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John Wiley Sons Inc, United States, 2016. Paperback. Book Condition: New. 1. Auflage. 233 x 188 mm. Language: English . Brand New Book. 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...

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- Authored by Bill Schmarzo
- Released at 2016



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