



Big data. La revolución de los datos masivos (Noema) (Spanish Edition)

Viktor Mayer-Schönberger, Kenneth Cukier

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Un análisis esclarecedor sobre uno de los grandes temas de nuestro tiempo, y sobre el inmenso impacto que tendrá en la economía, la ciencia y la sociedad en general. Los datos masivos representan una revolución que ya está cambiando la forma de hacer negocios, la sanidad, la política, la educación y la innovación.

Dos grandes expertos en la materia analizan qué son los datos masivos, cómo nos pueden cambiar la vida, y qué podemos hacer para defendernos de sus riesgos.

Un gran ensayo, único en español, pionero en su campo, y que se adelanta a una tendencia que crece a un ritmo frenético.



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