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How Caesars Entertainment Uses Big Data in Marketing Big Data Mba Driving Business

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.

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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.

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

I never planned on writing a second book (\" Big Data MBA: Driving Business Strategies with Data Science \"). Heck, I thought writing one book was enough to check this item off of my bucket list. But so much has changed since I wrote my first book that I felt compelled to continue to explore this once-in-a-lifetime opportunity for organizations to leverage data and analytics to transform their ...

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

Part I: Business Potential of Big Data Chapter 1: The Big Data Business Mandate Big Data MBA Introduction Focus Big Data on Driving Competitive Differentiation Critical Importance of \" Thinking Differently \" Summary Homework Assignment Notes Chapter 2: Big Data Business Model Maturity Index Introducing the Big Data Business Model Maturity Index

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Another very interesting concept is the big data maturity model, ranging from using big data for monitoring all the way to disrupting business. The book is generally very accessible and well-written. On the negative side, the homework assignments are a bit too obvious (basically, most assignments state: apply this to your own business) and examples in the last part of the book are way too ...

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