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Titolo	Big data, big analytics : emerging business intelligence and analytic trends for today's businesses // Michael Minelli, Michele Chambers, Ambiga Dhiraj
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, Inc., 2013 Hoboken, New Jersey : , : John Wiley & Sons, Inc., , 2013
ISBN	1-118-56226-7 1-118-23915-6 1-283-94095-7 1-118-22583-X
Edizione	[1st edition]
Descrizione fisica	1 online resource (xxiii, 187 pages) : illustrations (some color)
Collana	Wiley CIO series
Disciplina	658.4/72
Soggetti	Business intelligence Information technology Electronic data processing Data mining Strategic planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Big Data, Big Analytics: Emerging Business Intelligence and Analytic Trends for Today's Businesses; Copyright; Contents; Foreword; Preface; Acknowledgments; Chapter 1: What Is Big Data and Why Is It Important?; A Flood of Mythic "Start-Up" Proportions; Big Data Is More Than Merely Big; Why Now?; A Convergence of Key Trends; Relatively Speaking . . .; A Wider Variety of Data; The Expanding Universe of Unstructured Data; Setting the Tone at the Top; Notes; Chapter 2: Industry Examples of Big Data; Digital Marketing and the Non-line World; Don't Abdicate Relationships Is IT Losing Control of Web Analytics? Database Marketers, Pioneers of Big Data; Big Data and the New School of Marketing; Consumers Have Changed. So Must Marketers.; The Right Approach: Cross-Channel Lifecycle Marketing; Social and Affiliate Marketing; Empowering Marketing with Social Intelligence; Fraud and Big Data; Risk and Big

Data; Credit Risk Management; Big Data and Algorithmic Trading; Crunching Through Complex Interrelated Data; Intraday Risk Analytics, a Constant Flow of Big Data; Calculating Risk in Marketing; Other Industries Benefit from Financial Services' Risk Experience  
Big Data and Advances in Health Care""Disruptive Analytics""; A Holistic Value Proposition; BI Is Not Data Science; Pioneering New Frontiers in Medicine; Advertising and Big Data: From Papyrus to Seeing Somebody; Big Data Feeds the Modern-Day Donald Draper; Reach, Resonance, and Reaction; The Need to Act Quickly (Real-Time When Possible); Measurement Can Be Tricky; Content Delivery Matters Too; Optimization and Marketing Mixed Modeling; Beard's Take on the Three Big Data Vs in Advertising; Using Consumer Products as a Doorway; Notes; Chapter 3: Big Data Technology  
The Elephant in the Room: Hadoop's Parallel WorldOld vs. New Approaches; Data Discovery: Work the Way People's Minds Work; Open-Source Technology for Big Data Analytics; The Cloud and Big Data; Predictive Analytics Moves into the Limelight; Software as a Service BI; Mobile Business Intelligence is Going Mainstream; Ease of Mobile Application Deployment; Crowdsourcing Analytics; Inter- and Trans-Firewall Analytics; R&D Approach Helps Adopt New Technology; Adding Big Data Technology into the Mix; Big Data Technology Terms; Data Size 101; Notes; Chapter 4: Information Management  
The Big Data FoundationBig Data Computing Platforms (or Computing Platforms That Handle the Big Data Analytics Tsunami); Big Data Computation; More on Big Data Storage; Big Data Computational Limitations; Big Data Emerging Technologies; Chapter 5: Business Analytics; The Last Mile in Data Analysis; Geospatial Intelligence Will Make Your Life Better; Listening: Is It Signal or Noise?; Consumption of Analytics; From Creation to Consumption; Visualizing: How to Make It Consumable?; Organizations Are Using Data Visualization as a Way to Take Immediate Action  
Moving from Sampling to Using All the Data

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## Sommario/riassunto

Unique prospective on the big data analytics phenomenon for both business and IT professionals The availability of Big Data, low-cost commodity hardware and new information management and analytics software has produced a unique moment in the history of business. The convergence of these trends means that we have the capabilities required to analyze astonishing data sets quickly and cost-effectively for the first time in history. These capabilities are neither theoretical nor trivial. They represent a genuine leap forward and a clear opportunity to realize enormous gains in ter

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2. Record Nr.	UNINA9910830871703321
Autore	Bliesner David M
Titolo	Establishing a CGMP laboratory audit system [[electronic resource] ] : a practical guide // David M. Bliesner
Pubbl/distr/stampa	Hoboken, N.J., : Wiley-Interscience, c2006
ISBN	1-280-44808-3 9786610448081 0-470-23938-7 0-471-78478-8 0-471-78477-X
Descrizione fisica	1 online resource (295 p.)
Disciplina	343.7307/86151 542.1
Soggetti	Pharmaceutical industry - United States Drugs - Law and legislation - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preface -- Introduction to the quality systems approach to CGMP compliance -- Preparing for the audit -- Auditing and data capture -- Organizing data and reporting the results -- Developing and implementing a corrective action plan -- Developing and implementing a verification plan -- Developing and implementing a monitoring plan -- A summary for establishing a CGMP laboratory audit system -- Appendixes -- Example audit checklists: laboratory subelements -- Example template for an audit summary report -- Glossary of CGMP and audit system terms -- FDA compliance program guidance manual 7356.002 "Drug manufacturing inspections" -- 21 Code of U.S Federal Regulations parts 210 and 211 current good manufacturing practice regulations.
Sommario/riassunto	The first systematic, hands-on auditing guide for today's pharmaceutical laboratoriesIn today's litigious environment, pharmaceutical laboratories are subject to ever stricter operational guidelines as mandated by the FDA, and must be able to establish and demonstrate sustainable operational practices that ensure compliance

with the current good manufacturing practice (CGMP) regulations. David Bliesner's *Establishing a CGMP Laboratory Audit System: A Practical Guide* is designed to provide laboratory supervisors and personnel with a step-by-step, hands-on audit system that they can rely

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