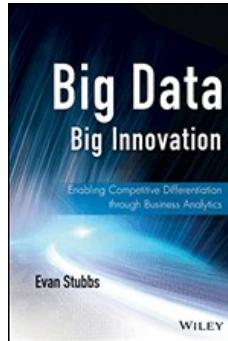


Chapters *To Go*



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

by Evan Stubbs
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Conclusion: The Final Chapter Is Up to You

There's not much more to say. Those who have the responsibility and power to act on the information provided in this book should count themselves lucky; it's not often that one gets the opportunity for reinvention.

Whether this book made the uncertain clear or simply validated what you already knew, the question is what you'll do with this knowledge. Ideas are cheap; action, on the other hand, is hard.

Make a plan. Work out who has the interest and influence to also make the change. Create a vision and make it real. Transform the world.

The final chapter is up to you.

We live in interesting times; I hope that together we make the world even more interesting.