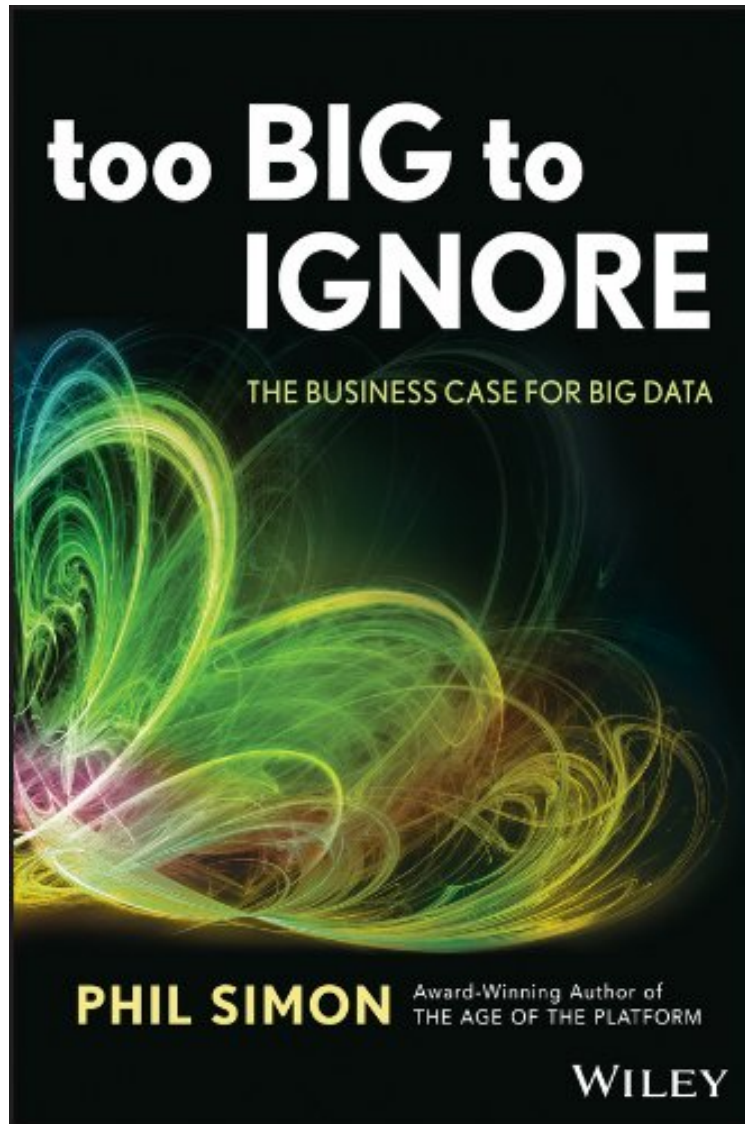


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Too Big to Ignore: The Business Case for Big Data (Wiley and SAS Business Series)

Phil Simon

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Phil Simon : Too Big to Ignore: The Business Case for Big Data (Wiley and SAS Business Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Too Big to Ignore: The Business Case for Big Data (Wiley and SAS Business Series):

4 of 4 people found the following review helpful. The Case for Big Data By JAELLA as an enterprise consultant and solutions architect I can only estimate the number of "Big Data" books I have read in the past four years. Many of which I finished about 3/4 before completely becoming disinterested. At some points I felt as I was reading the very

same author as to differentiate was challenging. Most books to date fall into one of two categories; Very high level (Executive focused). The ten thousand foot view. Which personally feels like a book about nothing. And category two; In the weeds (Tech notes trolled from the internet) or whitepaper in a bound version. In "Too Big to Ignore" Phil has successfully managed to bridge the gap between and bring to the table a discussion that is not only easy to understand for your CEO, but contains the relevant technical information and validation without a trip back into the weeds. TBTI introduces Phil's unique viewpoint that remains vendor and software agnostic and delves into the pros and cons relevant to any enterprise's Big Data initiative including the potential for misuse. My only criticism would be that Wiley and/or had not released an Audio book version.

1 of 1 people found the following review helpful. Delivers on its promise

By Tom Redman The last few years have witnessed some amazing successes in the big data space, in industry. The hype is even bigger! One can't open one's email without a deluge of advice on all things big data. One is wise to be skeptical! too BIG to IGNORE cuts through the hype. I particularly like four things: First, the discussion on the confluence of factors that drive interest in big data. Those who think that big data will fall by the way-side are advised the give Chapter 1 a hard look--the underlying factors are only accelerating. "Big data" may not have made it to your discipline, but something like it can't be far off. Second, the discussion of the limitations. In many cases there are important secrets buried in the data. But uncovering them, and putting them to work, is no easy task. Third, the discussion of what it will take to succeed. A lot more than a big database, cloud technology, and a data scientist. Fourth, the overall synthesis. The title page promises "the business case for big data." It delivers. Both the promise and the difficulties. One final bit of advice to the reader. tBTI is an fast and fun read. So skim it for an overview. tBTI also has some depth. So after the skim, re-read it, more carefully and thoughtfully.

2 of 2 people found the following review helpful. A Wake-Up Call for 21st Century Executives

By Jack Spain Phil Simon's "too BIG to IGNORE: The Business Case for Big Data" should inspire executives to roll-up your sleeves to understand the potentially enormous business opportunity to mine valuable gems from your most precious resource; your customer, market, and operational data. Simon provides a very thorough exploration for non-technologists into the new world of "Big Data" with many illustrations of how companies are beginning to exploit this resource to their advantage. This topic is extremely relevant regardless if you are a cloud-based technology start-up business or a century old manufacturing company. If you have not yet grasped these concepts or are still in a "wait-and-see" mode, be very aware that your competitors are likely hard at work exploring ways to profit from their vast enterprise data assets. I encourage business, public sector, and educational professionals to read "too BIG to IGNORE" to gain important insights into how powerful this resource can be for your institution and how it will likely impact your respective industry. Simon's latest book is an excellent complement to his "The Age of the Platform" to understand critical trends that are impacting businesses in all sectors.

Residents in Boston, Massachusetts are automatically reporting potholes and road hazards via their smartphones. Progressive Insurance tracks real-time customer driving patterns and uses that information to offer rates truly commensurate with individual safety. Google accurately predicts local flu outbreaks based upon thousands of user search queries. Amazon provides remarkably insightful, relevant, and timely product recommendations to its hundreds of millions of customers. Quantcast lets companies target precise audiences and key demographics throughout the Web. NASA runs contests via gamification site TopCoder, awarding prizes to those with the most innovative and cost-effective solutions to its problems. Explorys offers penetrating and previously unknown insights into healthcare behavior. How do these organizations and municipalities do it? Technology is certainly a big part, but in each case the answer lies deeper than that. Individuals at these organizations have realized that they don't have to be Nate Silver to reap massive benefits from today's new and emerging types of data. And each of these organizations has embraced Big Data, allowing them to make astute and otherwise impossible observations, actions, and predictions. It's time to start thinking big. In Too Big to Ignore, recognized technology expert and award-winning author Phil Simon explores an unassailably important trend: Big Data, the massive amounts, new types, and multifaceted sources of information streaming at us faster than ever. Never before have we seen data with the volume, velocity, and variety of today. Big Data is no temporary blip of fad. In fact, it is only going to intensify in the coming years, and its ramifications for the future of business are impossible to overstate. Too Big to Ignore explains why Big Data is a big deal. Simon provides commonsense, jargon-free advice for people and organizations looking to understand and leverage Big Data. Rife with case studies, examples, analysis, and quotes from real-world Big Data practitioners, the book is required reading for chief executives, company owners, industry leaders, and business professionals.

From the Inside Flap Residents in Boston, Massachusetts, are automatically reporting potholes and road hazards via their smartphones. Google accurately predicts local flu outbreaks based upon thousands of user search queries. provides remarkably insightful, relevant, and timely product recommendations to its hundreds of millions of customers. NASA runs contests via the gamification site TopCoder, awarding prizes to those with the most innovative and cost-effective solutions to its problems. How do these organizations and municipalities do it? Technology is certainly a big part, but in each case the answer goes deeper than that. Individuals at these organizations have realized

that they don't have to be Nate Silver to reap massive benefits from analyzing today's new and emerging types of data. And each of these organizations has embraced Big Data, allowing them to make astute and otherwise impossible observations, actions, and predictions. It's time to start thinking big. In "Too Big to Ignore," recognized technology expert and award-winning author Phil Simon explores an unassailably important trend: Big Data--the massive amounts, new types, and multifaceted sources of information streaming at us faster than ever. Never before have we seen data with the volume, velocity, and variety of today. Big Data is no temporary blip of fad. In fact, it is only going to intensify in the coming years, and its ramifications for the future of business are impossible to overstate. Realizing the importance of Big Data is one thing, but how are organizations today actually harnessing its power? "Too Big to Ignore" answers that question in spades. Simon provides commonsense, jargon-free advice for people and organizations looking to understand and leverage Big Data. Rife with case studies, examples, analysis, and quotes from real-world Big Data practitioners, the book is required reading for chief executives, company owners, industry leaders, and business professionals.

From the Back Cover Residents in Boston, Massachusetts automatically report potholes and road hazards via their smartphones. Progressive Insurance tracks real-time customer driving patterns and uses that information to offer personalized rates. Google accurately predicts local flu outbreaks based upon thousands of user search queries. provides remarkably insightful, relevant, and timely product recommendations to its 300 million customers. Quantcast lets companies target precise audiences and key demographics over the Web. NASA runs contests via gamification site TopCoder, awarding prizes to those with the most innovative and cost-effective solutions to its problems. Explorys offers penetrating and previously unknown insights into healthcare behavior. How do these organizations and municipalities do it? In short, via an unassailably important trend: Big Data, the massive amounts, new types, and multifaceted sources of information streaming at us faster than ever. In Too Big to Ignore, tech expert and award-winning author Phil Simon provides commonsense, jargon-free advice for people and organizations looking to understand and act on Big Data. Rife with case studies, examples, analysis, and quotes from real-world practitioners, you'll learn why Big Data is a big deal.

About the Author Phil Simon is a frequent keynote speaker, a recognized technology authority, and the award-winning author of seven management books. His contributions have been featured in The Harvard Business Review, Wired, BusinessWeek, The Huffington Post, and The New York Times, and on CNN, NBC, and CNBC.