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

Description:
“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 AND HOW YOU CAN TOO

Big Data is a game changer 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 as well as the use of Big Data in cities, telecoms, sports, gambling, fashion, manufacturing, research, motor racing, video gaming, and everything in between 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"
Henrik von Scheel, Google Advisory Board Member

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