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Bernard Marr is a best-selling business author, keynote speaker and consultant in Big Data: Using SMART Big Data, Analytics and Metrics To Make Better Doing More With Less: Measuring, Analysing and Improving Performance in the Companies' that use the best available data to inform their decision making.

Big data using smart big data analytics and metrics to make better

Big Data using smart big data analytics and metrics to make better decisions and improve performance. Bernard Marr The tone of this book is most definitely pro Big Data (and analytics). Marr does, however, rightly acknowledge “the dark

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