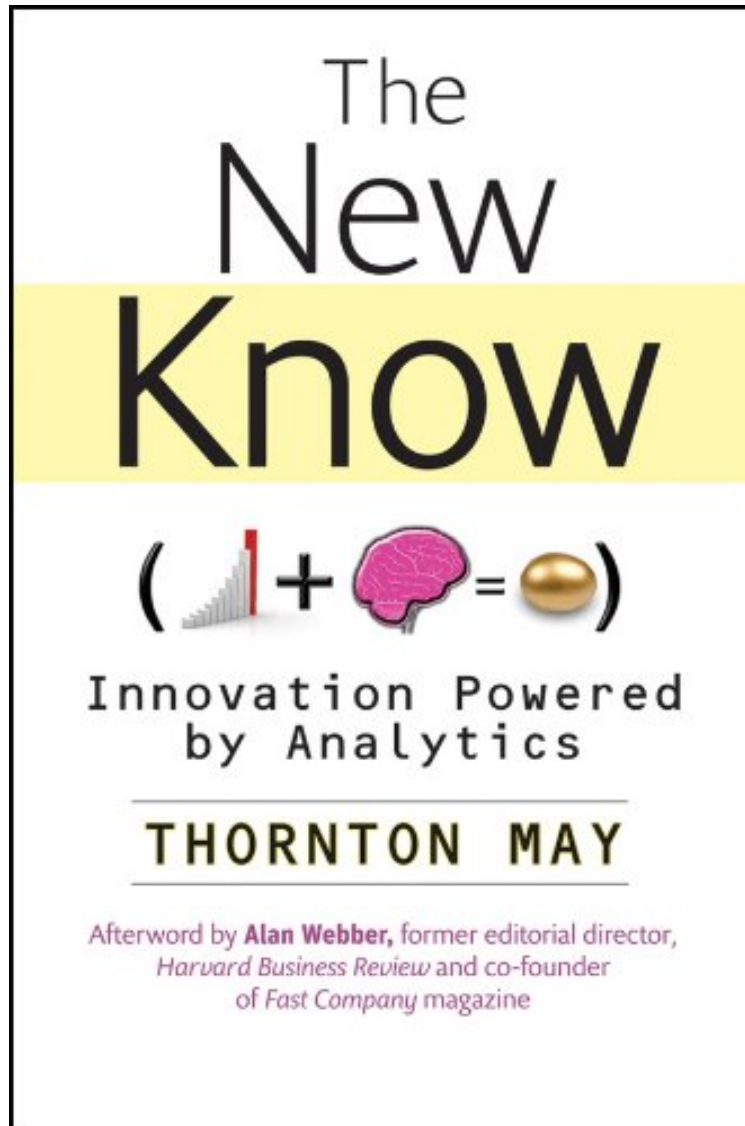


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The New Know: Innovation Powered by Analytics (Wiley and SAS Business Series)

Thornton May

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Thornton May : The New Know: Innovation Powered by Analytics (Wiley and SAS Business Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The New Know: Innovation Powered by Analytics (Wiley and SAS Business Series):

2 of 2 people found the following review helpful. Erudite and witty, a fresh look at where we're going By Bill yMay's book was a fun read. He's talked to a lot of executives and done the research to make the book credible. I tend to enjoy books that throw out ideas like a farmer spreads seeds. Some of the topics he covers include:- the changes in society

and business that demand data-driven analytics; repeatedly he shows that we have no choice- the need to conduct mental experiments through mathematical analytics; no one can afford to do random, uninformed experimentation anymore- the skill sets of good analysts (he calls it the "trifecta" -- business savvy, technical savvy and an orientation towards analysis)- the movement of skilled analysts from "mensa zone ghettos" to front and center of the business-idea as the raw material of success the culture of experimentation Somehow, analytics and war seem to be linked, perhaps because the duress of war forces everyone to look at the data with a fresh, perhaps feverish perspective. May talks about the "fog of facts" versus the "fog of war" and uncertainties in business are the analog of uncertainties in battle. Only the discipline of analytics gets us past personal opinion and gut feel. The only drawback to May's book as well as many of the others on the market is the absence of one or two true drill down examples where the data, the math and the results are all chronicled in detail. I don't think that would be appropriate for the body of the book but would be really interesting as an appendix. Overall I believe this book has the edge on Super Crunchers and Competing on Analytics. 1 of 1 people found the following review helpful. Why this book is different, and why you need to read it... By Christopher S. Hays As a student or experienced analyst, it could be a call to duty. As a business executive, it could enlighten you in how to motivate those scary smart guys in the back room with all the monitors. Whoever you are, you should read this book. You should reread this book. Although business books on analytics are definitely en vogue, The New Know is different from any of the existing books in circulation. Thornton does a masterful job of switching from futurist to anthropologist and back. The diagnostic elements take one into the important aspects of what makes an analyst tick: how we are motivated; how we approach life; how we are misunderstood, misclassified, and underutilized in organizations; and (most importantly) how this situation is probably our own fault and what we can do to change it. After a thorough diagnosis, Thornton puts on his futurist hat and explains why this is important to the reader. One important underlying fact that I took away is that analytics will be engrained in every decision in the future. No more will the public at large allow someone of authority to explain a decision by relying purely on a "gut feeling." Admittedly, I purchased this book with a little trepidation. I am a member of the Thornton fan club. I try to read what he reads. I try to listen to him speak whenever possible. My trepidation was this: "How could the written word contain the energy of Thornton's communication style and presence?" Once reading, and then rereading the book, I realized that worry was silly. The book is written so that the reader is able to read it at an excellent pace. There is no part of the book that "drags." (As a note to a future reader, you simply must read the footnotes at the end of each chapter. The references are excellent and the aside comments give a small glimpse into Thornton's lightning quick thought process.) 1 of 1 people found the following review helpful. Packed with history, wit and insights. By Kevin W. Moody I really enjoyed reading The New Know. Like everything from Thornton May, it's packed with history, wit and insights. In The New Know, May argues quite convincingly that we are at a "hinge in history" regarding the significance of analytics in business decision making. But this book is really not about analytics, per se, and there is not a single mathematical equation to solve. The focus is rightly on the human equation and managerial context surrounding the business intelligence revolution underway in industry today. Even though my academic and professional roots are in math and business analytics, I'm delighted to see a book that focuses on the analysts instead of the tools. May devotes a lot of attention to the still somewhat mysterious analysts who are being called upon to develop models and render answers. In his writings, May points to two vulnerabilities that stand out in my mind that could impede this hinge in history. First is the need for a much deeper commitment to math education for all students in our country. Math is foundational for everyone working in a world increasingly managed with analytics. And, for the analysts, there is the need to expand their horizons beyond the math and get inside the heads of their business leaders through dialog and relationship management skills. I don't know if Thornton May has ever drawn a straight line between two points. That makes going on a journey with him a lot of fun. Likewise, success with business analytics is a journey and not a point solution. This book would be great for business executives and managers who are looking for both intellectual and pragmatic perspectives on why they need analytics. It would also be a great read for aspiring analysts.

Learn to manage and grow successful analytical teams within your business Examining analytics-one of the hottest business topics today-The New KNOW argues that analytics is needed by all enterprises in order to be successful. Until now, enterprises have been required to know what happened in the past, but in today's environment, your organization is expected to have a good knowledge of what happens next. This innovative book covers Where analytics live in the enterprise The value of analytics Relationships betwixt and between Technologies of analytics Markets and marketers of analytics The New KNOW is a timely, essential resource to staying competitive in your field.

From the Inside Flap The big contemporary headline-grabbing news today is the aftershock and post-meltdown anguish regarding what senior executives did not know about this fraud or that risk, those employees, that cash flow, their carbon footprint, and, not surprisingly, all those customers. The next big story, the headlines you and your team will be creating after reading premier IT communicator and futurist Thornton May's new book, The New Know, will be all

about what can be known, what must be known, and, most important, what actions you will take because you know. This is the power of business analytics. Revealing the analytics community as never before, May builds upon years of fieldwork to bring us a fascinating look at this community, which does important, exciting work affecting every aspect of your organization's life. This is a book about people you should know—and know about. The first vernacular ethnographic and anthropological study of the analytics community, *The New Know* provides a map to the universe of analytics and puts the spotlight on the substantive and courageous work analysts do to make your company a better place. This visionary book covers:

- What the art, act, and science of knowing really is
- The professionals at the beating heart of business analytics
- How the rapid rise in data, the brisk expansion of tools, and maturation of information management processes are changing various vertical markets
- How analytics creates measurable value
- How innovation happens in complex organizations today

While data analysis has been used in business since the dawn of the industrial era, number crunching was left largely to the statisticians. Celebrating the tools, processes, people, and practices of business analytics, *The New Know* reveals how to create information-based competitive advantage.

From the Back Cover
Praise for *The New Know: Innovation Powered by Analytics*

"Human history reflects our long—and by no means completed— ascent from the darkness of ignorance to the light of knowledge. Thornton illuminates the knowledge explosion which itself is a critical part of what we must know next." —Alvin Toffler, author and futurist

"Be forewarned: reading Thornton May's *The New Know* will make you think you've spent your whole life in Plato's cave, staring at shadows on the wall. But do not despair: Thornton will take you by the hand and guide you into the sunlight. There, you'll understand that we are bobbing in an ever expanding ocean of data, and that learning to analyze it is critically important—like learning to swim." —Lew Hay, Chairman and CEO of FPL Group, the nation's No. 1 producer of renewable energy from wind and solar power

Understand the critical competency of the age: business analytics

Today's high-performing organizations are dealing with diverse issues, a wider range of regulations, and heightened global competition. So with all these issues, why embrace business analytics? Easy . . .

- The rules have changed
- Customer expectations have changed
- Regulatory expectations have changed
- Societal expectations have changed
- Performance expectations have changed
- Possibilities have changed

Futurist and leading IT communicator Thornton May makes a convincing case for why organizations need to find innovative ways to exploit technology and operate consistently better than their competitors. We are standing at a hinge of history, on the cusp of entering a new age—the age of *The New Know*, an age when just showing up is not enough. Both a time period and a social reality, *The New Know* is all about moving your organization beyond just having the data, to knowing what you need to know and when you need to know it.

About the Author
Thornton May knows knowing. His work on the complex intersection of the informational, knowledge, and behavioral components of organizational change includes teaching at distinguished business schools, writing for widely read technology magazines, futuring at think tanks, and keeping in monthly contact with more than 1,000 C-level executives. May specializes in creating collaborative knowledge places, postindustrial campfires where the best and brightest convene to understand what they know, what they don't know, and what they can do about it. He currently engages executives at organizations such as the CIO Executive Summit (Evanta/DMG Group), the Multi-Channel Value Lab (Digital River), the Olin Innovation Lab (Olin College of Engineering), and the Value Studio at Florida State College at Jacksonville. The editors at *eWeek* magazine acknowledged May as one of the "100 Most Influential People in IT." The editors at *Fast Company* consider him one of the "50 best brains in business." Thornton May received his BA from Dartmouth College and his MSIA from Carnegie-Mellon University. He did doctoral work in Japanese studies at the University of Michigan and Keio University in Tokyo.