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always used information to
make decisions, but there is
a radical change taking
place.

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Big Data: A Revolution That

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Mayer-Schöberger (Author),

Kenneth Cukier (Author),

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Big Data: A Revolution That
Will Transform How We Live,
Work, and Think Big Data
represents three shifts in

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the way society is
organized. The book starts
with an exploration of what
the... MESSY- Less desire
for exactness. The authors
claim that once we start
thinking in terms of big
data, we have ...

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The authors claim that an embrace of big data allows for greater acceptance of measurement error, and argue

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transform how we live
relaxing the standards of
allowable errors, one can
get ahold of much more data,
[and] sometimes 'more trumps
better' " (1, p. 33).

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technology and the dramatic

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transform it will have on the
economy, . . .

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work and think. by Viktor
Mayer-Schonberger and
Kenneth Cukier. THE BOOK IN
A NUTSHELL. Big data will
change the way we live, work
and think. Big data is based
on the ability to harness
information in novel ways to

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produce useful insights and
services of value.

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Whether it is used by the NSA to fight terrorism or by online retailers to predict customers buying patterns, big data is a revolution

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Transforming around us, in the
process of forever changing
economics, science, culture,
and the very way we think.

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Big Data: A Revolution That
Will Transform How We Live,
Work and Think ... 'Big
Data' is big on case
studies, ranging from how
big data has been used to
analyse fluctuating airline
ticket prices to secure the

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best deals, to providing
mechanisms that enable
astronomy to make better
sense of the hundreds of
terabytes that new radio
telescopes ...

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~~Revolution That . . .~~

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Transform How We Live, Work,

and Think Written in 2013/4,

this was the first major

book about the topic, with

two authors explaining what

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big data is, how it will
change our lives, and what
we can do to protect
ourselves from its hazards.

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Data Science, Predictive
Analytics, and Big Data: A
Revolution That Will
Transform Supply Chain
Design and Management.
Matthew A. Waller.
Corresponding Author.
University of Arkansas.

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Transforming How We Live

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MWaller@walton.uark.edu.

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We are witnessing the
beginnings of a revolution.
Big data - the explosion of
information that
digitization has sparked -

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is changing our world in ways we are just starting to appreciate.--This text refers to an out of print or unavailable edition of this title.

~~Big Data: The Essential~~

Page 39/100

Read Online Big Data A Revolution That Will ~~Guide to Work, Life and Learning . . .~~

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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

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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

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predict our future behavior.

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...

In Big Data: A Revolution
That Will Transform How We
Live, Work and Think, two of

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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.

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This revelatory exploration of big data, which refers to our newfound ability to crunch vast amounts of information, analyze it

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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.
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will change our lives and
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A revelatory exploration of
the hottest trend in
technology and the dramatic

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transform how we live 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

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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

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transform how we live
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

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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

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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

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privacy as we know it to the
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surprising work, two leading

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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

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Sachs Business Book of the
Year Award. Since Aristotle,

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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

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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

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plane ticket, seeing
inflation in real time and
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monitoring social media in
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order to identify trends.

But there is a dark side to
big data. Will it be
machines, rather than
people, that make the

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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

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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.

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Exploit the power and
potential of Big Data to
revolutionize business

outcomes Big Data Revolution
is a guide to improving
performance, making better
decisions, and transforming

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the effective use of Big
Data. In this collaborative
work by an IBM Vice President
of Big Data Products and an
Oxford Research Fellow, this
book presents inside stories
that demonstrate the power

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and potential of Big Data
within the business realm.
Readers are guided through
tried-and-true methodologies
for getting more out of
data, and using it to the
utmost advantage. This book
describes the major trends

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emerging in the field, the
pitfalls and triumphs
being experienced, and the
many considerations
surrounding Big Data,
allwhile guiding readers
toward better decision
making from theperspective

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of a data scientist. Live

Companies are generating
data faster than ever

before, and managing that

data has become a major
challenge. With the

right strategy, Big Data can
be a powerful tool for

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transform how we live

solutions – but deep

understanding is key

when applying it to

individual business needs.

Big Data Revolution provides

the insight executives need

to incorporate Big Data into

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a better business strategy,
improving outcomes
within innovation and efficient
use of technology. Examine
the major emerging patterns
in Big Data Consider the
debate surrounding the
ethical use of data

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Recognize patterns and
improve personal and
organizational performance
Make more informed decisions
with quantifiable results In
an information society, it
is becoming increasingly
important to make sense of

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data in an economically
viable way. It can drive new
revenue streams and give
companies a competitive
advantage, providing a way
forward for businesses
navigating an
increasingly complex

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marketplace. Big Data Live
Revolution provides
expert insight on the tool
that can revolutionize
industries.

"Carefully distinguishing
between big data and open

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data, and exploring various data infrastructures, Kitchin vividly illustrates how the data landscape is rapidly changing and calls for a revolution in how we think about data." - Evelyn Ruppert, Goldsmiths,

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University of London

"Deconstructs the hype
around the 'data revolution'
to carefully guide us
through the histories and
the futures of 'big data.'
The book skilfully engages
with debates from across the

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transform, social sciences,
and sciences in order to
produce a critical account
of how data are enmeshed
into enormous social,
economic, and political
changes that are taking
place." - Mark Graham,

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University of Oxford
Traditionally, data has been
a scarce commodity which,
given its value, has been
either jealously guarded or
expensively traded. In
recent years, technological
developments and political

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Lobbying have turned this position on its head. Data now flow as a deep and wide torrent, are low in cost and supported by robust infrastructures, and are increasingly open and accessible. A data

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revolution is underway, one
that is already reshaping
how knowledge is produced,
business conducted, and
governance enacted, as well
as raising many questions
concerning surveillance,
privacy, security,

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transform how we live,
work and think. Viktor
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profiling, social sorting,
and intellectual property
rights. In contrast to the
hype and hubris of much
media and business coverage,
The Data Revolution provides
a synoptic and critical
analysis of the emerging

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data landscape. Accessible
in style, the book provides:
A synoptic overview of big
data, open data and data
infrastructures An
introduction to thinking
conceptually about data,
data infrastructures, data

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analytics and data markets
A critical discussion of the
technical shortcomings and
the social, political and
ethical consequences of the
data revolution An analysis
of the implications of the
data revolution to academic,

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business and government
practices

Our world is becoming ever
more data-driven,
transforming how business is
conducted, governance
enacted, and knowledge

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produced. Yet, the nature of data and the scope and implications of the changes taking place are not always clear. The Data Revolution is a must read for anyone interested in why data have become so important in the

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contemporary era. Thoroughly updated, including ten new chapters, the book provides an accessible and comprehensive: introduction to thinking conceptually about the nature of data and the field of critical data

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studies overview of big
data, open data and data
infrastructures analysis of
the utility and value of big
and open data for research,
business, government and
civil society assessment of
the concerns and risks in a

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data-driven world and how to
prevent and mitigate them.

How a new understanding of
warfare can help the
military fight today's
conflicts more effectively

The way wars are fought has

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changed starkly over the
past sixty years.
International military
campaigns used to play out
between armies at central
fronts. Today's conflicts
find major powers facing
rebel insurgencies deploying

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elusive methods, from
improvised explosives to
terrorist attacks.

Presenting a transformative
understanding of these
contemporary confrontations,
Small Wars, Big Data shows
that a revolution in the

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study of conflict yields new insights into terrorism, civil wars, and foreign interventions. Modern warfare is not about struggles over territory but over people; civilians—and the information they might

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Transform How We Live at
critical junctures. Drawing
lessons from conflicts in
locations around the world,
Small Wars, Big Data
provides groundbreaking
perspectives for how small
wars can be better

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strategized and favorably
won.

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From the New York Times
bestselling author of Big
Data, a prediction for how
data will revolutionize the
market economy and make

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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-

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Schönberger, bestselling author of Big Data, and Thomas H. Davenport, who writes for The Economist, show, data is replacing money as the driver of market behavior.

Big finance and big companies will be replaced

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Transform How We Live
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

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age of prosperity or of
calamity? This book provides
the indispensable roadmap
for securing a better
future.

Through interaction with
other databases such as

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social media, geographic
information systems have the
ability to build and obtain
not only statistics defined
on the flows of people,
things, and information but
also on perceptions,
impressions, and opinions

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territories, and landscapes.
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It is thus necessary to
systematize, integrate, and
coordinate the various
sources of data (especially
open data) to allow more
appropriate and complete

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analysis, descriptions, and elaborations. Spatial Planning in the Big Data Revolution is a critical scholarly resource that aims to bring together different methodologies that combine the potential of large data

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analysis with GIS We Live
applications in dedicated
tools specifically for
territorial, social,
economic, environmental,
transport, energy, real
estate, and landscape
evaluation. Additionally,

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the book addresses a number of fundamental objectives including the application of big data analysis in supporting territorial analysis, validating crowdsourcing and crowdmapping techniques, and

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disseminating information
and community involvement.
Urban planners, architects,
researchers, academicians,
professionals, and
practitioners in such fields
as computer science, data
science, and business

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intelligence will benefit
most from the research
contained within this
publication.

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