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The Big Data MBA: Driving Business... Thank You for Your Interest. We hope you find this information valuable. The Big Data MBA: Driving Business Strategies with Data Science. The "Dean of Big Data," Bill Schmarzo, provides an overview of some of the most salient points from his new book, Big Data MBA.

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I never planned on writing a second book ( “ Big Data MBA: Driving Business Strategies with Data Science ” ). Heck, I thought writing one book was enough to check this item off of my bucket list. But so much has changed since I wrote my first book that I felt compelled to continue to explore this once-in-a-lifetime opportunity for organizations to leverage data and analytics to transform their ...

Amazon.com: Customer reviews: Big Data MBA: Driving ...

Driving big data. Aug 31st 2012, 10:13 ... computing storage allows for the accumulation of ever more “ big data ” ; ... of Business at

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This accumulation of data, popularly known as Big Data, comprises of complex data sets that are generally beyond the power of an organization to gather, process and get significant understanding.

Big Data Analytics - Driving Decisions | Business Article | MBA Skool-Study.Learn.Share.

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Another very interesting concept is the big data maturity model, ranging from using big data for monitoring all the way to disrupting business. The book is generally very accessible and well-written. On the negative side, the homework assignments are a bit too obvious

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(basically, most assignments state: apply this to your own business) and examples in the last part of the book are way too ...

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Praise for Bill Schmarzo and Big Data MBA "Practical information from Bill Schmarzo on leveraging big data for a competitive advantage is priceless...."

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