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Judith Hurwitz is an expert in cloud computing, information management, and business strategy. Alan Nugent has extensive experience in cloud-based big data solutions.

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The "for dummies" is a misleading part of the title, the underlying big data technologies are far from being simplistic and easy to grasp. Other than that, the book is a great overview of the field, and a good big data myth breaker. As it usually the case with IT, the ideas covered are logical evolution of the digital world.

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Big Data For Dummies cuts through the confusion and helps you take charge of big data solutions for your organization. About the Author Judith Hurwitz is an expert in cloud computing, information management, and business strategy.

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Judith S. Hurwitz is President and CEO of Hurwitz & Associates, a research and consulting firm focused on emerging technology, including cloud computing, big data, analytics, software

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development, service management, and security and governance. She is a technology strategist, thought leader, and author.

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Judith is a co-author on six retail For Dummies books including: Big Data for Dummies, Hybrid Cloud for Dummies, Cloud Computing For Dummies, Service Management For Dummies, and Service Oriented Architecture For Dummies, 2 nd Edition (all John Wiley & Sons).

Judith Hurwitz - Hurwitz & Associates

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Explains big data in detail and discusses how to select and implement a solution, security concerns to consider, data storage and presentation issues, analytics, and much more; Provides essential information in a no-nonsense, easy-to-understand style that is empowering. Big Data For Dummies cuts through the confusion and helps you take charge of big data solutions for your organization. This item is Non-Returnable.

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