

MARK VAN RIJMENAM

THINK BIGGER

DEVELOPING A SUCCESSFUL BIG DATA
STRATEGY FOR YOUR BUSINESS

Think Bigger Developing A Successful Big Data Strategy For Your Business

Mark Van Rijmenam, Philippa Ryan



Think Bigger Developing A Successful Big Data Strategy For Your Business:

Think Bigger Mark Van Rijmenam, 2014 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

Think Bigger Mark Van Rijmenam, 2014-04-03 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 Big data the enormous amount of data that is created as virtually every movement transaction and choice we make becomes digitized is revolutionizing business Sharing best practices from companies that have implemented a big data strategy including Walmart InterContinental Hotel Group Walt Disney and Shell this helpful resource 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 Think Bigger you will find guidance on topics such as how to ensure security respecting the privacy rights of consumers and 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

Big Data Analytics for Entrepreneurial Success Sedkaoui, Soraya, 2018-11-09 In a resolutely practical and data driven project universe the digital age changed the way data is collected stored analyzed visualized and protected transforming business opportunities and strategies It is important for today s organizations and entrepreneurs to implement a robust data strategy and industrialize a set of data driven solutions to utilize big data analytics to its fullest potential Big Data Analytics for Entrepreneurial Success provides emerging perspectives on the theoretical and practical aspects of data analysis tools and techniques within business applications Featuring coverage on a broad range of topics such as algorithms data collection and machine learning this publication provides concrete examples and case studies of successful uses of data driven projects as well as the challenges and opportunities of generating value from data using analytics It is ideally designed for entrepreneurs researchers business owners managers graduate students academicians software developers and IT professionals seeking current research on the essential tools and technologies for organizing analyzing and benefiting from

big data Research Anthology on Big Data Analytics, Architectures, and Applications Management Association, Information Resources, 2021-09-24 Society is now completely driven by data with many industries relying on data to conduct business or basic functions within the organization With the efficiencies that big data bring to all institutions data is continuously being collected and analyzed However data sets may be too complex for traditional data processing and therefore different strategies must evolve to solve the issue The field of big data works as a valuable tool for many different industries The Research Anthology on Big Data Analytics Architectures and Applications is a complete reference source on big data analytics that offers the latest innovative architectures and frameworks and explores a variety of applications within various industries Offering an international perspective the applications discussed within this anthology feature global representation Covering topics such as advertising curricula driven supply chain and smart cities this research anthology is ideal for data scientists data analysts computer engineers software engineers technologists government officials managers CEOs professors graduate students researchers and academicians **Big Data Analytics for Sustainable Computing** Haldorai, Anandakumar, Ramu, Arulmurugan, 2019-09-20 Big data consists of data sets that are too large and complex for traditional data processing and data management applications Therefore to obtain the valuable information within the data one must use a variety of innovative analytical methods such as web analytics machine learning and network analytics As the study of big data becomes more popular there is an urgent demand for studies on high level computational intelligence and computing services for analyzing this significant area of information science Big Data Analytics for Sustainable Computing is a collection of innovative research that focuses on new computing and system development issues in emerging sustainable applications Featuring coverage on a wide range of topics such as data filtering knowledge engineering and cognitive analytics this publication is ideally designed for data scientists IT specialists computer science practitioners computer engineers academicians professionals and students seeking current research on emerging analytical techniques and data processing software *Data-Centric Business and Applications* Natalia Kryvinska, Michal Greguš, 2018-07-16 This book discusses processes and procedures in information data processing and management The global market is becoming more and more complex with an increased availability of data and information and as a result doing business with information is becoming more popular with a significant impact on modern society immensely This means that there is a growing need for a common understanding of how to create access use and manage business information As such this book explores different aspects of data and information processing including information generation representation structuring organization storage retrieval navigation human factors in information systems and the use of information It also analyzes the challenges and opportunities of doing business with information and presents various perspectives on business information managing *Artificial Intelligence (AI) and Finance* Bahaaeddin A. M. Alareeni, Islam Elgedawy, 2023-08-26 Artificial intelligence AI has the potential to significantly improve efficiency reduce costs and increase the speed and accuracy of financial decision

making making it an increasingly important tool for financial professionals One way that AI can improve efficiency in finance is by automating tasks and processes that are time consuming and repetitive for humans For example AI algorithms can be used to analyze and process large amounts of data such as financial statements and market data in a fraction of the time that it would take a human to do so This can allow financial professionals to focus on higher value tasks such as interpreting data and making strategic decisions rather than being bogged down by mundane tasks AI can also reduce costs in finance by increasing automation and eliminating the need for certain tasks to be performed manually This can result in cost savings for financial institutions which can then be passed on to customers in the form of lower fees or better services AI can be used to identify unusual patterns of activity that may indicate fraudulent behavior This can help financial institutions reduce losses from fraud and improve customer security AI powered chatbots and virtual assistants can help financial institutions provide faster more efficient customer service particularly when it comes to answering common questions and handling routine tasks Some financial institutions are using AI to analyze market data and make trades in real time AI powered trading algorithms can potentially make faster and more accurate trading decisions than humans In terms of speed and accuracy AI algorithms can analyze data and make decisions much faster than humans and can do so with a high degree of accuracy This can be particularly useful in fast moving financial markets where quick and accurate decision making can be the difference between success and failure This book highlights how AI in finance can improve efficiency reduce costs and increase the speed and accuracy of financial decision making Moreover the book also focuses on how to ensure the responsible and ethical use of AI in finance This book is a valuable resource for students scholars academicians researchers professionals executives government agencies and policymakers interested in exploring the role of artificial intelligence AI in finance Its goal is to provide a comprehensive overview of the latest research and knowledge in this area and to stimulate further inquiry and exploration

Strategy and Behaviors in the Digital Economy Beatrice Orlando,2020-03-04 Strategy and Behaviors in the Digital Economy is a collection of reviewed and relevant research chapters offering a comprehensive overview of recent developments in the field of Business Management and Economics The book comprises single chapters authored by various researchers and edited by an expert active in this research area All chapters are complete in itself but united under a common research study topic This publication aims at providing a thorough overview of the latest research efforts by international authors on this field of study and open new possible research paths for further novel developments

Information Systems Design and Intelligent Applications Suresh Chandra Satapathy,Vikrant Bhateja,Radhakrishna Somanah,Xin-She Yang,Roman Senkerik,2018-12-30 The book gathers a collection of high quality peer reviewed research papers presented at the International Conference on Information System Design and Intelligent Applications INDIA 2018 which was held at the Universite des Mascareignes Mauritius from July 19 to 21 2018 It covers a wide range of topics in computer science and information technology from image processing database applications and data mining to grid and

cloud computing bioinformatics and many more The intelligent tools discussed e g swarm intelligence artificial intelligence evolutionary algorithms and bio inspired algorithms are currently being applied to solve challenging problems in various domains

Total Survey Error in Practice Paul P. Biemer, Edith D. de Leeuw, Stephanie Eckman, Brad Edwards, Frauke Kreuter, Lars E. Lyberg, N. Clyde Tucker, Brady T. West, 2017-02-13 Featuring a timely presentation of total survey error TSE this edited volume introduces valuable tools for understanding and improving survey data quality in the context of evolving large scale data sets This book provides an overview of the TSE framework and current TSE research as related to survey design data collection estimation and analysis It recognizes that survey data affects many public policy and business decisions and thus focuses on the framework for understanding and improving survey data quality The book also addresses issues with data quality in official statistics and in social opinion and market research as these fields continue to evolve leading to larger and messier data sets This perspective challenges survey organizations to find ways to collect and process data more efficiently without sacrificing quality The volume consists of the most up to date research and reporting from over 70 contributors representing the best academics and researchers from a range of fields The chapters are broken out into five main sections The Concept of TSE and the TSE Paradigm Implications for Survey Design Data Collection and Data Processing Applications Evaluation and Improvement and Estimation and Analysis Each chapter introduces and examines multiple error sources such as sampling error measurement error and nonresponse error which often offer the greatest risks to data quality while also encouraging readers not to lose sight of the less commonly studied error sources such as coverage error processing error and specification error The book also notes the relationships between errors and the ways in which efforts to reduce one type can increase another resulting in an estimate with larger total error This book Features various error sources and the complex relationships between them in 25 high quality chapters on the most up to date research in the field of TSE Provides comprehensive reviews of the literature on error sources as well as data collection approaches and estimation methods to reduce their effects Presents examples of recent international events that demonstrate the effects of data error the importance of survey data quality and the real world issues that arise from these errors Spans the four pillars of the total survey error paradigm design data collection evaluation and analysis to address key data quality issues in official statistics and survey research Total Survey Error in Practice is a reference for survey researchers and data scientists in research areas that include social science public opinion public policy and business It can also be used as a textbook or supplementary material for a graduate level course in survey research methods

Digital Transformation in the Customer Experience Mohammed Majeed, Aryan Chaudhary, Raman Chadha, 2025-02-10 Technology is an indispensable part of the business world with firms using digital platforms to gain create maintain and deliver customer experience especially post pandemic Digitization involves the comprehensive integration of digital technology into all facets of a company s operations yielding heightened value for customers This book Digital Transformation in the Customer Experience looks at how digital

transformation can help both service and manufacturing firms to deliver better customer experience This book will enhance readers understanding of the disruptive technologies that have brought businesses to their current digital state including social media artificial intelligence AI big data machine learning and the Internet of Things IoT Numerous examples and exhibits are employed to illustrate the book s comprehensive digital framework It presents case studies of digital implementation across diverse industries and provides implementation templates for businesses Designed to support careers in consulting and the execution of digital strategies within companies the book covers all essential aspects To offer insights into practical digital transformation in real world scenarios the book incorporates case studies and examples spanning various industries Its organized structure makes it accessible to students instructors and junior and mid level executives Furthermore the book seeks to disseminate novel technical concepts and features that can be integrated into daily life for the betterment of society The book addresses important questions such as the relevance of e service quality in customer satisfaction and loyalty impact and effect of adware malware and spyware on the digital environment the Internet of Everything in marketing digital entertainment digital transformation in healthcare and more The book also covers the impact of digitalization on education finance and banking as well as the hospitality industry Sensitive topics like the influence of Facebook on consumer engagement and the impact of social media marketing communications on teenagers attitudes etc are also addressed in the book

Information Modelling and Knowledge Bases XXX Tatiana Endrjukaite,Alexander

Dudko,Bernhard Thalheim,Yasushi Kiyoki,Naofumi Yoshida,2019-01-15 Information modeling and knowledge bases have become essential subjects in the last three decades not only in academic communities related to information systems and computer science but also in the areas of business where information technology is applied This book presents the proceedings of the 28th International Conference on Information Modelling and Knowledge Bases EJC2018 held in Riga Latvia from 4 8 June 2018 The aim of the conference was to bring together experts with a common interest in the understanding and solving of problems on information modelling and knowledge bases as well as those from different areas of computer science and other disciplines who apply the results of research to practice The 39 accepted papers collected here cover a variety of topics including conceptual modeling knowledge and information modeling and discovery linguistic modeling cross cultural communication and social computing multimedia data modeling and systems and environmental modeling and engineering The book will be of interest to researchers and practitioners alike and to anyone wanting a better understanding of current advances in information technology

Blockchain Mark Van Rijmenam,Philippa Ryan,2018-09-03

The internet was envisaged as a decentralised global network but in the past 25 years it has come to be controlled by a few very powerful centralised companies Blockchain is a technological paradigm shift that allows secure reliable and direct information transfer between individuals organisations and things so that we can manage verify and control the use of our own data Blockchain also offers a new opportunity for humanity to fix some major problems It can authenticate data manage

its analysis and automate its use With better data comes better decision making In this way Blockchain can contribute to solving climate change reduce voting fraud fix our identity systems improve fair trade and give the poor an opportunity to improve their lives by monetising their digital capital A world built upon peer to peer transactions and smart contracts can empower individuals and communities This book offers a fresh perspective with which to consider this transformative technology It describes how Blockchain can optimise the processes that run our society It provides practical solutions to global problems and offers a roadmap to incorporate Blockchain in your business It offers a blueprint for a better world Filled with easy to understand examples this book shows how Blockchain can take over where the internet has fallen short

Data Analytics Mohiuddin Ahmed, Al-Sakib Khan Pathan, 2018-09-21 Large data sets arriving at every increasing speeds require a new set of efficient data analysis techniques Data analytics are becoming an essential component for every organization and technologies such as health care financial trading Internet of Things Smart Cities or Cyber Physical Systems However these diverse application domains give rise to new research challenges In this context the book provides a broad picture on the concepts techniques applications and open research directions in this area In addition it serves as a single source of reference for acquiring the knowledge on emerging Big Data Analytics technologies *Navigating the Labyrinth* Laura Sebastian-Coleman, An Executive Guide to Data Management *The Handbook of Applied Communication Research* H. Dan O'Hair, Mary John O'Hair, 2020-04-24 An authoritative survey of different contexts methodologies and theories of applied communication The field of Applied Communication Research ACR has made substantial progress over the past five decades in studying communication problems and in making contributions to help solve them Changes in society human relationships climate and the environment and digital media have presented myriad contexts in which to apply communication theory The Handbook of Applied Communication Research addresses a wide array of contemporary communication issues their research implications in various contexts and the challenges and opportunities for using communication to manage problems This innovative work brings together the diverse perspectives of a team of notable international scholars from across disciplines The Handbook of Applied Communication Research includes discussion and analysis spread across two comprehensive volumes Volume one introduces ACR explores what is possible in the field and examines theoretical perspectives organizational communication risk and crisis communication and media data design and technology The second volume focuses on real world communication topics such as health and education communication legal ethical and policy issues and volunteerism social justice and communication activism Each chapter addresses a specific issue or concern and discusses the choices faced by participants in the communication process This important contribution to communication research Explores how various communication contexts are best approached Addresses balancing scientific findings with social and cultural issues Discusses how and to what extent media can mitigate the effects of adverse events Features original findings from ongoing research programs and original communication models and frameworks Presents the

best available research and insights on where current research and best practices should move in the future A major addition to the body of knowledge in the field The Handbook of Applied Communication Research is an invaluable work for advanced undergraduate students graduate students and scholars *Machine Learning for Decision Makers* Patanjali

Kashyap,2018-01-04 Take a deep dive into the concepts of machine learning as they apply to contemporary business and management You will learn how machine learning techniques are used to solve fundamental and complex problems in society and industry Machine Learning for Decision Makers serves as an excellent resource for establishing the relationship of machine learning with IoT big data and cognitive and cloud computing to give you an overview of how these modern areas of computing relate to each other This book introduces a collection of the most important concepts of machine learning and sets them in context with other vital technologies that decision makers need to know about These concepts span the process from envisioning the problem to applying machine learning techniques to your particular situation This discussion also provides an insight to help deploy the results to improve decision making The book uses case studies and jargon busting to help you grasp the theory of machine learning quickly You ll soon gain the big picture of machine learning and how it fits with other cutting edge IT services This knowledge will give you confidence in your decisions for the future of your business What You Will Learn Discover the machine learning big data and cloud and cognitive computing technology stack Gain insights into machine learning concepts and practices Understand business and enterprise decision making using machine learning Absorb machine learning best practices Who This Book Is For Managers tasked with making key decisions who want to learn how and when machine learning and related technologies can help them **Introduction to Research Methods** Bora

Pajo,2022-11-08 The Second Edition of Bora Pajo s Introduction to Research Methods A Hands on Approach continues to make research easy to understand and easy to do by balancing quantitative with qualitative methods in the same clear and compelling prose Updates include a new chapter on big data a revamped chapter on qualitative designs and citations in APA Style 7th Edition *Primer of Public Relations Research* Don W. Stacks,2016-10-10 Thousands of public relations PR students and professionals have relied on this authoritative text to understand the key role of research in planning and evaluating PR campaigns Revised and expanded to reflect today s emphasis on standards based practice the third edition has a heightened emphasis on setting baselines creating benchmarks and assessing progress Stacks presents step by step guidelines for using a wide range of qualitative and quantitative methods to track output outtakes and outcomes and shows how to present research findings clearly to clients Every chapter features review questions and a compelling practice problem PowerPoint slides for use in teaching are provided at the companion website Instructors requesting a desk copy also receive a supplemental Instructor s Manual with a test bank suggested readings and case studies New to This Edition Chapter on standardization moving beyond the prior edition s focus on best practices Chapter on different types of data sets with attention to the advantages and disadvantages of using Big Data Addresses the strategic use of key performance

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The Organisation of Tomorrow Mark Van Rijmenam, 2019-07-19 The Organisation of Tomorrow presents a new model of doing business and explains how big data analytics blockchain and artificial intelligence force us to rethink existing business models and develop organisations that will be ready for human machine interactions It also asks us to consider the impacts of these emerging information technologies on people and society Big data analytics empowers consumers and employees This can result in an open strategy and a better understanding of the changing environment Blockchain enables peer to peer collaboration and trustless interactions governed by cryptography and smart contracts Meanwhile artificial intelligence allows for new and different levels of intensity and involvement among human and artificial actors With that new modes of organising are emerging where technology facilitates collaboration between stakeholders and where human to human interactions are increasingly replaced with human to machine and even machine to machine interactions This book offers dozens of examples of industry leaders such as Walmart Telstra Alibaba Microsoft and T Mobile before presenting the D2 A2 model a new model to help organisations datafy their business distribute their data analyse it for insights and automate processes and customer touchpoints to be ready for the data driven and exponentially changing society that is upon us This book offers governments professional services manufacturing finance retail and other industries a clear approach for how to develop products and services that are ready for the twenty first century It is a must read for every organisation that wants to remain competitive in our fast changing world

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Table of Contents Think Bigger Developing A Successful Big Data Strategy For Your Business

1. Understanding the eBook Think Bigger Developing A Successful Big Data Strategy For Your Business
 - The Rise of Digital Reading Think Bigger Developing A Successful Big Data Strategy For Your Business
 - Advantages of eBooks Over Traditional Books
2. Identifying Think Bigger Developing A Successful Big Data Strategy For Your Business
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Think Bigger Developing A Successful Big Data Strategy For Your Business

- User-Friendly Interface
- 4. Exploring eBook Recommendations from Think Bigger Developing A Successful Big Data Strategy For Your Business
 - Personalized Recommendations
 - Think Bigger Developing A Successful Big Data Strategy For Your Business User Reviews and Ratings
 - Think Bigger Developing A Successful Big Data Strategy For Your Business and Bestseller Lists
- 5. Accessing Think Bigger Developing A Successful Big Data Strategy For Your Business Free and Paid eBooks
 - Think Bigger Developing A Successful Big Data Strategy For Your Business Public Domain eBooks
 - Think Bigger Developing A Successful Big Data Strategy For Your Business eBook Subscription Services
 - Think Bigger Developing A Successful Big Data Strategy For Your Business Budget-Friendly Options
- 6. Navigating Think Bigger Developing A Successful Big Data Strategy For Your Business eBook Formats
 - ePub, PDF, MOBI, and More
 - Think Bigger Developing A Successful Big Data Strategy For Your Business Compatibility with Devices
 - Think Bigger Developing A Successful Big Data Strategy For Your Business Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Think Bigger Developing A Successful Big Data Strategy For Your Business
 - Highlighting and Note-Taking Think Bigger Developing A Successful Big Data Strategy For Your Business
 - Interactive Elements Think Bigger Developing A Successful Big Data Strategy For Your Business
- 8. Staying Engaged with Think Bigger Developing A Successful Big Data Strategy For Your Business
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Think Bigger Developing A Successful Big Data Strategy For Your Business
- 9. Balancing eBooks and Physical Books Think Bigger Developing A Successful Big Data Strategy For Your Business
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Think Bigger Developing A Successful Big Data Strategy For Your Business
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Think Bigger Developing A Successful Big Data Strategy For Your Business

- Setting Reading Goals Think Bigger Developing A Successful Big Data Strategy For Your Business
- Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Think Bigger Developing A Successful Big Data Strategy For Your Business
 - Fact-Checking eBook Content of Think Bigger Developing A Successful Big Data Strategy For Your Business
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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