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	Sommario/riassunto	"Data science is becoming a ubiquitous tool in the business world to help in making business decisions, optimizing existing technologies, and building intelligence into new ones. The author's previous Wiley book was aimed at practitioners of data science, but there is a much larger audience of people in non-technical roles who will need to help to frame data science problems, interpret their results, and make critical decisions. This book is for them."--