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The authors claim that an embrace of big data allows for greater acceptance of measurement error, and argue that “[i]n return for relaxing the standards of allowable errors, one can get ahold of much more data, [and] sometimes ‘more trumps better’ ” (1, p. 33).

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Big data - a revolution that will transform how we live work and think. by Vikto Mayer-Schonberger and Kenneth Cukier. THE BOOK IN A NUTSHELL. Big data will change the way we live, work and think. Big data is based on the ability to harness information in novel ways to produce useful insights and services of value.

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Whether it is used by the NSA to fight terrorism or by online retailers to predict customers buying patterns, big data is a revolution occurring around us, in the process of forever changing economics, science, culture, and the very way we think.

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A Revolution That Will Transform How We Live, Work, and Think Written in 2013/4, this was the first major book about

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the topic, with two authors explaining what big data is, how it will change our lives, and what we can do to protect ourselves from its hazards.

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Data Science, Predictive Analytics, and Big Data: A Revolution That Will Transform Supply Chain Design and Management. Matthew A. Waller. Corresponding Author. University of Arkansas. Corresponding author: Matthew A. Waller, Sam M. Walton College of Business, WCOB 308, University of Arkansas, Fayetteville, AR 72701-1201, USA; E?mail: MWaller@walton.uark.edu.

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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.

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In Big Data: A Revolution That Will Transform How We Live, Work and Think, two of the world's most-respected data experts reveal the reality of a big data world and outline clear and actionable steps that will equip the reader with the tools

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needed for this next phase of human evolution.

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