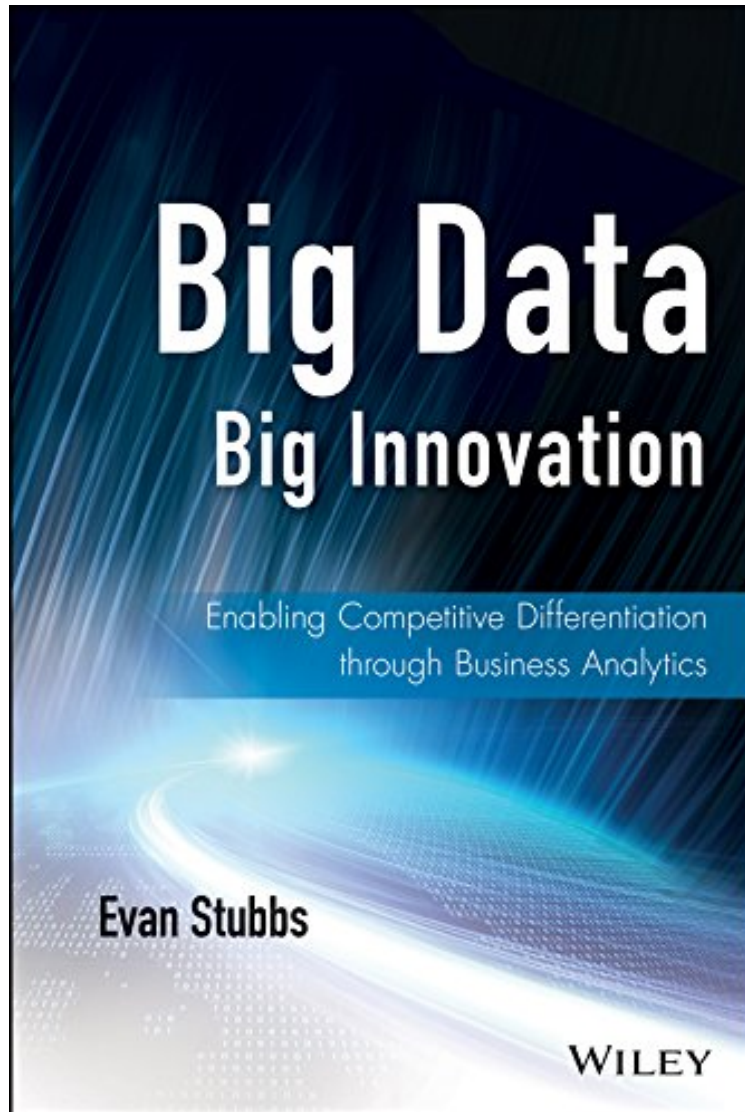


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Big Data, Big Innovation: Enabling Competitive Differentiation through Business Analytics (Wiley and SAS Business Series)

Evan Stubbs

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Evan Stubbs : Big Data, Big Innovation: Enabling Competitive Differentiation through Business Analytics (Wiley and SAS Business Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Big Data, Big Innovation: Enabling Competitive Differentiation through Business Analytics (Wiley and SAS Business Series):

5 of 7 people found the following review helpful. Pure garbage psychobabbleBy Eric shaffer200 pages of Pure

garbage. Cliches you have heard before, lead follow or get out of the way,,,disruption is good, bla bla bla. There is nothing here that is relevant to big data, no explanations, no how to, no implementation, no strategies, just a bunch of babble cheerleading a technology that has been and could be said about any technology such as cloud computing, ecommerce, buying a new car. You will learn nothing about big data from this swill, and you will not even learn basic technology. This is not even good for an expanded wikipedia article. 1 of 4 people found the following review helpful. Best Book by Evan Stubbs so far! By International-Investors I highly recommend this book to any professional who is serious about leveraging analytics and big data to create measurable and sustainable shareholder value!

A practical guide to leveraging your data to spur innovation and growth Your business generates reams of data, but what do you do with it? Reporting is only the beginning. Your data holds the key to innovation and growth; you just need the proper analytics. In *Big Data, Big Innovation: Enabling Competitive Differentiation Through Business Analytics*, author Evan Stubbs explores the potential gold hiding in your un-mined data. As Chief Analytics Officer for SAS Australia/New Zealand, Stubbs brings an industry insider's perspective to guide you through pattern recognition, analysis, and implementation. *Big Data, Big Innovation: Enabling Competitive Differentiation Through Business Analytics* details a groundbreaking approach to ensuring your company's upward trajectory. Use this guide to leverage your customer information, financial reports, performance metrics, and more to build a rock-solid foundation for future growth. Build an effective analytics team, and empower them with the right tools Learn how big data drives both evolutionary and revolutionary innovation, and who should be responsible Identify data collection and analysis opportunities and implement action plans Design the platform that suits your company's current and future needs Quantify performance with statistics, programming, and research for a more complete picture of operations Effective management means combining data, people, and analytics to create a synergistic force for innovation and growth. If you want your company to move forward with confidence, *Big Data, Big Innovation: Enabling Competitive Differentiation Through Business Analytics* can show you how to use what you already have and acquire what you need to succeed.

From the Inside Flap We live in interesting times; we've never been so data rich yet insight poor. We're so awash in data that we've invented new computing paradigms and systems merely to keep pace. The new normal is strange, and the disruption big data analytics implies will shake industry, society, and even our day-to-day lives. Businesses that embrace this new way of thinking will survive. Those that don't will perish. In this epoch of rapid change, failure to capitalize on the value that lies in data is perilous; the future is now and it demands action. *Big Data, Big Innovation: Enabling Competitive Differentiation through Business Analytics* brings an urgent voice to the need for businesses to embrace a new way of thinking and provides practical instructions on using big data analytics to support innovation throughout your organization. Evan Stubbs illuminates big data analytics like no one else does. With an insider's view into the reality of what businesses are doing and what is possible with the right approach, Stubbs links big data to innovation and differentiation. This groundbreaking approach will help IT managers and executives learn faster, act faster, act smarter, and more to compete and survive. Taking a hands-on approach, this playbook addresses not only the practicalities of big data and analytics but also the culture that needs to exist to be successful. Answering the questions often asked, this guide outlines how to identify opportunities, assemble teams and hire new specialists, cultivate the proper mindset to create a corporate incubator for data analytics progress and success, and design solutions that work in the real world. With its step-by-step approach to the massive undertaking of making big data a differentiator, the book addresses every major consideration throughout the process. Further guidance is provided once the corporate culture and programs have reached maturity to ensure continued success and the proper approach to sustaining a competitive edge. From the Back Cover Innovation, culture, and big data analytics Ignoring the big data hype and diving right into the value proposition, *Big Data, Big Innovation* takes a long, hard look at linking big data to innovation. This comprehensive guide to differentiation will help your organization: Hire the right people and empower them with the right culture and motivation Define the right reporting lines and organizational structure Learn how big data drives both evolutionary and revolutionary innovation Merge the agility of a start-up with the scale of a blue-chip Praise for *BIG DATA, BIG INNOVATION* "This book is a comprehensive look at the tidal wave of change that big data is driving across the globe. It is a must-read practical guide for key decision makers in the big data space. Once again Evan has done an excellent job demystifying the 'how to' challenge that every organization is facing today." —Mark Steyn, CEO Asia Pacific, Hudson "Big Data, Big Innovation joins an exclusive club as one of the very few practical guides to analytics for the businessperson." —Steve Bennett, Head of Analytics and Information Management, News Corporation "Evan explores the intersection of two of the biggest corporate game changers of our generation: the increasingly burgeoning amount of information available and the strategy shift from a fixation on operational performance to business innovation." —Doug Laney, VP Information Innovation, Gartner "Evan Stubbs' new book provides great insight into driving innovation through the sea of Big Data and Business Analytics . . . don't miss out!" —Jay Liebowitz, Orkand Endowed Chair in Management and Technology, University of

Maryland University College; editor of *Big Data and Business Analytics* "Brilliant and scintillating read, peppered with pragmatic doses of analytical insights . . . Evan's ability to weave together a confluence of factors into a coherent and clear framework for organizations embarking on this journey makes it a remarkable read." —Rahul Bhandari, Chief Analytics Officer, Cathay Pacific Asia Miles
About the Author
EVAN STUBBS is the Chief Analytics Officer for SAS Australia/New Zealand and a board member of the Institute of Analytics Professionals of Australia. He has driven innovation within General Motors, transformed organizations into analytical competitors, and advises leadership teams globally on how to survive the upcoming storm.