

## Big data for managers: creating value

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### Abstrak

In today's fast growing digital world, the web, mobile, social networks and other digital platforms are producing enormous amounts of data that hold intelligence and valuable information. Correctly used it has the power to create sustainable value in different forms for businesses. The commonly used term for this data is Big Data, which includes structured, unstructured and hybrid structured data. However, Big Data is of limited value unless insightful information can be extracted from the sources of data.

The solution is Big Data analytics, and how managers and executives can capture value from this vast resource of information and insights. This book develops a simple framework and a non-technical approach to help the reader understand, digest and analyze data, and produce meaningful analytics to make informed decisions. It will support value creation within businesses, from customer care to product innovation, from sales and marketing to operational performance.

The authors provide multiple case studies on global industries and business units, chapter summaries and discussion questions for the reader to consider and explore. Big Data for Managers also presents small cases and challenges for the reader to work on – making this a thorough and practical guide for students and managers.