

Contents

1 Introduction	1
References	3
2 What Data Science Means to the Business	5
References	17
3 Key Data Challenges to Strategic Business Decisions	19
3.1 Data Security, Ethic, and Ownership	19
3.2 The Data Ecosystem	22
3.3 Initial Public Offering	22
3.4 Growth Strategies: Acquisitions, Mergers, and Takeovers	22
3.5 Emerging Markets	23
References	24
4 A Chimera Called Data Scientist: Why They Don't Exist (But They Will in the Future)	25
References	30
5 Future Data Trends	31
5.1 The Internet of Things (IoT)	32
5.2 The Cloud	32
5.3 Application Programming Interfaces (APIs)	33
6 Where Are We Going? The Path Toward an Artificial Intelligence ...	35
7 Conclusions	37
Appendices	39



<http://www.springer.com/978-3-319-38991-2>

Big Data Analytics: A Management Perspective

Corea, F.

2016, XIII, 48 p. 7 illus. in color., Hardcover

ISBN: 978-3-319-38991-2