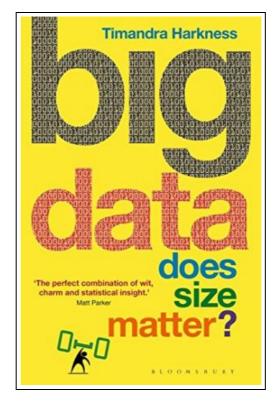
## Big Data: Does Size Matter? (Paperback)



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Bloomsbury Publishing PLC, United Kingdom, 2017. Paperback. Condition: New. Reprint. Language: English. Brand New Book. What is Big Data, and why should you care? Big data knows where you ve been and who your friends are. It knows what you like and what makes you angry. It can predict what you Il buy, where you Il be the victim of crime and when you Il have a heart attack. Big data knows you better than you know yourself, or so it claims. But how well do you know big data? You ve probably seen the phrase in newspaper headlines, at work in a marketing meeting, or on a fitness-tracking gadget. But can you understand it without being a Silicon Valley nerd who writes computer programs for fun? Yes. Yes, you can. Timandra Harkness writes comedy, not computer code. The only programmes she makes are on the radio. If you can read a newspaper you can read this book. Starting with the basics - what IS data? And what makes it big? - Timandra takes you on a whirlwind tour of how people are using big data today: from science to smart cities, business to politics, self-quantification to the Internet of Things. Finally, she asks the big questions about where it s taking us; is it too big for its boots, or does it think too small? Are you a data point or a human being? Will this book be full of rhetorical questions? No. It also contains puns, asides, unlikely stories and engaging people, inspiring feats and thought-provoking dilemmas. Leaving you armed and ready to decide what you think about one of the decade s big ideas: big data.

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