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how this new

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SOUNDVIEW REVIEW:

Data-ism is perhaps one of the most balanced,

levelheaded

examinations of the potential of big data.

Author Lohr never

hesitates to give

voice to the critics or skeptics of a data-

driven world, nor fails

to point out the

limitations of artificial

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technology reporter
for the New York
Times, chronicles the
rise of Big Data,
addressing cutting-
edge business
strategies and
examining the dark
side of a data-driven
world. Coal, iron ore,
and oil were the key

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In Data-ism, New
York Times reporter
Steve Lohr explains
how big-data
technology is
ushering in a
revolution in
proportions that
promise to be the
basis of the next

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wave of efficiency
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But more is at work
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data sets are used for discovery and prediction in virtually every field. It shows how this new revolution will change decision making—by relying more on data and analysis, and less on intuition and experience—and transform the nature of leadership and

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—~~Data-ism on Apple~~
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Brooks argued that in a world of increasing complexity, relying on data could reduce cognitive biases and "illuminate patterns of behavior we haven't yet noticed".

[1] In 2015, Steve Lohr's book 'Data-

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ism' looked at how
Big Data is
transforming society,
using the term to
describe the Big Data
revolution.

Dataism—Wikipedia
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Steve Lohr, the New

York Times' chief

technology reporter,

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charts the ascent of
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dominating
philosophy of the day
in which data is at the
forefront of
everything and
decisions of all kinds
are based on data
analysis rather than
experience and
intuition. Taking us
behind the scenes
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People), the key
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this revolution, he ...

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Page 31/31