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Big Data for Small Business for Dummies (Paperback)

By Bernard Marr

John Wiley Sons Inc, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book. Capitalise on big data to add value to your small business Written by bestselling author and big data expert Bernard Marr, Big Data For Small Business For Dummies helps you understand what big data actually is and how you can analyse and use it to improve your business. Free of confusing jargon and complemented with lots of step-by-step guidance and helpful advice, it quickly and painlessly helps you get the most from using big data in a small business. Business data has been around for a long time. Unfortunately, it was trapped away in overcrowded filing cabinets and on archaic floppy disks. Now, thanks to technology and new tools that display complex databases in a much simpler manner, small businesses can benefit from the big data that s been hiding right under their noses. With the help of this friendly guide, you ll discover how to get your hands on big data to develop new offerings, products and services; understand technological change; create an infrastructure; develop strategies; and make smarter business decisions. * Shows you how to use big data to make sense of...



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