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Think Bigger: Developing a Successful Big Data Strategy for Your Business

Mark Van Rijmenam

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Big data--the enormous amount of data that is created as virtually every movement, transaction, and choice we make becomes digitized--is revolutionizing business. Offering real-world insight and explanations, this book provides a roadmap for organizations looking to develop a profitable big data strategy...and reveals why it's not something they can leave to the I.T. department.

Sharing best practices from companies that have implemented a big data strategy including Walmart, InterContinental Hotel Group, Walt Disney, and Shell, Think Bigger covers the most important big data trends affecting organizations, as well as key technologies like Hadoop and MapReduce, and several crucial types of analyses. In addition, the book offers guidance on how to ensure security, and respect the privacy rights of consumers. It also examines in detail how big data is impacting specific industries--and where opportunities can be found.

Big data is changing the way businesses--and even governments--are operated and managed. Think Bigger is an essential resource for anyone who wants to ensure that their company isn't left in the dust.

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