

1. Record Nr.	UNINA9910787463703321
Autore	Marr Bernard
Titolo	Big data : using smart big data, analytics and metrics to make better decisions and improve performance // Bernard Marr
Pubbl/distr/stampa	Chichester, West Sussex, [England] : , : John Wiley & Sons, , 2015 ©2015
ISBN	1-118-96582-5 1-118-96578-7
Edizione	[1st edition]
Descrizione fisica	1 recurso electrónico (247 páginas) : ilustraciones
Disciplina	58.4/0380285574
Soggetti	Information technology - Management Big data Management - Statistical methods Decision making - Statistical methods
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Sommario/riassunto	Convert the promise of big data into real world results There is so much buzz around big data. We all need to know what it is and how it works - that much is obvious. But is a basic understanding of the theory enough to hold your own in strategy meetings? Probably. But what will set you apart from the rest is actually knowing how to USE big data to get solid, real-world business results - and putting that in place to improve performance. Big Data will give you a clear understanding, blueprint, and step-by-step approach to building your own big data strategy. This is a well-needed practical introduction to actually putting the topic into practice. Illustrated with numerous real-world examples from a cross section of companies and organisations, Big Data will take you through the five steps of the SMART model: Start with Strategy, Measure Metrics and Data, Apply Analytics, Report Results, Transform. Discusses how companies need to clearly define what it is they need to know Outlines how companies can collect relevant data and measure the metrics that will help them answer their most important business

questions Addresses how the results of big data analytics can be visualised and communicated to ensure key decisions-makers understand them Includes many high-profile case studies from the author's work with some of the world's best known brands

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2. Record Nr. UNISOBEB600200002810

Autore Marx, Karl <1818-1883>

Titolo 10: Settembre 1849-giugno 1851 / Karl Marx, Friedrich Engels

Pubbl/distr/stampa Roma, : Editori Riuniti, 1977

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Descrizione fisica VII,794 p. ; 22 cm.

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Lingua di pubblicazione Italiano

Formato Materiale a stampa

Livello bibliografico Monografia

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Note generali A cura di Alberto Aiello  
Trad. di Giovanni De Caria