

Analytics

How to Win with Intelligence

Learn how big data and other sources of information can be transformed into valuable knowledge – knowledge that can create incredible competitive advantage to propel a business toward market leadership.

John and Shawn bring decades of hands on experience helping clients understand where and how data and analytics can deliver business value and market differentiation. The authors do not get bogged down in the technology tail-chase, but instead provides clear and actionable guidance on how organizations need to embrace a “business first” approach when considering how to exploit the business potential of big data. Like I ask my clients, “How effective is your organization at leveraging data and analytics to power your business?” It’s a question this book will help you to address.

Bill Schmarzo, CTO Big Data, Dell Technologies Services

One could argue—and probably easily win the argument—that there has been more change in analytics over the past ten years than at any time in the history of the world. For that reason alone, a book like this one that provides a clear-eyed assessment of the state of the art in analytics is enormously valuable.

Thomas H. Davenport

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