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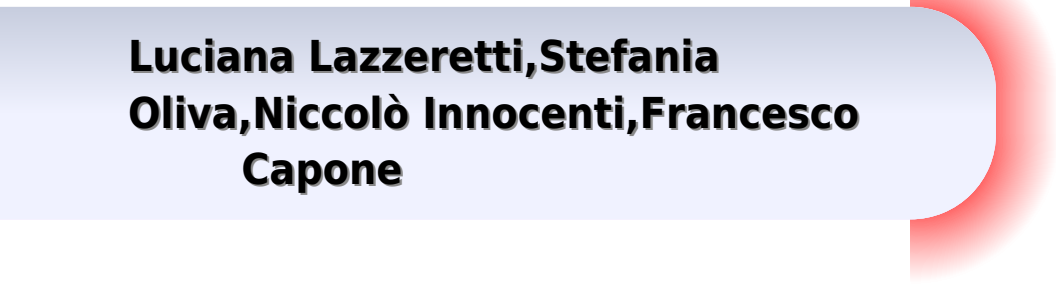
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Big Data Understanding How Data Powers Big Business

**Luciana Lazzeretti,Stefania
Oliva,Niccolò Innocenti,Francesco
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Celina Olszak,2020-11-17 The twenty first century is a time of intensifying competition and progressive digitization Individual employees managers and entire organizations are under increasing pressure to succeed The questions facing us today are What does success mean Is success a matter of chance and luck or perhaps is success a category that can be planned and properly supported Business Intelligence and Big Data Drivers of Organizational Success examines how the success of an organization largely depends on the ability to anticipate and quickly respond to challenges from the market customers and other stakeholders Success is also associated with the potential to process and analyze a variety of information and the means to use modern information and communication technologies ICTs Success also requires creative behaviors and organizational cleverness from an organization The book discusses business intelligence BI and Big Data BD issues in the context of modern management paradigms and organizational success It presents a theoretically and empirically grounded investigation into BI and BD application in organizations and examines such issues as Analysis and interpretation of the essence of BI and BD Decision support Potential areas of BI and BD utilization in organizations Factors determining success with using BI and BD The role of BI and BD in value creation for organizations Identifying barriers and constraints related to BI and BD design and implementation The book presents arguments and evidence confirming that BI and BD may be a trigger for making more effective decisions improving business processes and business performance and creating new business The book proposes a comprehensive framework on how to design and use BI and BD to provide organizational success

Succeeding with AI Veljko Krunic,2020-03-15 Summary Companies small and large are initiating AI projects investing vast sums of money on software developers and data scientists Too often these AI projects focus on technology at the expense of actionable or tangible business results resulting in scattershot results and wasted investment Succeeding with AI sets out a blueprint for AI projects to ensure they are predictable successful and profitable It s filled with practical techniques for running data science programs that ensure they re cost effective and focused on the right business goals Purchase of the print book includes a free eBook in PDF Kindle and ePub formats from Manning Publications About the technology Succeeding with AI requires talent tools and money So why do many well funded state of the art projects fail to deliver meaningful business value Because talent tools and money aren t enough You also need to know how to ask the right questions In this unique book AI consultant Veljko Krunic reveals a tested process to start AI projects right so you ll get the results you want About the book Succeeding with AI sets out a framework for planning and running cost effective reliable AI projects that produce real business results This practical guide reveals secrets forged during the author s experience with dozens of startups established businesses and Fortune 500 giants that will help you establish meaningful achievable goals In it you ll master a repeatable process to maximize the return on data scientist hours and learn to implement effectiveness metrics for keeping projects on track and resistant to calcification What s inside Where to invest for maximum payoff How AI projects are different from other software projects Catching early warnings in time to correct course Exercises and examples

based on real world business dilemmas About the reader For project and business leadership result focused data scientists and engineering teams No AI knowledge required About the author Veljko Kronic is a data science consultant has a computer science PhD and is a certified Six Sigma Master Black Belt Table of Contents 1 Introduction 2 How to use AI in your business 3 Choosing your first AI project 4 Linking business and technology 5 What is an ML pipeline and how does it affect an AI project 6 Analyzing an ML pipeline 7 Guiding an AI project to success 8 AI trends that may affect you **ICA 2019** Sri Hastjarjo,Dorien Kartikawangi,Loina Lalolo Krina Perangin-angin,Kundharu Saddhono,Robbi Rahim,2021-02-08 The advance technological development has led to the revolution on the way people communicating People things and systems now are all connected in cyberspace and optimal results obtained by artificial intelligence AI exceeding the capabilities of humans fed back to physical space This process brings new value to industry and society in ways not possible previously To explore and examine it the proceedings comprise themes 1 communication industry and beyond that focused on the concept of personalization to the next level of mass personalization in the communication fields 2 social cultural and its implications that explore communities based on interest religion or shared identify to achieve a forward looking society whose members have mutual respect for each other transcending the generations and lead an active and enjoyable life 3 the digitization of content that focuses on the process of converting information into a digital format where the big data becomes the central of this area that make easier to preserve access and share information to people worldwide but implied by the competencies and ethics 4 governance politics and good public governance that explore the way public control others and participate to all governance related activities for encouraging transparency and public accountability politics and democracy 5 entrepreneurship that focuses on the endorsement of technological based innovation that give opportunity to create and develop an initiative effected to society from a scale up start up to a global level or become a social entrepreneur using the technology as a place to break a social change and 6 special issues exploring interests in global regional national and local level **Big Data MBA** Bill Schmarzo,2015-12-21 Integrate big data into business to drive competitive advantage and sustainable success Big Data MBA brings insight and expertise to leveraging big data in business so you can harness the power of analytics and gain a true business advantage Based on a practical framework with supporting methodology and hands on exercises this book helps identify where and how big data can help you transform your business You ll learn how to exploit new sources of customer product and operational data coupled with advanced analytics and data science to optimize key processes uncover monetization opportunities and create new sources of competitive differentiation The discussion includes guidelines for operationalizing analytics optimal organizational structure and using analytic insights throughout your organization s user experience to customers and front end employees alike You ll learn to think like a data scientist as you build upon the decisions your business is trying to make the hypotheses you need to test and the predictions you need to produce Business stakeholders no longer need to relinquish control of data and analytics to IT In fact they must champion the

organization's data collection and analysis efforts This book is a primer on the business approach to analytics providing the practical understanding you need to convert data into opportunity Understand where and how to leverage big data Integrate analytics into everyday operations Structure your organization to drive analytic insights Optimize processes uncover opportunities and stand out from the rest Help business stakeholders to think like a data scientist Understand appropriate business application of different analytic techniques If you want data to transform your business you need to know how to put it to use Big Data MBA shows you how to implement big data and analytics to make better decisions **Management in**

the Era of Big Data Joanna Paliszkiewicz, 2020-06-18 This book is a wonderful collection of chapters that posits how managers need to cope in the Big Data era It highlights many of the emerging developments in technologies applications and trends related to management's needs in this Big Data era Dr Jay Liebowitz Harrisburg University of Science and Technology This book presents some meaningful work on Big Data analytics and its applications Each chapter generates helpful guidance to the readers on Big Data analytics and its applications challenges and prospects that is necessary for organizational strategic direction Dr Alex Koohang Middle Georgia State University Big Data is a concept that has caught the attention of practitioners academicians and researchers Big Data offers organizations the possibility of gaining a competitive advantage by managing collecting and analyzing massive amounts of data As the promises and challenges posed by Big Data have increased over the past decade significant issues have developed regarding how data can be used for improving management Big Data can be understood as large amounts of data generated by the Internet and a variety of connected smart devices and sensors This book discusses the main challenges posed by Big Data in a manner relevant to both practitioners and scholars It examines how companies can leverage Big Data analytics to act and optimize the business This book brings together the theory and practice of management in the era of Big Data It offers a look at the current state of Big Data including a comprehensive overview of both research and practical applications By bringing together conceptual thinking and empirical research on the nature meaning and development of Big Data in management this book unifies research on Big Data in management to stimulate new directions for academic investigation as well as practice Rethinking Culture and Creativity

in the Digital Transformation Luciana Lazzeretti, Stefania Oliva, Niccolò Innocenti, Francesco Capone, 2023-03-31 This book discusses the role of digital technologies in the growth and development of cultural organizations and the creative sector It includes contributions by authoritative scholars who address this topic through different perspectives methodologies and approaches The first part of the volume focusses on theoretical contributions that identify the main transformations caused by the digital revolution the use of data outlining new possible analytic frameworks and future lines of research The second part of the volume presents empirical contributions applied to different fields in the study of the cultural and creative sectors These range from analyses of traditional cultural organizations such as museums the evolution of trajectories in the fashion industry techno creative communities digital services for tourism to cultural and creative industries and wealth and creative

work This edited volume will be of great value to scholars in the fields of Economics and Management including Economic Geography and Economic Development Students and researchers interested in learning more about new technologies and their impact on cultural and creative sectors will also benefit from this book This book was originally published as a special issue of European Planning Studies *Cutting-Edge Research in Developing the Library of the Future* Bradford Lee Eden,2015-05-06 In this third volume of the series Cutting Edge Research in the 21st Century Academic Library explores examples of exciting new library services and workflows for the library profession to model and adapt for their own communities and patrons Included are studies that combine data mining and business intelligence metrics to predict future trends and behaviors an examination of new services related to the proliferation of mobile devices among patrons studies devoted to the employment of the Web and the relation of the library's Web site to its environment and the use of a web content strategist in the design of the library site New technologies are also considered one chapter provides step by step guidelines for producing videos that can be used by the academic library for marketing instruction navigation and reaching patrons in social media sites another chapter provides a fairly comprehensive and detailed report for incorporating mobile information technologies in libraries Overviews are provided for how to manage electronic resources in a digital campus environment and how they affect organizational structure workflows and training Finally the concept of linked open data LOD is presented and how it has transformed library workflows staff expertise and traditional metadata creation All of these examples of futuristic and exciting new library services and workflows provide opportunities and experiences that the rest of the library profession can model and adapt for their own particular communities and patrons **Media-State Relations and Social Media** Tyler W. Wilson,2024-11-15 This book updates scholarship related to media state relations for the social media age It presents a timely account of how states have engaged with the platforms that have spread around the world and the challenges that this presents Further it is positioned at a novel intersection between the Communications and International Relations disciplines so scholars and students of both fields will find value within it In particular the book explores the Four Theories of the Press's role as a seminal text within media state relations scholarship It reimagines the original models through a Neo Gramscian lens The four models contained within the book deepen the analytic power of the original and align these ideas with the complexity of social media Importantly this book presents original research findings on measuring and quantifying the social media state relationship as theorised by establishing and validating the new Order Index Scholars and students of the fields discussed within will find value in the theoretical models and the quantitative instrument developed to measure these models Of note is that the book contains the basis for using the Order Index in future research and highlights a new research future within this space

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