Executive summary (Data-Driven Innovation: Big Data for Growth and Well-Being)

Close to real-time analysis of large volumes of data (big data) – generated from a myriad of transactions, production and communication processes – is accelerating knowledge and value creation across society to unforeseen levels. Data-driven innovation (DDI) refers to significant improvement of existing, or the development of new, products, processes, organisational methods and markets emerging from this phenomenon.
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