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This book provides a business-hardened framework with supporting methodology and hands-on exercises that will help business users to not only identify where and how to leverage big data for business advantage, but will also provide guidelines for operationalizing the analytics, setting up the right organizational structure, and driving the analytic insights throughout the organization's user experience to both customers and front-line employees.

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Bill Schmarzo's Big Data MBA is a must-read for everyone that is trying to determine how big data can be introduced in his/her business. The main lesson for me is that big data and analytics should start with the current needs of the business.

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