



Big Data For Small Business For Dummies

Bernard Marr

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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 user activity on social networks and customer transactions * Demonstrates how to capture, store, search, share, analyse and visualise analytics * Helps you turn your data into actionable insights * Explains how to use big data to your advantage in order to transform your small business If you're a small business owner or employee, *Big Data For Small Business For Dummies* helps you harness the hottest commodity on the market today in order to take your company to new heights.

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George Hartzell:

Spent a free time to be fun activity to do! A lot of people spent their free time with their family, or their own friends. Usually they accomplishing activity like watching television, going to beach, or picnic from the park. They actually doing same task every week. Do you feel it? Do you wish to something different to fill your current free time/ holiday? Can be reading a book may be option to fill your free time/ holiday. The first thing you will ask may be what kinds of publication that you should read. If you want to test look for book, may be the reserve untitled Big Data For Small Business For Dummies can be fine book to read. May be it can be best activity to you.

Patricia Thomas:

A lot of people always spent their particular free time to vacation as well as go to the outside with them household or their friend. Are you aware? Many a lot of people spent that they free time just watching TV, or even playing video games all day long. If you would like try to find a new activity honestly, that is look different you can read any book. It is really fun in your case. If you enjoy the book that you read you can spent the entire day to reading a e-book. The book Big Data For Small Business For Dummies it is extremely good to read. There are a lot of those who recommended this book. They were enjoying reading this book. If you did not have enough space to develop this book you can buy often the e-book. You can m0ore very easily to read this book from your smart phone. The price is not to cover but this book provides high quality.

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