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~~I never planned on writing a second book ( \" Big Data MBA: Driving Business Strategies with Data Science \" ). Heck, I thought writing one book was enough to check this item off of my bucket list. But so much has changed since I wrote my first book that I felt compelled to continue to explore this once-in-a-lifetime opportunity for organizations to leverage data and analytics to transform their ...~~

~~Big Data MBA Textbook: Driving Business Strategies with ...~~

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~~Another very interesting concept is the big data maturity model, ranging from using big data for monitoring all the way to disrupting business. The book is generally very accessible and well-written. On the negative side, the homework assignments are a bit too obvious (basically, most assignments state: apply this to your own business) and examples in the last part of the book are way too ...~~

~~Amazon.com: Customer reviews: Big Data MBA: Driving ...~~

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