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THE INFLUENCES OF BIG DATA ANALYTICS: IS BIG DATA A DISRUPTIVE TECHNOLOGY?

AUTHORHOUSE, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. The theoretical framework for this book was our ground-up theory of the Scope, Size, Speed, and Skill (4Ss) and Technological Situational Happenstances (TSHs) applied to Big data analytics. With in-depth research, we catechized the effects of the coalesced insights from big data influencing the architectures of incremental and radical business models. We discussed data inflation and the global...

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