



Big Data Bootcamp: What Managers Need to Know to Profit from the Big Data Revolution (Paperback)

By David Feinleib

Springer-Verlag Berlin and Heidelberg GmbH Co. KG, Germany, 2014. Paperback. Book Condition: New. 2014 ed.. 226 x 150 mm. Language: English . Brand New Book. Investors and technology gurus have called big data one of the most important trends to come along in decades. Big Data Bootcamp explains what big data is and how you can use it in your company to become one of tomorrow's market leaders. Along the way, it explains the very latest technologies, companies, and advancements. Big data holds the keys to delivering better customer service, offering more attractive products, and unlocking innovation. That's why, to remain competitive, every organization should become a big data company. It's also why every manager and technology professional should become knowledgeable about big data and how it is transforming not just their own industries but the global economy. And that knowledge is just what this book delivers. It explains components of big data like Hadoop and NoSQL databases; how big data is compiled, queried, and analyzed; how to create a big data application; and the business sectors ripe for big data-inspired products and services like retail, healthcare, finance, and education. Best of all, your guide is David...



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