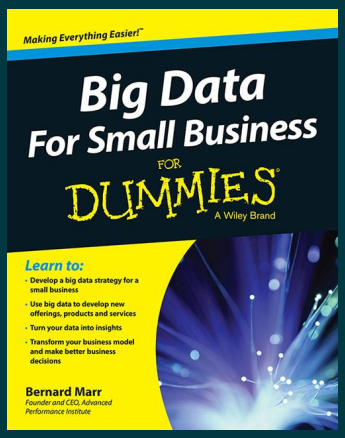
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Big Data for Small Business for Dummies

By Bernard Marr

Paperback 9788126559688 ₹529.00

Pages: 264

Description

Business data has been around for a long time. Unfortunately, it was trapped away in overcrowded filing cabinets and on archaic floppy disks. Now, thanks to technology and new tools that display complex databases in a much simpler manner, small businesses can benefit from the big data that's been hiding right under their noses. With the help of this friendly guide, you'll discover how to get your hands on big data to develop new offerings, products and services; understand technological change; create an infrastructure; develop strategies and make smarter business decisions.

About the Author

Bernard Marr

Bernard Marr is a bestselling author

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