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Think Bigger: Developing a Successful Big Data Strategy for Your Business

By van Rijmenam, Mark

AMACOM, 2014. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Big Data-the enormous amount of data that is created as virtually every movement, transaction, and choice we make becomes digitized-is revolutionizing business. Organizations can use all this data to glean valuable insight into how best to serve their customers. Big Data is drastically changing business, with companies that have implemented a Big Data strategy financially outperforming their peers by 20 percent. But in order to make sense of the vast amount of information available-from terabytes, to exabytes or even brontobytes-your organization needs to use the right algorithms, tools, and metrics.and it must have a Big Data strategy in place. This book gives readers everything they need to develop a profitable Big Data strategy.and reveals why it's not something organizations can leave to the IT department. Filled with practical guidance for ensuring that your company stays ahead of the curve, Think Bigger provides you with a clear understanding of the possibilities-and what you must be doing-as this disruptive new technology changes how organizations are managed and operated. You'll find out how: Walt Disney World introduced the "MagicBand" wireless wristband to collect real-time location data, purchase...



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