# BIG DATA DEMYSTIFIED

## How to use big data, data science and AI to make better business decisions and gain competitive advantage

**DAVID STEPHENSON PhD**

**FT** PUBLISHING
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# Praise for
# *Big Data Demystified*

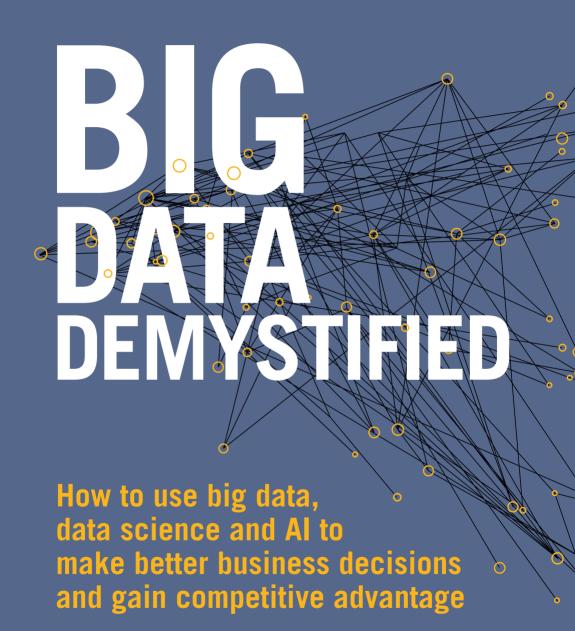'Before you embark on any kind of big data initiative at your organisation, read this book! It is an essential guide to using data in a practical way that drives results.'

*Ian McHenry, CEO, Beyond Pricing*

'This is the book we've been missing: big data explained without the complexity! And it will help you to look for big data opportunities in your day-to-day work.'

*Marc Salomon, Professor in Decision Sciences and Dean,*
*University of Amsterdam Business School*

'Big data for the rest of us! I have never come across a book that is so full of practical advice, actionable examples and helpful explanations. Read this one book and start executing big data at your workplace tomorrow!'

*Tobias Wann, CEO, @Leisure Group*

'Dr Stephenson provides an excellent overview of the opportunities and tools that a modern business can exploit in data, while also going deep into the technical, organisational and procedural solutions. This book can be used as a best-practice education for both data analytics n00bs and seasoned professionals looking to identify gaps in data strategy.'

*Clancy Childs, Chief Product and Technology Officer,*
*Dow Jones DNA; Former Product Manager, Google Analytics*

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