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Big Data at Work: Dispelling the  
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by Thomas Davenport. Released  
February 2014. Publisher (s): Harvard  
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9781422168165. Explore a preview version of Big Data at Work: Dispelling the Myths, Uncovering the Opportunities right now.

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Big data is diverse and combines many different types of information, such as data from internal and external sources, as well as structured

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and unstructured data. • Enterprise. A big data initiative should be unified across the entire organization. That means integrated analytics for both big and small data, one analytics leader such as a chief

**DISPELLING THE MYTHS,**

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Go ahead, be skeptical about big data. The author was - at first. When the term "big data" first came on the scene, best-selling author Tom Davenport (Competing on Analytics, Analytics at Work) thought it was just

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another example of technology hype. But his research in the years that followed changed his mind.

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Although the idea of Big Data is not precisely defined, the characteristics of



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Big Data described by the author include unstructured formats, volume of greater than 100 terrabytes, existing in a constant flow rather than a static pool, analysed by machine learning rather than hypothesis, and intended for data-based products rather than internal decision support.

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