



## Open Data Now: The Secret to Hot Startups, Smart Investing, Savvy Marketing, and Fast Innovation

By Joel Gurin

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Open Data Now: The Secret to Hot Startups, Smart Investing, Savvy Marketing, and Fast Innovation, Joel Gurin, What happens when Big Data is made open to you? Discover how Open Data can benefit you, your business, and your brand "Open Data Now is an instant classic-essential reading." (Daniel Goleman, author of Emotional Intelligence and Focus). What is Open Data? Open Data is the world's greatest free resource - unprecedented access to thousands of databases - and it is one of the most revolutionary developments since the Information Age began. Combining two major trends - the exponential growth of digital data and the emerging culture of disclosure and transparency - Open Data gives you and your business full access to information that has never been available to the average person until now. Unlike most Big Data, Open Data is transparent, accessible, and reusable in ways that give it the power to transform business, government, and society. Open Data Now is an essential guide to understanding all kinds of open databases - business, government, science, technology, retail, social media, and more - and using those resources to your best advantage. You'll learn...



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