

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

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**Big Data** can easily get out of control and become a monster that consumes you, instead of the other way around. Here are some Big Data best practices to avoid that mess. Big Data has the potential to offer remarkable insight, or completely overwhelm you. The choice is yours, based on the decisions you make before one bit of data is ever collected. The chief problem is that Big Data is a technology solution, collected by technology professionals, but the best practices are business processes.

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It is refreshing to read a book whose author simply puts the big data hype into practice. Ultimately, it offers a comprehensive narrative of why and how data is transforming the way businesses operate. (Marginalia on Engagement, April 2016) "This book is a brilliant introduction to the concept of big data, perfect for anybody who would like to ...

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Companies that use data selectively, analyze them wisely and apply them to improve their decision making, will gain a competitive advantage over those that don't. Big data affects almost every industry and every job. Almost everything you do at work and much of what you do at home – web surfing, social media activity, watching TV, playing online games, and sending emails and texts – now produces data that multiple organizations collect, analyze and act on for their profit.

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We all need to know what it is and how it works. 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 shows you how to implement the same practices that leading firms have used to access new dimensions of profitability.

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