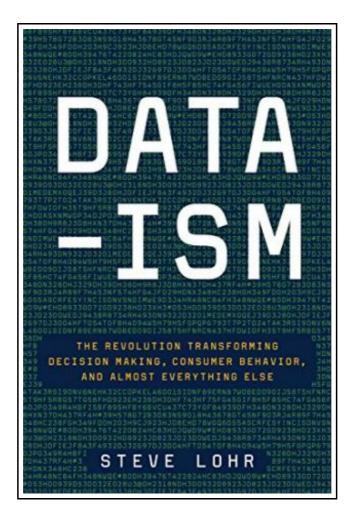
Data-Ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else (Hardback)



Filesize: 4.47 MB

Reviews

Great e book and beneficial one. It is amongst the most awesome pdf i actually have read through. You wont feel monotony at at any time of your own time (that's what catalogs are for relating to if you request me).

(Dorothy Daugherty)

DATA-ISM: THE REVOLUTION TRANSFORMING DECISION MAKING, CONSUMER BEHAVIOR, AND ALMOST EVERYTHING ELSE (HARDBACK)



HarperBusiness, United States, 2015. Hardback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book. By one estimate, 90 percent of all of the data in history was created in the last two years. In 2014, International Data Corporation calculated the data universe at 4.4 zettabytes, or 4.4 trillion gigabytes. That much information, in volume, could fill enough slender iPad Air tablets to create a stack two-thirds of the way to the moon. Now, that s Big Data. Coal, iron ore, and oil were the key productive assets that fueled the Industrial Revolution. The vital raw material of today s information economy is data.In Data-ism, New York Times reporter Steve Lohr explains how big-data technology is ushering in a revolution in proportions that promise to be the basis of the next wave of efficiency and innovation across the economy. But more is at work here than technology. Big data is also the vehicle for a point of view, or philosophy, about how decisions will be--and perhaps should be--made in the future. Lohr investigates the benefits of data while also examining its dark side. Data-ism is about this next phase, in which vast Internet-scale data sets are used for discovery and prediction in virtually every field. It shows how this new revolution will change decision making--by relying more on data and analysis, and less on intuition and experience--and transform the nature of leadership and management. Focusing on young entrepreneurs at the forefront of data science as well as on giant companies such as IBM that are making big bets on data science for the future of their businesses, Data-ism is a field guide to what is ahead, explaining how individuals and institutions will need to exploit, protect, and manage data to stay competitive in the coming years. With rich...

- Read Data-Ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else (Hardback) Online
- Download PDF Data-Ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else (Hardback)

Relevant PDFs



Weebies Family Halloween Night English Language: English Language British Full Colour

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Children s Weebies Family Halloween Night Book 20 starts to teach Pre-School and...

Save eBook »



Goodnight. Winnie (New York Times Best Books German Youth Literature Prize Choice Award most(Chinese Edition)

Hardcover. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. HardCover. Pub Date: Unknown Pages: 40 Publisher: the Star Press Information Original Price: 32.80...

Save eBook »



I Am Reading: Nurturing Young Children s Meaning Making and Joyful Engagement with Any Book

Heinemann Educational Books, United States, 2015. Paperback. Book Condition: New. 234 x 185 mm. Language: English . Brand New Book. It s vital that we support young children s reading in ways that nurture healthy...

Save eBook »



Shlomo Aronson: Making Peace with the Land, Designing Israel's Landscape

Spacemaker Press. Hardcover. Book Condition: New. 1888931167 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy-...

Save eBook »



Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition)

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition), Theresa Casey, 'Theresa's book is full of lots of inspiring, practical, 'how...

Save eBook »