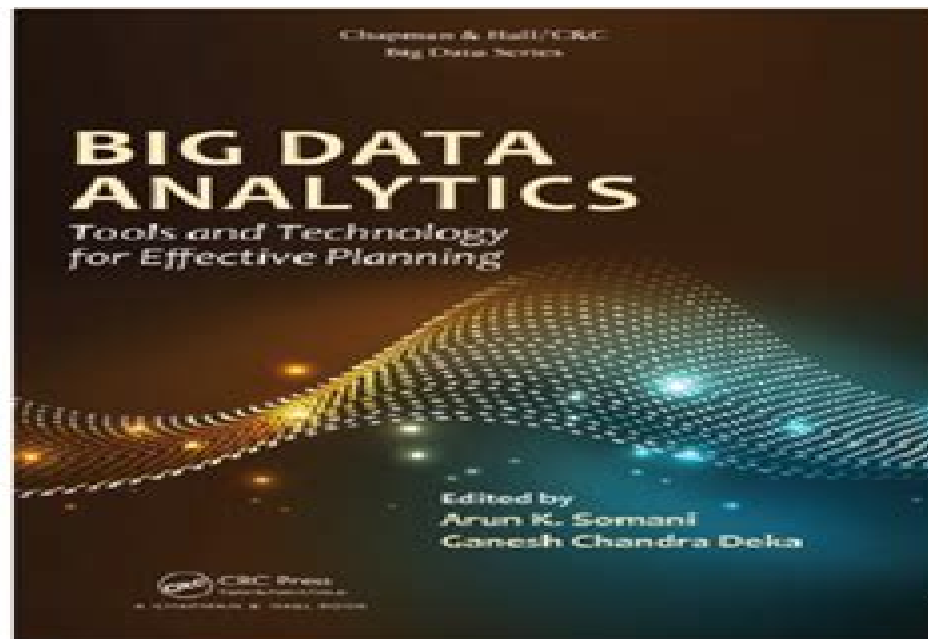


Big Data Analytics Tools and Technology for Effective Planning 1st Edition Arun K. Somani



Ebook Big Data Planning Your Strategy

Nada R. Sanders



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Management Principles And Applications by R. C. Agrawal, Sanjay Gupta (eBook) R. C. Agrawal, Sanjay Gupta, 2020-12-12 An excellent book for commerce students appearing in competitive professional and other examinations 1 Management Concept Meaning Definitions and Need 2 Managerial Functions 3 Coordination Meaning and Nature 4 Evolution of Management Thought 5 Management by Objectives M B O 6 Planning 7 Types of Plans and Corporate Planning 8 Environmental Analysis and Business Environment 9 Decisions Making 10 Nature and Process of Organisation 11 Span of Control and Centralisation and Decentralisation of Authority 12 Authority and Delegation of Authority 13 Organizations Structure and Forms of Organisation 14 Staffing 15 Motivation 16 Leadership 17 Communication 18 Managerial Control 19 Techniques of Control and Emerging Issues in Management **Big Data Analytics in Healthcare** Anand J. Kulkarni, Patrick Siarry, Pramod Kumar Singh, Ajith Abraham, Mengjie Zhang, Albert Zomaya, Fazle Baki, 2019-10-01 This book includes state of the art discussions on various issues and aspects of the implementation testing validation and application of big data in the context of healthcare The concept of big data is revolutionary both from a technological and societal well being standpoint This book provides a comprehensive reference guide for engineers scientists and students studying involved in the development of big data tools in the areas of healthcare and medicine It also features a multifaceted and state of the art literature review on healthcare data its modalities complexities and methodologies along with mathematical formulations The book is divided into two main sections the first of which discusses the challenges and opportunities associated with the implementation of big data in the healthcare sector In turn the second addresses the mathematical modeling of healthcare problems as well as current and potential future big data applications and platforms **EBOOK: Principles and Practices of Marketing 10/e** JOBBER AND ELLI, 2023-02-21 **EBOOK Principles and Practices of Marketing 10 e** *Artificial Intelligence for Big Data* Anand Deshpande, Manish Kumar, 2018-05-22 Build next generation Artificial Intelligence systems with Java Key Features Implement AI techniques to build smart applications using Deep learning 4j Perform big data analytics to derive quality insights using Spark MLlib Create self learning systems using neural networks NLP and reinforcement learning Book Description In this age of big data companies have larger amount of consumer data than ever before far more than what the current technologies can ever hope to keep up with However Artificial Intelligence closes the gap by moving past human limitations in order to analyze data With the help of Artificial Intelligence for big data you will learn to use Machine Learning algorithms such as k means SVM RBF and regression to perform advanced data analysis You will understand the current status of Machine and Deep Learning techniques to work on Genetic and Neuro Fuzzy algorithms In addition you will explore how to develop Artificial Intelligence algorithms to learn from data why they are necessary and how they can help solve real world problems By the end of this book you ll have learned how to implement various Artificial Intelligence algorithms for your big data systems and integrate them into your product offerings such as reinforcement

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EBOOK: Basic Marketing William Perreault, Joseph Cannon, E. Jerome McCarthy, 2013-04-16 Built on a strong foundation Basic Marketing 18e with ConnectPlus and LearnSmart provides an integrated teaching and learning solution for presenting the four Ps framework and managerial orientation with a strategy planning focus The Perreault franchise was the pioneer of the four Ps in the introductory marketing course The unifying focus of Basic Marketing has always been on how to make marketing decisions in deciding what customers to focus on and how best to meet their needs Consistent with our belief in continuous quality improvement this edition has been critically revised updated and rewritten to reflect new concepts new examples recent best practices and to tightly integrate the best digital tools in the industry for ensuring that students are prepared to engage in classroom lectures and pursue future business and marketing careers **Handbook of Research on Big Data Storage and Visualization Techniques** Segall, Richard S., Cook, Jeffrey S., 2018-01-05 The digital age has presented an exponential growth in the amount of data available to individuals looking to draw conclusions based on given or collected information across industries Challenges associated with the analysis security sharing storage and visualization of large and complex data sets continue to plague data scientists and analysts alike as traditional data processing applications struggle to adequately manage big data The Handbook of Research on Big Data Storage and Visualization Techniques is a critical scholarly resource that explores big data analytics and technologies and their role in developing a broad understanding of issues pertaining to the use of big data in multidisciplinary fields Featuring coverage on a broad range of topics such as architecture patterns programing systems and computational energy this publication is geared towards professionals researchers and students seeking current research and application topics on the subject

Big Data on Kubernetes Neylson Crepalde, 2024-07-19 Gain hands on experience in building efficient and scalable big data architecture on Kubernetes utilizing leading technologies such as Spark Airflow Kafka and Trino Key Features Leverage Kubernetes in a cloud environment to integrate seamlessly with a variety of tools Explore best practices for optimizing the performance of big data pipelines Build end to end data pipelines and discover real world use cases using popular tools like Spark Airflow and Kafka Purchase of the print or Kindle book includes a free PDF eBook Book Description In today's data

driven world organizations across different sectors need scalable and efficient solutions for processing large volumes of data. Kubernetes offers an open source and cost effective platform for deploying and managing big data tools and workloads ensuring optimal resource utilization and minimizing operational overhead. If you want to master the art of building and deploying big data solutions using Kubernetes then this book is for you. Written by an experienced data specialist, *Big Data on Kubernetes* takes you through the entire process of developing scalable and resilient data pipelines with a focus on practical implementation. Starting with the basics, you'll progress toward learning how to install Docker and run your first containerized applications. You'll then explore Kubernetes architecture and understand its core components. This knowledge will pave the way for exploring a variety of essential tools for big data processing such as Apache Spark and Apache Airflow. You'll also learn how to install and configure these tools on Kubernetes clusters. Throughout the book, you'll gain hands-on experience building a complete big data stack on Kubernetes. By the end of this Kubernetes book, you'll be equipped with the skills and knowledge you need to tackle real world big data challenges with confidence.

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Simplify Big Data Analytics with Amazon EMR Sakti Mishra, 2022-03-25

Design scalable big data solutions using Hadoop, Spark, and AWS cloud native services. Key Features: Build data pipelines that require distributed processing capabilities on a large volume of data. Discover the security features of EMR such as data protection and granular permission management. Explore best practices and optimization techniques for building data analytics solutions in Amazon EMR.

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you'll orchestrate your EMR jobs and strategize on premises Hadoop cluster migration to EMR In addition to this you'll explore best practices and cost optimization techniques while implementing your data analytics pipeline in EMR By the end of this book you'll be able to build and deploy Hadoop or Spark based apps on Amazon EMR and also migrate your existing on premises Hadoop workloads to AWS What you will learn Explore Amazon EMR features architecture Hadoop interfaces and EMR Studio Configure deploy and orchestrate Hadoop or Spark jobs in production Implement the security data governance and monitoring capabilities of EMR Build applications for batch and real time streaming data analytics solutions Perform interactive development with a persistent EMR cluster and Notebook Orchestrate an EMR Spark job using AWS Step Functions and Apache Airflow Who this book is for This book is for data engineers data analysts data scientists and solution architects who are interested in building data analytics solutions with the Hadoop ecosystem services and Amazon EMR Prior experience in either Python programming Scala or the Java programming language and a basic understanding of Hadoop and AWS will help you make the most out of this book

EBOOK: Succeeding with your Master's Dissertation: A Step-by-Step Handbook John Biggam, 2018-02-16 What do I need to do to write a literature context or systematic review How do I explain my research methods and write up my findings Help How do I prepare for a viva This essential handbook carefully guides the student through the entire dissertation process from start to finish offering clear straightforward and practical advice Biggam uses clear illustrations of what students should do or not do to reach their full potential helping them to succeed with their dissertation and avoid common pitfalls along the way Thoroughly updated this popular book takes the student from research proposal through literature reviews research methods and writing up referencing and avoiding plagiarism through to submission and marking featuring New chapter on Introducing the Master's Dissertation focusing on the skills you need to succeed New material on Contextual Review for computer science art and performance art students Updated material on the benefits of using university library databases and social media in research Expanded advice on the emotional journey and where to find assistance and support New Research Methods chapter for art drama and computer science students This is key reading for any social science business humanities or healthcare student required to complete a dissertation as part of their studies It will also prove useful for undergraduate students considering postgraduate studies and for supervisors facilitating dissertation supervision This book is a really excellent and friendly guide through the Master's dissertation process It is clearly and engagingly written and easily understandable to a student It also guides students gently from a general understanding in the first chapter down to a significant level of detail in each subsequent chapter with worked examples and relevant practical tips It also usefully highlights common mistakes The book presents a realistic view of undertaking a Master's degree presenting the generic skills needed for success and acknowledging that life outside the dissertation is complex messy and can sometimes get in the way It is particularly useful and relevant to my students as unlike many other books on this topic it does not ignore practice based forms of research in fact the book includes a substantial

chapter on practice as research in the creative disciplines This chapter includes software alongside creative arts and is therefore particularly suitable for inter or multi disciplinary postgraduates using technology to enhance their existing understanding of a subject or their practice through research I also really like the fact that the chapter on Abstracts is at the end where it belongs and that students are explicitly told to write it last no matter how many times I tell my students this it is a common and recurring mistake Daisy Abbott School of Simulation and Visualisation The Glasgow School of Art UK The dissertation component of a Master s programme can be very daunting for students In this book John Biggam demystifies both the concept and process of a dissertation Biggam clearly explains the different parts of a dissertation and offers a pragmatic structure which can be used by students to help frame their ideas Also the guidance given in the book is written in a reassuring tone which is never patronising The summary on good practise in dissertation writing should be particularly useful during the planning stage and as a final check for students Dr Donna Murray SFHEA Head of Taught Student Development Institute for Academic Development The University of Edinburgh UK

EBOOK: Principles and Practice of Marketing JOBBER, DAVID/E,2016-03-16 EBOOK Principles and Practice of Marketing

Introduction to Strategic Public Relations Janis Teruggi Page, Lawrence J. Parnell, 2017-11-30 Winner of the 2019 Most Promising New Textbook Award from the Textbook Academic Authors Association TAA Introduction to Strategic Public Relations Digital Global and Socially Responsible Communication prepares students for success in today s fast changing PR environment Recognizing that developments in technology business and culture require a fresh approach Janis T Page and Lawrence Parnell have written a practical introductory text that aligns these shifts with the body of knowledge from which the discipline of public relations was built Because the practice of public relations is rooted in credibility the authors believe that students must become ethical and socially responsible communicators more concerned with building trust and respect with diverse communities than with creating throwaway content The authors balance this approach with a focus on communication theory history process and practice and on understanding how these apply to strategic public relations planning as well as on learning how to create a believable and persuasive message A Complete Teaching Learning Package SAGE Premium Video Included in the interactive eBook SAGE Premium Video tools and resources boost comprehension and bolster analysis Learn more Interactive eBook Includes access to SAGE Premium Video multimedia tools and much more Save when you bundle the interactive eBook with the new edition Order using bundle ISBN 9781544331584 Learn More SAGE coursepacks FREE Easily import our quality instructor and student resource content into your school s learning management system LMS and save time Learn more SAGE edge FREE online resources for students that make learning easier See how your students benefit

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Apache Hadoop 3 Quick Start Guide

Hrishikesh Vijay Karambelkar, 2018-10-31 A fast paced guide that will help you learn about Apache Hadoop 3 and its ecosystem Key Features Set up configure and get started with Hadoop to get useful insights from large data sets Work with the different components of Hadoop such as MapReduce HDFS and YARN Learn about the new features introduced in Hadoop 3 Book Description Apache Hadoop is a widely used distributed data platform It enables large datasets to be efficiently processed instead of using one large computer to store and process the data This book will get you started with the Hadoop ecosystem and introduce you to the main technical topics including MapReduce YARN and HDFS The book begins with an overview of big data and Apache Hadoop Then you will set up a pseudo Hadoop development environment and a multi node enterprise Hadoop cluster You will see how the parallel programming paradigm such as MapReduce can solve many complex data processing problems The book also covers the important aspects of the big data software development lifecycle including quality assurance and control performance administration and monitoring You will then learn about the Hadoop ecosystem and tools such as Kafka Sqoop Flume Pig Hive and HBase Finally you will look at advanced topics including real time streaming using Apache Storm and data analytics using Apache Spark By the end of the book you will be well versed with different configurations of the Hadoop 3 cluster What you will learn Store and analyze data at scale using HDFS MapReduce and YARN Install and configure Hadoop 3 in different modes Use Yarn effectively to run different applications on Hadoop based platform Understand and monitor how Hadoop cluster is managed Consume streaming data using Storm and then analyze it using Spark Explore Apache Hadoop ecosystem components such as Flume Sqoop HBase Hive and Kafka Who this book is for Aspiring Big Data professionals who want to learn the essentials of Hadoop 3 will find this book to be useful Existing Hadoop users who want to get up to speed with the new features introduced in Hadoop 3 will also benefit from this book Having knowledge of Java programming will be an added advantage

Ebook: Purchasing and Supply Chain Management

BENTON, 2014-07-16 Ebook Purchasing and Supply Chain Management *Information Technology for Management* Efraim Turban, Carol Pollard, Gregory Wood, 2025-03-05 Comprehensive coverage of developments in the real world of IT management provides a realistic and up to date view of IT management in the current business environment Information Technology for Management provides students in all disciplines with a solid understanding of IT concepts terminology and the critical drivers of business sustainability performance and growth Employing a blended learning approach that presents content visually textually and interactively this acclaimed textbook helps students with different learning styles easily comprehend and retain information Throughout the text the authors provide real world insights on how to support the three essential components of business process improvements people processes and technology Information Technology for Management integrates a wealth of classroom tested pedagogical tools including 82

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EBOOK: A Postgraduate's Guide to Doing a Literature Review in Health and Social Care Helen Aveyard, Sheila Payne, 2016-01-16 This text is a comprehensive highly readable guide to how to undertake a literature review in health and social care tailored specifically for postgraduate study Essential reading for all those undertaking any study at post graduate level the book provides clarity and a step by step approach to doing a literature review from start to finish which will enable you to Identify which type of review is appropriate for your study Select the literature that you need to include in your review Search for appraise and analyse relevant literature Write up your review Crucially the book explores the common features of a broad range of types of literature review which serve different functions including the literature review that is a pre requisite prior to a larger empirical study and the literature review that is a study in its own right With real life examples of written research and succinct summaries at the end of each chapter A Post Graduate s Guide to Doing a Literature Review in Health and Social Care is the ideal text for students wanting to get the very most from their study Consistently clear and concise and using contemporary examples of research applied to the descriptions of methodology this guide will be useful and accessible at whichever stage in your post graduate project you come across it For those people pondering the most suitable approach to literature reviewing to use it provides answers to fundamental and technical questions For those already immersed in their chosen approach the style and layout will make it a refreshing resource The breadth of content will demystify approaches that are unfamiliar but that are necessary to understand A highly readable

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of Marketing 9e **Apache Spark Quick Start Guide** Shrey Mehrotra, Akash Grade, 2019-01-31 A practical guide for
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Ebook Big Data Planning Your Strategy Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Ebook Big Data Planning Your Strategy**," published by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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