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Go ahead, be skeptical about big data. The author was—at first. When the term “big data” first came on the scene, bestselling author Tom Davenport (Competing on Analytics, Analytics at Work) thought it was just another example of technology hype. But his research in the years that followed changed his mind.

Tom Davenport's Guide to Big Data - Forbes

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In this interactive Harvard Business Review webinar, Tom Davenport, author of Competing on Analytics, Analytics at Work, and the just-released Big Data at Work: Dispelling the Myths, Uncovering ...

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Big Data at Work: Dispelling the Myths, Uncovering the ...

Big data at work is an hype-free introduction to the highly popularized topic of big data. The books' content, depth and structure are targeted to novices in the field of big data. I would especially recommend the book to managers who having heard about big data are looking for a guide on what it is, where to start, what is needed and some ...

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