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Bernard Marr is a big data guru and bestselling author. A strategic performance consultant, he has and advised many of the world's best-known organizations including Accenture, Barclays, BP, DHL, Fujitsu, Gartner, HSBC, Mars, Microsoft, Oracle, The Home Office, NHS, Orange, Tetley, T-Mobile, Toyota, Royal Air Force, SAP and Shell on their business and data strategies.

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