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best practices to avoid that mess. Big Data has the potential to
offer remarkable insight, or completely overwhelm you. The choice is
yours, based on the decisions you make before one bit of data is ever
collected. The chief problem is that Big Data is a technology

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Companies that use data selectively, analyze them wisely and apply them to improve their decision making, will gain a competitive advantage over those that don't. Big data affects almost every industry and every job. Almost everything you do at work and much of what you do at home – web surfing, social media activity, watching TV, playing online games, and sending emails and texts – now produces data that multiple organizations collect, analyze and act on for their profit.

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improve performance. Big Data shows you how to implement the same practices that leading firms have used to access new dimensions of profitability.

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