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By Bill Schmarzo

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Bill's book is an excellent, practical approach to big data. The first half of the book is about big data and how it can help businesses make more money.

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Website | Attendee Directory Profile. Bill Schmarzo, author of Big Data: Understanding How Data Powers Big Business , is responsible for setting the strategy and

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Jonathan Shaw 89 is managing editor of this magazine. *A petabyte is the equivalent of 1,000 terabytes, or a quadrillion bytes. One terabyte is a thousand gigabytes.

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