

Bernard Marr

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Bernard Marr is a big data guru and bestselling author.A strategic performance consultant, he has and advised many of the world's best-known organizations including Accenture, Barclays, BP, DHL, Fujitsu, Gartner, HSBC, Mars, Microsoft, Oracle, The Home Office, NHS, Orange, Tetley, T-Mobile, Toyota, Royal Air Force, SAP and Shell on their business and data strategies.

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Bernard Marr's book delivers concrete, valuable, and diverse insights on Big Data use cases, success stories, and lessons learned from numerous business domains. After diving into this book, you will haveall the knowledge you need to crush the Big Data hype machine,to soar to