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Interview with Stephen Baker, author of \"The Numerati\"

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\"The Numerati\" Author Stephen Baker at SMC Boston BPR Talks with Stephen Baker, Author of \"The Numerati\" **The Numerati Jackie Chan**

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*The Numerati Stephen Baker*

On a summer evening in the Northeast, an orange tom cat creeps under a wooden fence and hides in the bushes behind a bird-feeder.

*Stephen Baker - The Numerati*

That's what Stephen L. Baker attempts to sort out in *The Numerati*, a neologism he has

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coined for the computer scientists and mathematicians getting their hands dirty with our data. The book takes an admirably thematic approach and looks at developments across a broad spectrum of society, covering ways in which advancements have and will affect the worlds of work, commerce, politics, medicine and romance.

*The Numerati: Amazon.co.uk: Stephen Baker: 0046442784603 ...*

In *The Numerati* Stephen Baker, a Business Week senior writer, takes us on a guided tour (no maths required) through an unprecedented

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new era, in which mathematicians are starting to map individual human behaviour - what we do, who we are, how we work, chat, play and shop -- and in so doing, will change every aspect of our lives, from the kind of medical advice we get, to the adverts we see, to our appraisals at work, to the way politicians try to win our votes and protect us from terrorist ...

*The Numerati: How They'll Get My Number and Yours: Amazon ...*

Stephen Baker is an American journalist. In 2008, he wrote *The Numerati*, a book about the

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Big Data economy. Until 2009 he worked for covered technology for BusinessWeek. In November, he left to go freelance and finish his second book, Final Jeopardy.

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The Numerati is a 2008 non-fiction book written by Stephen L. Baker on the subjects of automatic identification and data capture and Big Data.

## *The Numerati - Wikipedia*

Journalist Stephen Baker explores these questions and provides us with a fascinating guide to the world we're entering—and to the people controlling that world. The Numerati have infiltrated every realm of human affairs, profiling us as workers, shoppers, voters, potential terrorists—and lovers. The implications are vast. Privacy evaporates.

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*The Numerati: Baker, Stephen: Amazon.com: Books*

Stephen Baker - The Numerati

*Stephen Baker - The Numerati*

In this tour de force of original reporting and analysis, journalist Stephen Baker provides us with a fascinating guide to the world we're all entering -- and to the people controlling that world. The Numerati have infiltrated every realm of human affairs, profiling us as workers, shoppers, patients, voters, potential terrorists -- and lovers.

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*Stephen Baker*

"'The Numerati' is a book about math that won't cause liberal-arts majors to heave it across the room. The slender volume contains not a single esoteric Greek letter or mystifying equation. What's more, writer Stephen Baker artfully conjures up vivid images to explain what he's talking about and why a reader should care."

*The Numerati Reprint, Baker, Stephen - Amazon.com*

Stephen Baker is an American journalist. In

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2008, he wrote *The Numerati*, a book about the Big Data economy. Until 2009 he worked for covered technology for BusinessWeek. In November, he left to go freelance and finish his second book, *Final Jeopardy*.

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Stephen Baker has done an excellent job in explaining what companies can do with their data. For getting knowledge from these data,

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companies use mathematicians and computer scientists (what Baker calls the numerati). Baker takes us in a journey divided in seven parts (chapters).

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