

Praise for

# BIG DATA BIG ANALYTICS

"The perfect amount of detail, told in a way that provides insight into an ever-changing business landscape with real-world application—no matter your area of expertise."

— Frank Blake, Chairman and CEO, The Home Depot

"Big Data is like a giant pile of puzzle pieces. And once brought together into context . . . the unfolding picture enables smarter action and ultimately better business outcomes. This is a timely and well-written book for business and IT executives to get up to speed on the Big Data world!"

—Jeff Jonas, IBM Fellow and Chief Scientist, IBM Entity Analytics

"Big Data impacts all of us, and this book is a well-written compilation of what you need to get started. Michael and his team capture the essence of Big Data in an easy-to-digest fashion that should be shared with your entire executive team."

—Mike Blake, CIO, Hyatt

"Every day, companies create enormous quantities of data from various disparate sources—websites, sales teams, social media, digital pictures and multimedia, transactional records, etc. This book is essential for business and IT executives to begin to get their arms around 'Big Data' and how it will change the competitive business landscape."

—Joe Choti, CTO, Major League Baseball Advanced Media

"Big Data is transforming the modern business world. It dictates how banks grant loans, how hedge funds make trades, and much else. *Big Data, Big Analytics* gives readers a clear explanation of everything they need to know, from what Big Data is to the technology and how it should be used."

—Anthony Goldbloom, founder and CEO, Kaggle

"As a professor of customer intelligence, this book will help my students understand the multidisciplinary nature of Big Data and how to solve problems, better serve customers, and make their companies smarter. Highly recommended reading!"

—Tony Branda, a founder of Pace University's Customer Intelligence MS Program

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