Complete Guide to Open Source Big Data Stack

A Revolution that Will Transform how We Live, Work, and Think

The 60+ Business Analysis Tools Every Manager Needs To Know

Using SMART Big Data, Analytics and Metrics To Make Better Decisions and Improve Performance

Understanding How Data Powers Big Business

Preparing, Sharing, and Analyzing Complex Information

Big Data Science & Analytics

Big Data Demystified

Big Data and Social Science

Big Data in Practice

Big Data in the Arts and Humanities

Data Science in Theory and Practice

Big Data Analytics

Big Data

A Practical Guide to Methods and Tools

How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results

Big Data

Principles and Best Practices of Scalable Realtime Data Systems

Balancing Risk and Innovation

Discovering, Analyzing, Visualizing and Presenting Data

A Hands-On Approach

Big Data and Social Science

Promise, Application and Pitfalls

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Big Data

Education, Research and Practice

Techniques and Technologies in Geoinformatics

Ethics of Big Data

Big Data-Enabled Nursing

The Digital Future of Learning, Policy and Practice

Big Data in Practice

Big Data, Analytics, and the Future of Marketing & Sales

Securing IoT and Big Data

Big Data, Big Brother?

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The Big Data-Driven Business Pearson UK

Promise, Application and Pitfalls

Big Data John Wiley & Sons

This cutting-edge overview explores big data and the related topic of computer code, examining the implications for education and schooling for today and the near future.

Big Data "O'Reilly Media, Inc."

Big Data in Practice How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results John Wiley & Sons

Next Generation Intelligence John Wiley & Sons

Big Data: Principles and Paradigms captures the state-of-the-art research on the architectural aspects, technologies, and applications of Big Data. The book identifies potential future directions and technologies that facilitate insight into numerous scientific, business, and consumer applications. To

help realize Big Data's full potential, the book addresses numerous challenges, offering the conceptual and technological solutions for tackling them.

These challenges include life-cycle data management, large-scale storage, flexible processing infrastructure, data modeling, scalable machine learning, data analysis algorithms, sampling techniques, and privacy and ethical issues. Covers computational platforms supporting Big Data applications Addresses key principles underlying Big Data computing Examines key developments supporting next generation Big Data platforms Explores the challenges in Big Data computing and ways to overcome them Contains expert contributors from both academia and industry

Big Data For Dummies "O'Reilly Media, Inc."

Principles of Big Data helps readers avoid the common mistakes that endanger all Big Data projects. By stressing simple, fundamental concepts, this book teaches readers how to organize large volumes of complex data, and how to achieve data permanence when the content of the data is constantly changing. General methods for data verification and validation, as specifically applied to Big Data resources, are stressed throughout the book. The book demonstrates how adept analysts can find relationships among data objects held in disparate Big Data resources, when the data objects are endowed with semantic support (i.e., organized in classes of uniquely identified data objects). Readers will learn how their data can be integrated with data from other resources, and how the data extracted from Big Data resources can be used for purposes beyond those imagined by the data creators. Learn general methods for specifying Big Data in a way that is understandable to humans and to computers Avoid the pitfalls in Big Data design and analysis Understand how to create and use Big Data safely and responsibly with a set of laws, regulations and ethical standards that

apply to the acquisition, distribution and integration of Big Data resources

[How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits](#) John Wiley & Sons

Applications of Big Data in Healthcare: Theory and Practice begins with the basics of Big Data analysis and introduces the tools, processes and procedures associated with Big Data analytics. The book unites healthcare with Big Data analysis and uses the advantages of the latter to solve the problems faced by the former. The authors present the challenges faced by the healthcare industry, including capturing, storing, searching, sharing and analyzing data. This book illustrates the challenges in the applications of Big Data and suggests ways to overcome them, with a primary emphasis on data repositories, challenges, and concepts for data scientists, engineers and clinicians. The applications of Big Data have grown tremendously within the past few years and its growth can not only be attributed to its competence to handle large data streams but also to its abilities to find insights from complex, noisy, heterogeneous, longitudinal and voluminous data. The main objectives of Big Data in the healthcare sector is to come up with ways to provide personalized healthcare to patients by taking into account the enormous amounts of already existing data. Provides case studies that illustrate the business processes underlying the use of big data and deep learning health analytics to improve health care delivery Supplies readers with a foundation for further specialized study in clinical analysis and data management Includes links to websites, videos, articles and other online content to expand and support the primary learning objectives for each major section of the book

[Complete Guide to Open Source Big Data Stack](#) John Wiley & Sons

Big Data, gathered together and re-analysed, can be used to form endless variations of our persons - so-called 'data doubles'. Whilst never a precise portrayal of who we are, they unarguably contain glimpses of details about us that, when deployed into various routines (such as management, policing and advertising) can affect us in many ways. How are we to deal with Big Data? When is it beneficial to us? When is it harmful? How might we regulate it? Offering careful and critical analyses, this timely volume aims to broaden well-informed, unprejudiced discourse, focusing on: the tenets of Big Data, the politics of governance and regulation; and Big Data practices, performance and resistance. An interdisciplinary volume, The Politics of Big Data will appeal to undergraduate and postgraduate students, as well as postdoctoral and senior researchers interested in fields such as Technology, Politics and Surveillance.

A Revolution that Will Transform how We Live, Work, and Think Edward Elgar Publishing

See a Mesos-based big data stack created and the components used. You will use currently available Apache full and incubating systems. The components are introduced by example and you learn how they work together. In the Complete Guide to Open Source Big Data Stack, the author begins by creating a private cloud and then installs and examines Apache Brooklyn. After that, he uses each chapter to introduce one piece of the big data stack—sharing how to source the software and how to install it. You learn by simple example, step by step and chapter by chapter, as a real big data stack is created. The book concentrates on Apache-based systems and shares detailed examples of cloud storage, release management, resource management, processing, queuing, frameworks, data visualization, and more. What You'll Learn Install a private cloud onto the local cluster using Apache cloud stack Source, install, and configure Apache: Brooklyn, Mesos, Kafka, and Zeppelin See how Brooklyn can be used to install Mule ESB on a cluster and Cassandra in the cloud Install and use DCOS for big data processing Use Apache Spark for big data stack data processing Who This Book Is For Developers, architects, IT project managers, database administrators, and others charged with developing or supporting a big data system. It is also for anyone interested in Hadoop or big data, and those experiencing problems with data size.

[The 60+ Business Analysis Tools Every Manager Needs To Know](#) Apress

Cyber-solutions to real-world business problems Artificial Intelligence in Practice is a fascinating look into how companies use AI and machine learning to solve problems. Presenting 50 case studies of actual situations, this book demonstrates practical applications to issues faced by businesses around the globe. The rapidly evolving field of artificial intelligence has expanded beyond research labs and computer science departments and made its way into the mainstream business environment. Artificial intelligence and machine learning are cited as the most important modern business trends to drive success. It is used in areas ranging from banking and finance to social media and marketing. This technology continues to provide innovative solutions to businesses of all sizes, sectors and industries. This engaging and topical book explores a wide range of cases illustrating how businesses use AI to boost performance, drive efficiency, analyse market preferences and many others. Best-selling author and renowned AI expert Bernard Marr reveals how machine learning technology is transforming the way companies conduct business. This detailed examination provides an overview of each company, describes the specific problem and explains how AI facilitates resolution. Each case study provides a comprehensive overview, including some technical details as well as key learning summaries: Understand how specific business problems are addressed by innovative machine learning methods Explore how current artificial intelligence applications improve performance and increase efficiency in various situations Expand your knowledge of recent AI advancements in technology Gain insight on the future of AI and its increasing role in business and industry Artificial Intelligence in Practice: How 50 Successful Companies Used Artificial Intelligence to Solve Problems is an insightful and informative exploration of the transformative power of technology in 21st century commerce.

Using SMART Big Data, Analytics and Metrics To Make Better Decisions and Improve Performance Big Data in PracticeHow 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results

Data Science and Big Data Analytics is about harnessing the power of data for new insights. The book covers the breadth of activities and methods and tools that Data Scientists use. The content focuses on concepts, principles and practical applications that are applicable to any industry and technology environment, and the learning is supported and explained with examples that you can replicate using open-source software. This book will help you: Become a contributor on a data science team Deploy a structured lifecycle approach to data analytics problems Apply appropriate analytic techniques and tools to analyzing big data Learn how to tell a compelling story with data to drive business action Prepare for EMC Proven Professional Data Science Certification Corresponding data sets are available from the book's page at Wiley which you can find on the Wiley site by searching for the ISBN 9781118876138. Get started discovering, analyzing, visualizing, and presenting data in a meaningful way today!

[Understanding How Data Powers Big Business](#) John Wiley & Sons

What are your organization's policies for generating and using huge datasets full of personal information? This book examines ethical questions raised

by the big data phenomenon, and explains why enterprises need to reconsider business decisions concerning privacy and identity. Authors Kord Davis and Doug Patterson provide methods and techniques to help your business engage in a transparent and productive ethical inquiry into your current data practices. Both individuals and organizations have legitimate interests in understanding how data is handled. Your use of data can directly affect brand quality and revenue—as Target, Apple, Netflix, and dozens of other companies have discovered. With this book, you'll learn how to align your actions with explicit company values and preserve the trust of customers, partners, and stakeholders. Review your data-handling practices and examine whether they reflect core organizational values Express coherent and consistent positions on your organization's use of big data Define tactical plans to close gaps between values and practices—and discover how to maintain alignment as conditions change over time Maintain a balance between the benefits of innovation and the risks of unintended consequences

[Preparing, Sharing, and Analyzing Complex Information](#) Springer

Leverage big data to add value to your business Social media analytics, web-tracking, and other technologies help companies acquire and handle massive amounts of data to better understand their customers, products, competition, and markets. Armed with the insights from big data, companies can improve customer experience and products, add value, and increase return on investment. The tricky part for busy IT professionals and executives is how to get this done, and that's where this practical book comes in. Big Data: Understanding How Data Powers Big Business is a complete how-to guide to leveraging big data to drive business value. Full of practical techniques, real-world examples, and hands-on exercises, this book explores the technologies involved, as well as how to find areas of the organization that can take full advantage of big data. Shows how to decompose current business strategies in order to link big data initiatives to the organization's value creation processes Explores different value creation processes and models Explains issues surrounding operationalizing big data, including organizational structures, education challenges, and new big data-related roles Provides methodology worksheets and exercises so readers can apply techniques Includes real-world examples from a variety of organizations leveraging big data Big Data: Understanding How Data Powers Big Business is written by one of Big Data's preeminent experts, William Schmarzo. Don't miss his invaluable insights and advice.

[Big Data Science & Analytics](#) CRC Press

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.

[Big Data Demystified](#) CRC Press

Big data is defined as collections of datasets whose volume, velocity or variety is so large that it is difficult to store, manage, process and analyze the data using traditional databases and data processing tools. We have written this textbook to meet this need at colleges and universities, and also for big data service providers.

[Big Data and Social Science](#) Morgan Kaufmann

Handbook of Big Data provides a state-of-the-art overview of the analysis of large-scale datasets. Featuring contributions from well-known experts in statistics and computer science, this handbook presents a carefully curated collection of techniques from both industry and academia. Thus, the text instills a working understanding of key statistical

[Big Data in Practice](#) Springer

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

[Big Data in the Arts and Humanities](#) CRC Press

Get the expert perspective and practical advice on big data The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits makes the case that big data is for real, and more than just big hype. The book uses real-life examples—from Nate Silver to Copernicus, and Apple to BlackBerry—to demonstrate how the winners of the future will use big data to seek the truth. Written by a marketing journalist and the CEO of a multi-million-dollar B2B marketing platform that reaches more than 90% of the U.S. business population, this book is a comprehensive and accessible guide on how to win customers, beat competitors, and boost the bottom line with big data. The marketplace has entered an era where the customer holds all the cards. With unprecedented choice in both the consumer world and the B2B world, it's imperative that businesses gain a greater understanding of their customers and prospects. Big data is the key to this insight, because it provides a comprehensive view of a company's customers—who they are, and who they may be tomorrow. The Big Data-Driven Business is a complete guide to the future of business as seen through the lens of big data, with expert advice on real-world applications. Learn what big data is, and how it will transform the enterprise Explore why major corporations are betting their companies on marketing technology Read case studies of big data winners and losers Discover how to change privacy and security, and remodel marketing Better information allows for better decisions, better targeting, and better reach. Big data has become an indispensable tool for the most effective marketers in the business, and it's becoming less of a competitive advantage and more like an industry standard. Remaining relevant as the marketplace evolves requires a full understanding and application of big data, and The Big Data-Driven Business provides the practical guidance businesses need.

Data Science in Theory and Practice CRC Press

This book covers IoT and Big Data from a technical and business point of view. The book explains the design principles, algorithms, technical knowledge, and marketing for IoT systems. It emphasizes applications of big data and IoT. It includes scientific algorithms and key techniques for fusion of both areas. Real case applications from different industries are offering to facilitate ease of understanding the approach. The book goes on to address the significance of security algorithms in combining IoT and big data which is currently evolving in communication technologies. The book is written for researchers, professionals, and academicians from interdisciplinary and transdisciplinary areas. The readers will get an opportunity to know the conceptual ideas with step-by-step pragmatic examples which makes ease of understanding no matter the level of the reader.

Big Data Analytics John Wiley & Sons

Less than 0.5 per cent of all data is currently analysed and used. However, business leaders and managers cannot afford to be unconcerned or

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sceptical about data. Data is revolutionizing the way we work and it is the companies that view data as a strategic asset that will survive and thrive.

Bernard Marr's Data Strategy is a must-have guide to creating a robust data strategy. Explaining how to identify your strategic data needs, what methods to use to collect the data and, most importantly, how to translate your data into organizational insights for improved business decision-making and performance, this is essential reading for anyone aiming to leverage the value of their business data and gain competitive advantage. Packed with case studies and real-world examples, advice on how to build data competencies in an organization and crucial coverage of how to ensure your data doesn't become a liability, Data Strategy will equip any organization with the tools and strategies it needs to profit from big data, analytics and the Internet of Things.

Big Data Elsevier

Master the skills and tools needed to leverage data, create a data-driven strategy and gain the competitive advantage.