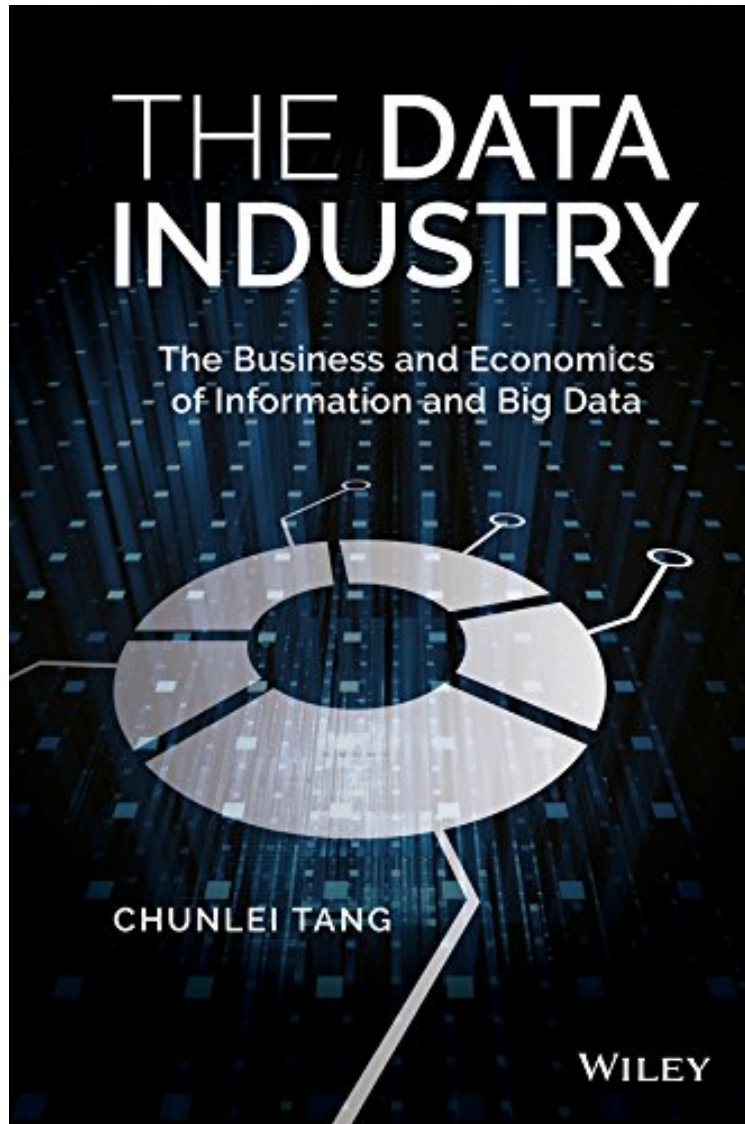


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The Data Industry: The Business and Economics of Information and Big Data

Chunlei Tang

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provide wonderful guidance for those faced with putting Data mining and Machine learning techniques into their practice to solve their routine headache! Throughout book, we can obtain an excellent explaining what big data really is, well-chosen real world explanations help to clarify the complex statistical concepts that make the majority of the content. Great case studies showing the readers how to use big data, build accurate models and do the post-analysis. Overall, I love this book and strongly recommend it to both technical and business people. 0 of 0 people found the following review helpful. Presentation is lacking By Sibelius Irregardless of the subject matter this is a shockingly bland text written in such a detached and clinical manner that it reads like something created by a robot. The premise of the book (to bridge a gap between econ and data science to help data scientists understand the economics of big data and vice versa) while cute in concept, is almost unnecessary as the target audience (data scientists or economists) are well aware of the value and benefits of combined application of both fields. As a survey of the data industry as a whole and all of its requisite parts there is some value to what this volume provides - but there are better options out there with much better presentation. 0 of 0 people found the following review helpful. Alternately painfully, unreadably dry and underdescribed, and tendentious and unilluminating. By Worddancer Redux I found this alternately painfully, unreadably dry and underdescribed, and tendentious and unilluminating. The author's decision to dedicate...two pages to discuss disease prevention (under 'existing data innovations') was a painful case in point. When I am not a member of the intended audience for a book, or am puzzled about who the author's intended audience is and how the author thinks his or her book will persuasively illuminate an area of inquiry, I can, nevertheless, generally figure out who the intended audience is, and what it is that the author believes reading the book will accomplish. But I can answer none of those questions in this case.

Provides an introduction of the data industry to the field of economics This book bridges the gap between economics and data science to help data scientists understand the economics of big data, and enable economists to analyze the data industry. It begins by explaining data resources and introduces the data asset. This book defines a data industry chain, enumerates data enterprises' business models versus operating models, and proposes a mode of industrial development for the data industry. The author describes five types of enterprise agglomerations, and multiple industrial cluster effects. A discussion on the establishment and development of data industry related laws and regulations is provided. In addition, this book discusses several scenarios on how to convert data driving forces into productivity that can then serve society. This book is designed to serve as a reference and training guide for data scientists, data-oriented managers and executives, entrepreneurs, scholars, and government employees. Defines and develops the concept of a 'Data Industry' and explains the economics of data to data scientists and statisticians Includes numerous case studies and examples from a variety of industries and disciplines Serves as a useful guide for practitioners and entrepreneurs in the business of data technology The Data Industry: The Business and Economics of Information and Big Data is a resource for practitioners in the data science industry, government, and students in economics, business, and statistics. CHUNLEI TANG, Ph.D., is a research fellow at Harvard University. She is the co-founder of Fudan's Institute for Data Industry and proposed the concept of the 'data industry'. She received a Ph.D. in Computer and Software Theory in 2012 and a Master of Software Engineering in 2006 from Fudan University, Shanghai, China.

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