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Data At Work

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Myths Uncovering  
Opportunities  
- Thomas H  
Davenport

# **Big Data At Work Dispelling The Myths Uncovering Opportunities s Thomas H Davenport**

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book from Tom  
Davenport, a veteran  
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managers that ...

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“Big data is good for  
optimizing recurrent,  
small decisions like  
pricing, fuel stops, or  
routing. Each decision  
may seem small, but  
they add up to  
considerable savings.”

## **DISPELLING THE MYTHS, UNCOVERING THE OPPORTUNITIES**

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