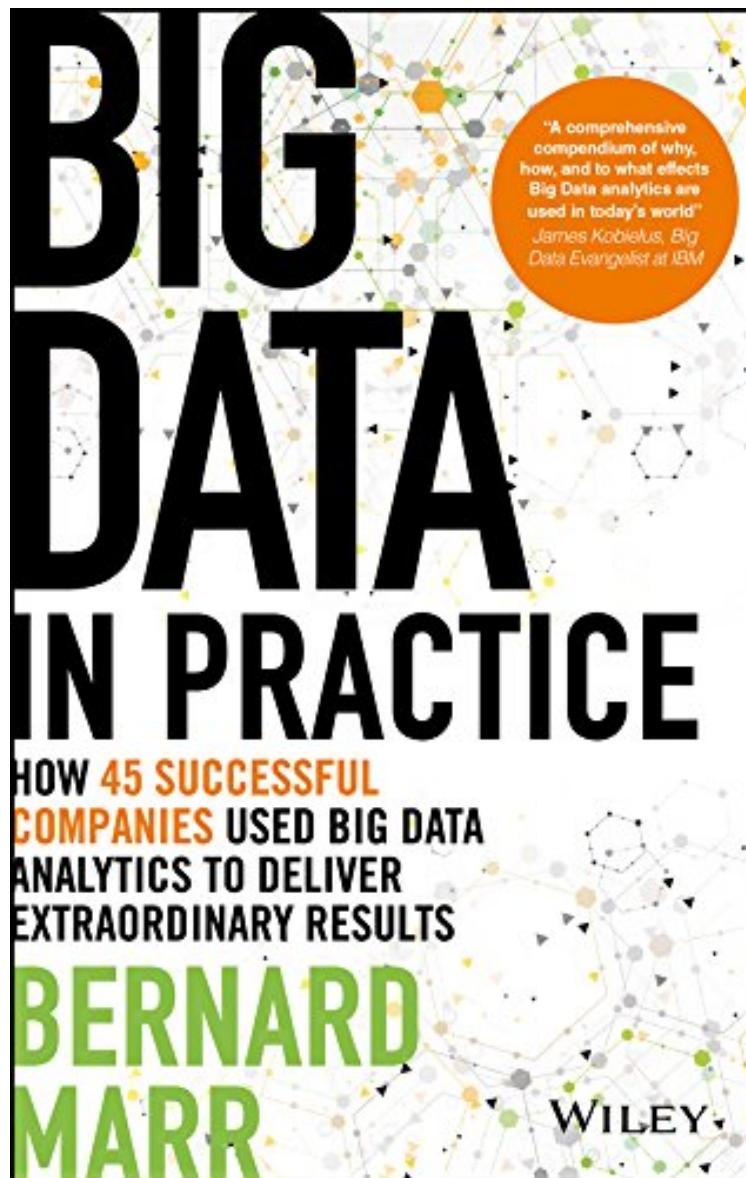


(Free pdf) Big Data in Practice: How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results

## Big Data in Practice: How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results

Bernard Marr

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The best-selling author of Big Data is back, this time with a unique and in-depth insight into how specific companies use big data. Big data is on the tip of everyone's tongue. Everyone understands its power and importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data every day, from an up-close, on-the-ground perspective. From technology, media and retail, to sport teams, government agencies and financial institutions, learn the actual strategies and processes being used to learn about customers, improve manufacturing, spur innovation, improve safety and so much more. Organised for easy dip-in navigation, each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario. Learn how predictive analytics helps Amazon, Target, John Deere and Apple understand their customers Discover how big data is behind the success of Walmart, LinkedIn, Microsoft and more Learn how big data is changing medicine, law enforcement, hospitality, fashion, science and banking Develop your own big data strategy by accessing additional reading materials at the end of each chapter

It is refreshing to read a book whose author simply puts the big data hype into practice. Ultimately, it offers a comprehensive narrative of why and how data is transforming the way businesses operate. (Marginalia on Engagement, April 2016) "This book is a brilliant introduction to the concept of big data, perfect for anybody who would like to know what it's all about and how this can be of benefit." (Institute of Management Services Journal, June 2016) Warmly recommended (The Marketing Society, July 2016) Another excellent text from Marr (BCS, August 2016)From the Inside Flap"A treasure chest of Big Data use cases" mdash;Stefan Groschupf, CEO at Datameer, Inc. "Bernard Marr provides a comprehensive overview of how far Big Data has come in past years. With inspiring examples he clearly shows how large, and small, organizations can benefit from Big Data. The book is a must-read for any organization that wants to be a data-driven business" mdash;Mark van Rijmenam, author Think Bigger and Founder of Dataflog "If you are searching for the missing link between Big Data technology and achieving business value ndash; look no further! From the world of science to entertainment, Bernard Marr delivers it ndash; and, importantly, shares with us the recipes for success" mdash;Achim Granzen, Chief Technologist Analytics at Hewlett Packard Enterprise "This is one of those unique business books that is as useful as it is interesting. Bernard has provided us with a unique, inside look at how leading organizations are leveraging new technology to deliver real value out of data and completely transforming the way we think, work, and live" mdash;Stuart Frankel, CEO at Narrative Science Inc. "Big Data can be a confusing subject for even sophisticated data analysts. Bernard has done a fantastic job of illustrating the true business benefits of Big Data. In this book you find out succinctly how leading companies are getting real value from Big Data ndash; highly recommended read!" mdash;Arthur Lee, Vice President of Qlik Analytics at QlikFrom the Back Cover"A comprehensive compendium of why, how, and to what effects Big Data analytics are used in today's world" James Kobielus, Big Data Evangelist at IBM HOW THE BEST ARE USING BIG DATA ndash; AND HOW YOU CAN TOO Big Data is a game changer ndash; not just the next new strategy but the tsunami disrupter that you have to know before your competition runs you over with it. Many people understand the power and importance of Big Data but fail to use it effectively. Big Data in Practice showcases the current state of the art in Big Data, sharing insights into how a diverse group of companies are using Big Data and analytics to solve real-world problems. From retailers using Big Data to predict trends and consumer behaviours, to governments using Big Data to foil terrorist plots ndash; as well as the use of Big Data in cities, telecoms, sports, gambling, fashion, manufacturing, research, motor racing, video gaming, and everything in between ndash; you'll realize that no matter what job you are in and no matter what industry you work in, Big Data will transform it. "Big Data is disrupting every aspect of business. You're holding a book that provides powerful examples of how companies strive to defy outmoded business models and design new ones with Big Data in mind" mdash;Henrik von Scheel,

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