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data, he is the
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Big Data: A
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Kenneth Cukier,
the authors of
'Big Data', do

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an excellent job
of telling us
exactly what Big
Data is and how
what we
currently have
is rooted in
historic
exercises in
trying to make
sure that as far
as is possible
N=all. Of
course, N (the

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sample) seldom
does equal all,
but what we call
Big Data gets

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Mayer-
Schönberger's
research focuses

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on the role of information in the networked economy. Among other things, he has been studying data privacy, governance in virtual worlds, law and entrepreneurship, e-government, and (more recently)

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data. He has been advocating a right to be forgotten in the form of expiration dates on personal information.

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los datos

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Kenneth Cukier

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eleven books,

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international
bestseller " Big
Data " (HMH, co-
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translated into
more than 20
languages),
"Learning with
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" with Princeton
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in multiple
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*OII | Professor
Viktor Mayer-
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Oxford Internet*

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The chapter
entitled "More"
(chapter 2)

explains how big
data is defined
by collecting as
much data as
possible, and at
times "all" of
it. The authors
argue that new
technologies
will allow data

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scientists to
passively
collect, store,
and analyze much
more data in
real time.

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Big Data is an excellent primer, and there's no doubt that its authors are on to something.

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Technology

Review

In "Big Data,"

their

illuminating and

very timely

book, Viktor May

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*Viktor Mayer-
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Quotes (Author
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of Big Data)

Kenneth Cukier
and Viktor Mayer-
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authors of the
new book Big
Data: A
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How We Live,
Work, and Think,
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month, answered
several

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questions on
big...

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the University

Where To
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Data Oxford, says
that "in the big
picture of
things, the
Commission views
digital American
platform ...

This revelatory
exploration of
big data, which
refers to our

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newfound ability
to crunch vast
amounts of
information,
analyze it
instantly and
draw profound
and surprising
conclusions from
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how it will
change our lives
and what we can
do to protect

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these questions,
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is big data.
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refers to our
burgeoning
ability to

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crunch vast
collections of
information,
analyze it
instantly, and
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profoundly
surprising
conclusions from
it. This
emerging science
can translate
myriad
phenomena—from

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and uses our
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to unearth
epiphanies that
we never could
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before. A

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revolution on
par with the
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perhaps even the
printing press,
big data will
change the way
we think about
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health,
politics,
education, and
innovation in
the years to

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come. It also poses fresh threats, from the inevitable end of privacy as we know it to the prospect of being penalized for things we haven't even done yet, based on big data's ability to predict our

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starting to reap
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buy a plane ticket, seeing inflation in real time and monitoring social media in order to identify trends. But there is a dark side to big data. Will it be machines, rather than people, that make the

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actionable steps
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the tools needed
for this next
phase of human
evolution.

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economy and make
cash, banks, and
big companies
obsolete In
modern history,

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the story of
capitalism has
been a story of
firms and
financiers.

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writes for The
Economist, show,
data is
replacing money
as the driver of
market behavior.
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big companies
will be replaced
by small groups
and individual
actors who make
markets instead

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things: think
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calamity? This
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inequity to
climate change,
humanity faces
unprecedented
challenges that
threaten our
very existence.
To frame is to
make a mental
model that
enables us to
see patterns,
predict how

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things will
unfold, and make
sense of new
situations.

Frames guide the
decisions we
make and the
results we
attain. People
have long
focused on
traits like
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all but ignored.
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framing stands
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critical
function—and
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tried-and-true
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for getting more
out of data, and
using it to the
utmost
advantage. This
book describes
the major trends
emerging in the

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Data, the
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the many
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surrounding Big
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guiding readers
toward better
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from
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solutions - but
deep
understanding is
key when applying
it to individual
business needs.

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and efficient

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surrounding the
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becoming increasingly important to make sense of data in an economically viable way. It can drive new revenue streams and give companies a competitive advantage, providing a way forward for businesses

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can

revolutionize

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