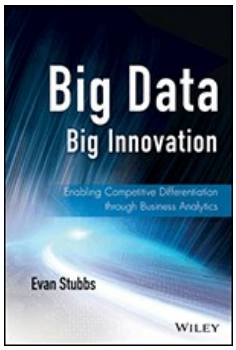

Big Data, Big Innovation: Enabling Competitive Differentiation through Business Analytics

by Evan Stubbs
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