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By Viktor Mayer-Schönberger, Kenneth Cukier



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The big data is the source of new understanding and creating new values. Besides, it is also the way to change the market, organizational structures and the relations between the government and the citizens. Viktor believes the core of big data is prediction, which shows three changes we have in information analysis. The first change is that in the era of big data, we can analyze more data, and sometimes we can even process all the data relating to certain phenomenon without relying on random sampling. The second change is due to the great amount of research data, we no longer absorb in the accuracy. The third change is resulted from the previous changes, which is that we no longer focus in finding cause-and-effect relationship. The book shows the most valuable examples of application of big data pioneers, such as Google, Microsoft, Amazon, IBM, Apple, facebook, twitter, VISA and etc.



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