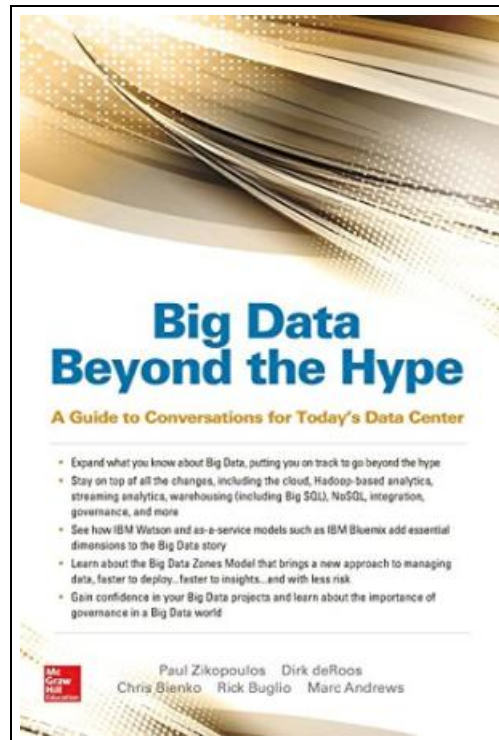


## Big Data Beyond the Hype: A Guide to Conversations for Today s Data Center (Paperback)



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(Davon Senger)*

## BIG DATA BEYOND THE HYPE: A GUIDE TO CONVERSATIONS FOR TODAY S DATA CENTER (PAPERBACK)



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McGraw-Hill Education - Europe, United States, 2014. Paperback. Condition: New. UK ed.. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Gain insight into how to govern and consume IBM s unique in-motion and at-rest Big Data analytic capabilities A. R. Ammons once said, A word too much repeated falls out of being, and although the term Big Data sometimes seems to be too much repeated, it s not about to fall out of being. That said, it is subject to a lot of hype. The term Big Data is a bit of a misnomer. Truth be told, we re not even big fans of the term--despite the fact that it is so prominently displayed on the cover of this book--because it implies that other data is somehow small (it might be) or that this particular type of data is large in size (it can be, but doesn t have to be). This is Big Data in a nutshell: It is the ability to retain, process, and understand data like never before. It can mean more data than what you are using today; but it can also mean different kinds of data, a venture into the unstructured world where most of today s data resides. The Big Data opportunity. It s a shift, rift, lift, or cliff for your business--this book is going to help you experience the shift and lift, while those that don t work to get beyond the hype end up in a rift or cliff. In this book you will learn how cognitive computing systems, like IBM Watson, fit into the Big Data world. You ll learn how Big Data needs a ground-to-cloud architecture, what a Data Refinery looks like, and the importance of a next generation data platform. Gain an understanding of the...



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