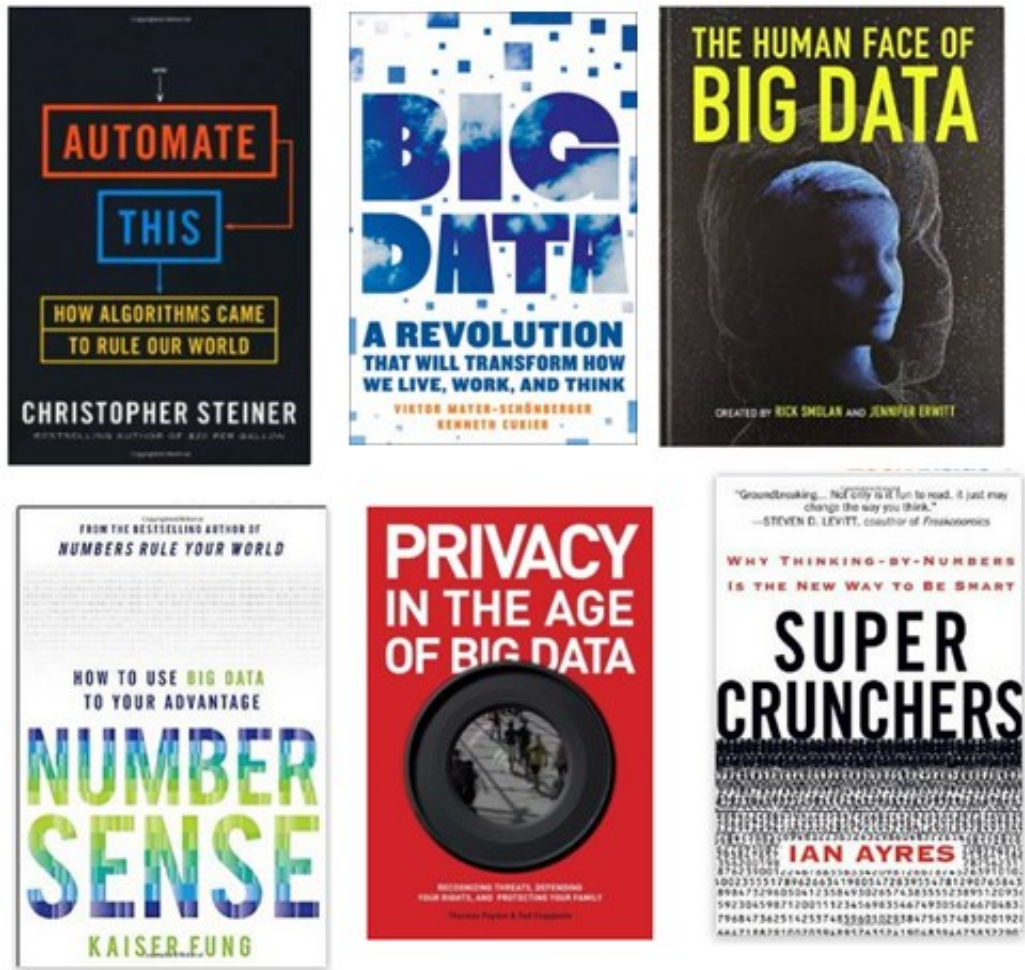


Are you interested in learning more about the business and sociology behind data science? Here are some great books on the discipline brought to you by datascience@berkeley, the online Master of Information and Data Science from the UC Berkeley School of Information.



About Data Science

- [Automate This: How Algorithms Came to Rule Our World](#) — Christopher Steiner, 2012
- [Big Data: A Revolution That Will Transform How We Live, Work, and Think](#) — Viktor Mayer-Schönberger and Kenneth Cukier, 2013
- [The Human Face of Big Data](#) — Rick Smolan and Jennifer Er Witt, 2012
- [Numbersense: How to Use Big Data to Your Advantage](#) — Kaiser Fung, 2013
- [Open Data Now: The Secret to Hot Startups, Smart Investing, Savvy Marketing, and Fast Innovation](#) — Joel Gurin, 2013
- [Privacy in the Age of Big Data](#) — Theresa M. Payton and Theodore Claypoole, 2014
- [Super Crunchers: Why Thinking-By-Numbers is the New Way to be Smart](#) — Ian Ayres, 2007

Data Science for Businesses

- [Big Data at Work: Dispelling the Myths, Uncovering the Opportunities](#) — Thomas H. Davenport, 2014
- [Data Science for Business: What You Need to Know About Data Mining and Data-Analytic Thinking](#) — Foster Provost and Tom Fawcett, 2013
- [Too Big to Ignore: The Business Case for Big Data](#) — Phil Simon, 2013

Data Science in Popular Culture

- [Data, A Love Story: How I Gamed Online Dating to Meet My Match](#) — Amy Webb, 2013
- [Smart Cities: Big Data, Civic Hackers, and the Quest for a New Utopia](#) — Anthony M. Townsend, 2013
- [Moneyball: The Art of Winning an Unfair Game](#) — Michael Lewis, 2003

Data Visualization

- [Beautiful Data: The Stories Behind Elegant Data Solutions](#) — Toby Segaran and Jeff Hammerbacher, 2009
- [Cool Infographics: Effective Communication with Data Visualization and Design](#) — Randy Krum, 2013
- [The Visual Organization: Data Visualization, Big Data, and the Quest for Better Decisions](#) — Phil Simon, 2014
- [Data Points: Visualization That Means Something](#) — Nathan Yau, 2013
- [Visualize This: The FlowingData Guide to Design, Visualization, and Statistics](#) — Nathan Yau, 2011

How To's & Manuals

[Data Smart: Using Data Science to Transform Information Into Insight](#) — John Foreman, 2013

[Doing Data Science: Straight Talk from the Frontline](#) — Cathy O'Neil and Rachel Schutt, 2013

[Naked Statistics: Stripping the Dread from the Data](#) — Charles Wheelan, 2013

The Sociology of Data Science

[Freakonomics: A Rogue Economist Explores the Hidden Side of Everything](#) — Steven D. Levitt and Stephen J. Dubner, 2005

[Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die](#) — Eric Siegel, 2013

[The Signal and the Noise: Why So Many Predictions Fail — But Some Don't](#) — Nate Silver, 2012

[SuperFreakonomics: Global Cooling, Patriotic Prostitutes, and Why Suicide Bombers Should Buy Life Insurance](#) — Steven D. Levitt and Stephen J. Dubner, 2009

[Uncharted: Big Data as a Lens on Human Culture](#) — Erez Aiden and Jean-Baptiste Michel, 2013

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