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Part 1: 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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The Big Data MBA: Driving Business Strategies with Data Science The "Dean of Big Data," Bill Schmarzo, provides an overview of some of the most salient points from his new book, Big Data MBA.

The Big Data MBA: Driving Business Strategies with Data ...
In the past five years, most schools big and not-so-big have launched specialized master's in business analytics or concentrations, certificates, and other approaches that give those looking to work in fintech or data science or management analysis or any number of occupations a plethora of choices in the space.

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