

Marr

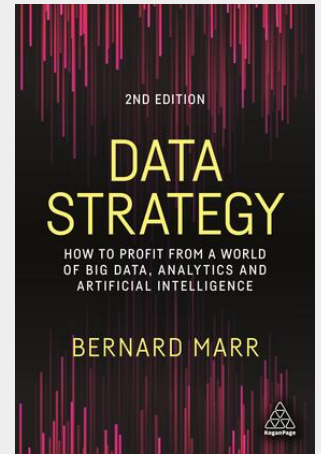
## Data Strategy

How to Profit from a World of Big Data, Analytics and Artificial Intelligence

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BRONZE RUNNER UP: Axiom Awards 2018 - Business Technology Category (1st edition)

Data is an integral strategic asset for all businesses. Learn how to leverage this data and generate valuable insights and true business value with bestselling author and data guru Bernard Marr. Data has massive potential for all businesses when used correctly, from small organizations to tech giants and huge multinationals, but this resource is too often not fully utilized. Data Strategy is the must-read guide on how to create a robust, data-driven approach that will harness the power of data to revolutionize your business. Explaining how to collect, use and manage data, this book prepares any organization with the tools and strategies needed to thrive in the digital economy. Now in its second edition, this bestselling title is fully updated with insights on understanding your customers and markets and how to provide them with intelligent services and products. With case studies and real-world examples throughout, Bernard Marr offers unrivalled expertise on how to gain the competitive advantage in a data-driven world.



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