



Data-Ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else (Hardback)

By Steve Lohr

HarperBusiness, United States, 2015. Hardback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book. By one estimate, 90 percent of all of the data in history was created in the last two years. In 2014, International Data Corporation calculated the data universe at 4.4 zettabytes, or 4.4 trillion gigabytes. That much information, in volume, could fill enough slender iPad Air tablets to create a stack two-thirds of the way to the moon. Now, that s Big Data.Coal, iron ore, and oil were the key productive assets that fueled the Industrial Revolution. The vital raw material of today s information economy is data.In Data-ism, New York Times reporter Steve Lohr explains how big-data technology is ushering in a revolution in proportions that promise to be the basis of the next wave of efficiency and innovation across the economy. But more is at work here than technology. Big data is also the vehicle for a point of view, or philosophy, about how decisions will be--and perhaps should be--made in the future. Lohr investigates the benefits of data while also examining its dark side. Data-ism is about this next phase, in which vast Internet-scale data sets are used for...



READ ONLINE
[6.93 MB]

Reviews

A brand new eBook with a new standpoint. I have got read through and i also am confident that i will gonna read again once again down the road. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Miss Shannon Hilll V

An exceptional book and also the font utilized was intriguing to read. This is for all who statte there was not a worth reading. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Prof. Tyson Hilpert