Preface

Table of Contents

last modified: 2022-10-14

A textbook for managers

The target reader for this book is a manager who needs to clearly understand the business stakes of "data science", "big data", "APIs" and "artificial intelligence" so that they can:

- **leverage** these technologies to improve the efficiency of their current business,
- **innovate** with new products and services

The promise of this book is to bring you from a starting point with no knowledge of these technical concepts, to a point where you understand the concepts **and** you can develop "data centric" business projects: when "data" contributes to creating value for customers and all stakeholders.

Is this too technical or too easy for you?

This book does not assume any technical pre-requisite. It uses simple terms and a progressive learning curve to lead you to a comprehensive understanding of the topics.

If you are unsure, try this simple test: http://bit.ly/essentials-1-test

→ There are 20 topics. See how you score. If the score is below 12, this volume is for you.

Online support and material

- An online version of the chapters of this book is available at https://seinecle.github.io/mk99/.

- Blogs, videos, links... are frequently updated to cover emerging topics, and curated on Pinterest: https://www.pinterest.fr/seinecle/

- You are invited to open discussions with the author and readers of the book by using this "issue tracker" system: https://github.com/seinecle/mk99/issues

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The end

Find references for this lesson, and other lessons, here.

[round portrait mini 150] This course is made by Clement Levallois.

Discover my other courses in data / tech for business: https://www.clementlevallois.net

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