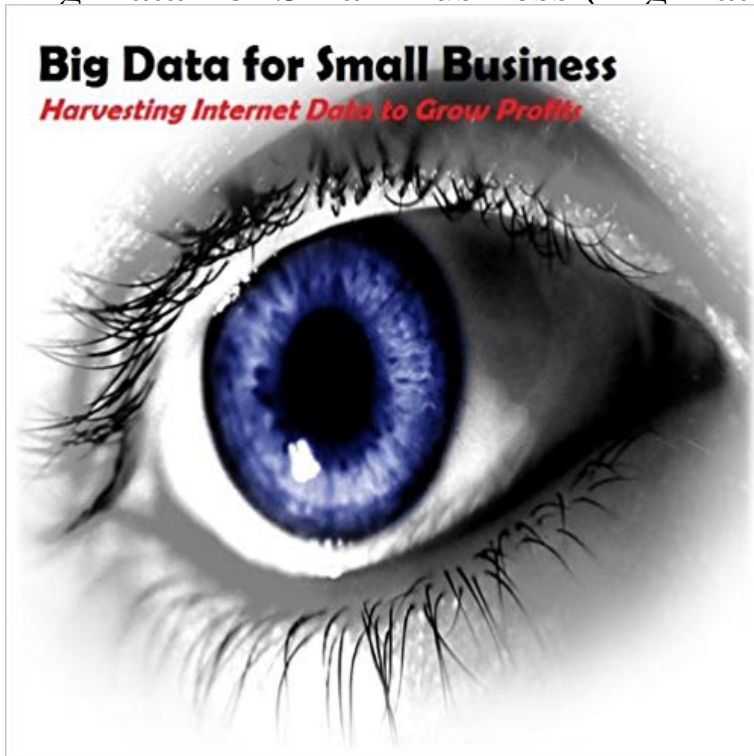


## Big Data For Small Business (Big Data and Data Quality Book 1)



\*\*\*\* New Edition with bonus material \*\*\*

Are your marketing efforts hitting a brick wall? Do you run a small business and feel that you are not keeping up with Internet marketing tools like Facebook and Twitter? Move your marketing from the Stone Age to cutting edge by learning about Big Data - one of the hottest topics in computers today. Are you befuddled by all the technical buzz words floating about? This guide is a down to earth explanation of how to harness Big Data - structured and unstructured data contained on the Internet and in your business systems - to make your business have a competitive advantage. This gentle introduction to Big Data is a summary - not a technical deep dive. Other volumes in this series explore more technical aspects.

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