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# THINK BIGGER: DEVELOPING A SUCCESSFUL BIG DATA STRATEGY FOR YOUR BUSINESS



AMACOM, 2014. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Big Data-the enormous amount of data that is created as virtually every movement, transaction, and choice we make becomes digitized-is revolutionizing business. Organizations can use all this data to glean valuable insight into how best to serve their customers. Big Data is drastically changing business, with companies that have implemented a Big Data strategy financially outperforming their peers by 20 percent. But in order...

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- Authored by van Rijmenam, Mark
- Released at 2014



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