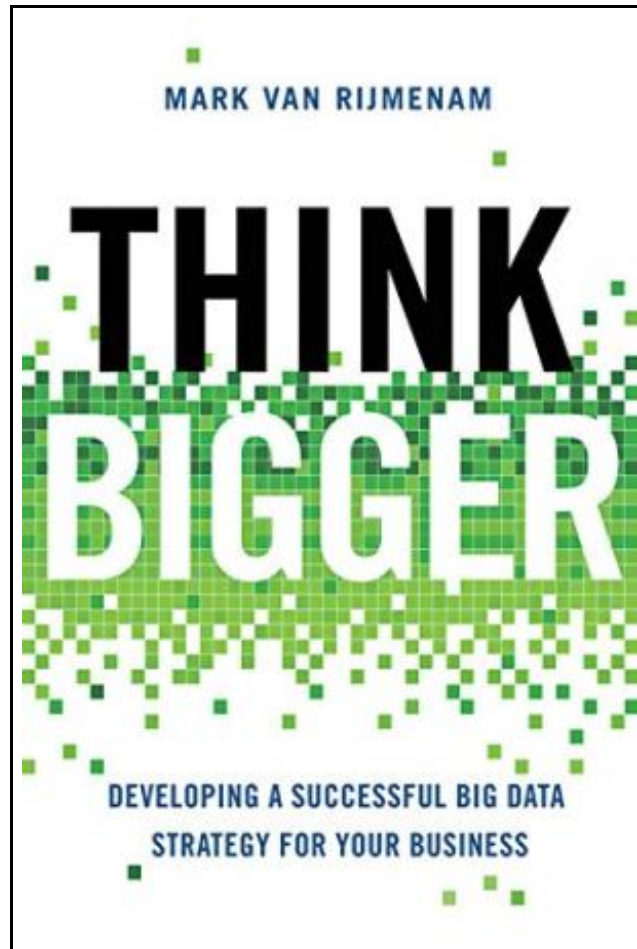


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(Kade Ankunding)

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AMACOM, 2014. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Big Data-the enormous amount of data that is created as virtually every movement, transaction, and choice we make becomes digitized-is revolutionizing business. Organizations can use all this data to glean valuable insight into how best to serve their customers. Big Data is drastically changing business, with companies that have implemented a Big Data strategy financially outperforming their peers by 20 percent. But in order to make sense of the vast amount of information available-from terabytes, to exabytes or even brontobytes-your organization needs to use the right algorithms, tools, and metrics.and it must have a Big Data strategy in place. This book gives readers everything they need to develop a profitable Big Data strategy.and reveals why it's not something organizations can leave to the IT department. Filled with practical guidance for ensuring that your company stays ahead of the curve, Think Bigger provides you with a clear understanding of the possibilities-and what you must be doing-as this disruptive new technology changes how organizations are managed and operated. You'll find out how: Walt Disney World introduced the "MagicBand" wireless wristband to collect real-time location data, purchase history, information about riding patterns, and more, enabling them to make better decisions, improve the park's offerings, and tailor marketing messages while providing a magical experience for their guests. Nike improved business, sustainability, quality, and cost by tracking materials in a vendor index, and adding value to their supply chain. Purdue University helped students achieve their maximum potential-and boosted retention-by tracking engagement, performance, risk, and feedback for remarkable, award-winning results. The book reveals how any organization, large or small, can make a business case for Big Data initiatives, prepare for the next wave of soon-to-be in-demand positions such as Big...



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