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Sommario/riassunto	There is a costly misconception in business today-that the only data that matters is BIG data, and that complex tools and data scientists are required to extract any practical information. Nothing could be further	

from the truth.   In Behind Every Good Decision, authors and analytics experts   Piyanka Jain and Puneet Sharma demonstrate how professionals at any   level can take the information at their disposal and leverage it to make   better decisions. The authors' streamlined frame work demystifies the process