Additional praise for *Too Big to Ignore: The Business Case for Big Data*

“Today Big data affects everybody and will continue to do so for the foreseeable future. In *Too Big to Ignore*, Phil Simon makes the topic accessible and relatable. This important book shows people how to put Big Data to work for their organizations.”

—William McKnight, President, McKnight Consulting Group

“Simon has an uncanny ability to connect business cases with complex technical principles, and most importantly, clearly explain how everything comes together. In this book, Simon demystifies Big Data. Simon’s vision helps the rest of us understand how this evolving and pervasive subject affects businesses today.”

—Dalton Cervo, co-author of *Master Data Management in Practice—Achieving True Customer MDM* and president of Data Gap Consulting.

“From Twitter feeds to photo streams to RFID pings, the Big Data universe is rapidly expanding, providing unprecedented opportunities to understand the present and peer into the future. Tapping its potential while avoiding its pitfalls doesn’t take magic; it takes a map. In *Too Big to Ignore*, Phil Simon offers businesses a comprehensive, clear-eyed, and enjoyable guide to the next data frontier.”

—Chris Berdik, author of *Mind over Mind: The Surprising Power of Expectations*

“Business leaders are drowning in data, and the deluge has only just begun. In *Too Big to Ignore*, Simon delves into the world of Big Data, and makes the business case for capturing, structuring, analyzing, and visualizing the immense amount of information accessible to businesses. This book gives your organization the edge it needs to turn data into intelligence, and intelligence into action.”

—Paul Roetzer, Founder & CEO, PR 20/20; author of *The Marketing Agency Blueprint*

“Phil Simon’s *Too Big to Ignore* clearly demonstrates the increasing role and value of Big Data. His illustrative case studies and engaging style will dispel any doubts executives may have about how Big Data is driving success in today’s economy.”

—Adrian C. Ott, award-winning author of *The 24-Hour Customer*
Too Big to Ignore
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Too Big to Ignore

The Business Case for Big Data

Phil Simon

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The Age of the Platform: How Amazon, Apple, Facebook, and Google Have Redefined Business
101 Lightbulb Moments in Data Management: Tales from the Data Roundtable (Editor)
The fact that we can now begin to actually look at the dynamics of social interactions and how they play out, and are not just limited to reasoning about averages like market indices is for me simply astonishing. To be able to see the details of variations in the market and the beginnings of political revolutions, to predict them, and even control them, is definitely a case of Promethean fire. Big Data can be used for good or bad, but either way it brings us to interesting times. We’re going to reinvent what it means to have a human society.

—Sandy Pentland, Professor, MIT

Knowledge is good.

—Motto of fictitious Faber College, Animal House
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