



Big Data: A Revolution That Will Transform How We Live, Work, and Think

Viktor Mayer-Schönberger, Kenneth Cukier

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A revelatory exploration of the hottest trend in technology and the dramatic impact it will have on the economy, science, and society at large.

Which paint color is most likely to tell you that a used car is in good shape? How can officials identify the most dangerous New York City manholes before they explode? And how did Google searches predict the spread of the H1N1 flu outbreak?

The key to answering these questions, and many more, is big data. “Big data” refers to our burgeoning ability to crunch vast collections of information, analyze it instantly, and draw sometimes profoundly surprising conclusions from it. This emerging science can translate myriad phenomena—from the price of airline tickets to the text of millions of books—into searchable form, and uses our increasing computing power to unearth epiphanies that we never could have seen before. A revolution on par with the Internet or perhaps even the printing press, big data will change the way we think about business, health, politics, education, and innovation in the years to come. It also poses fresh threats, from the inevitable end of privacy as we know it to the prospect of being penalized for things we haven’t even done yet, based on big data’s ability to predict our future behavior.

In this brilliantly clear, often surprising work, two leading experts explain what big data is, how it will change our lives, and what we can do to protect ourselves from its hazards. *Big Data* is the first big book about the next big thing.

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Playing with family in a very park, coming to see the coastal world or hanging out with good friends is thing that usually you have done when you have spare time, after that why you don't try factor that really opposite from that. One activity that make you not feeling tired but still relaxing, trilling like on roller coaster you already been ride on and with addition details. Even you love Big Data: A Revolution That Will Transform How We Live, Work, and Think, you could enjoy both. It is very good combination right, you still want to miss it? What kind of hang type is it? Oh occur its mind hangout guys. What? Still don't understand it, oh come on its known as reading friends.

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