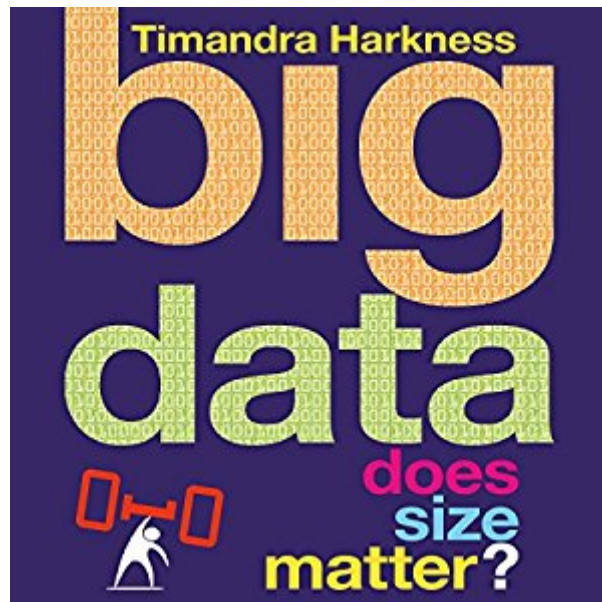




The book was found

Big Data: Does Size Matter?



Synopsis

Big data knows where you've been and who your friends are. It knows what you like and what makes you angry. It can predict what you'll buy, where you'll be the victim of crime and when you'll have a heart attack. Big data knows you better than you know yourself, or so it claims. But how well do you know big data? You've probably seen the phrase in newspaper headlines, at work in a marketing meeting, or on a fitness-tracking gadget. But can you understand it without being a Silicon Valley nerd who writes computer programs for fun? Yes. Yes, you can. Timandra Harkness writes comedy, not computer code. The only programmes she makes are on the radio. Starting with the basics - what is data? And what makes it big? - Timandra takes you on a whirlwind tour of how people are using big data today: from science to smart cities, business to politics, self-quantification to the Internet of Things. Finally, she asks the big questions about where it's taking us: is it too big for its boots, or does it think too small? Are you a data point or a human being? Will this book be full of rhetorical questions? No. It also contains puns, asides, unlikely stories, engaging people, inspiring feats and thought-provoking dilemmas, leaving you armed and ready to decide what you think about one of the decade's big ideas: big data.

Book Information

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Customer Reviews

Interesting read. There's hints of witticisms.

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for Business, Predictive Analysis, Big Data Book 1) Data Analytics: Applicable Data Analysis to Advance Any Business Using the Power of Data Driven Analytics (Big Data Analytics, Data Science, Business Intelligence Book 6) Big Data For Business: Your Comprehensive Guide to Understand Data Science, Data Analytics and Data Mining to Boost More Growth and Improve Business - Data Analytics Book, Series 2 Big Data: Does Size Matter? Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data Analytics: Business Intelligence, Algorithms and Statistical Analysis (Predictive Analytics, Data Visualization, Data Analytics, Business Analytics, Decision Analysis, Big Data, Statistical Analysis) Make Him Bigger: SUPERSIZE HIM 2 - Size does matter! Penis Growth & Enhanced Sex with Nutrition Hacks & Secret Sex Herbs (Sexual Power: Have More Fun With Sex) Vogue 1950s Pocket Size Adult Coloring Book: 50s Fashion Coloring Book for Adults Travel Size (Travel Size Coloring Books) (Volume 12) Big Data in Practice: How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking Data Analytics and Python Programming: 2 Bundle Manuscript: Beginners Guide to Learn Data Analytics, Predictive Analytics and Data Science with Python Programming Data Analytics For Beginners: Your Ultimate Guide To Learn and Master Data Analysis. Get Your Business Intelligence Right - Accelerate Growth and Close More Sales (Data Analytics Book Series) Discovering Knowledge in Data: An Introduction to Data Mining (Wiley Series on Methods and Applications in Data Mining) The Official US Army Ranger Handbook: Full-Size Edition: Not for the Weak or Fainthearted: Current 2017 Edition, Big 8.5" x 11" Size, Clear Print, Complete & Unabridged (Carlisle Military Library) Spiritual Activation: Why Each of Us Does Make the Difference (Why Each of Us Does Makes the Difference) Everybody Lies: Big Data, New Data, and What the Internet Can Tell Us About Who We Really Are Everybody Lies; Big Data, New Data, and What the Internet Reveals About Who We Really Are Approaches to Solve Big Data Security Issues and Comparative Study of Cryptographic Algorithms for Data Encryption Big Data: Principles and best practices of scalable realtime data systems

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