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Big Data MBA: Driving Business Strategies with Data ...

Finally, the business potential of big data is only limited by the creative thinking of

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the business users. I've also had the opportunity to teach "The Big Data MBA" at the University of San Francisco (USF) School of Management since I wrote the first book.

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Big Data MBA Driving Business Strategies with Data Science ...

Organizations need to understand that they do not need a big data strategy as much as they need a business strategy that incorporates big data. The Big Data MBA challenges the thinking that data and analytics are ancillary or a “bolt on” to the business; that data and analytics are someone else's problem.

Table of Contents

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