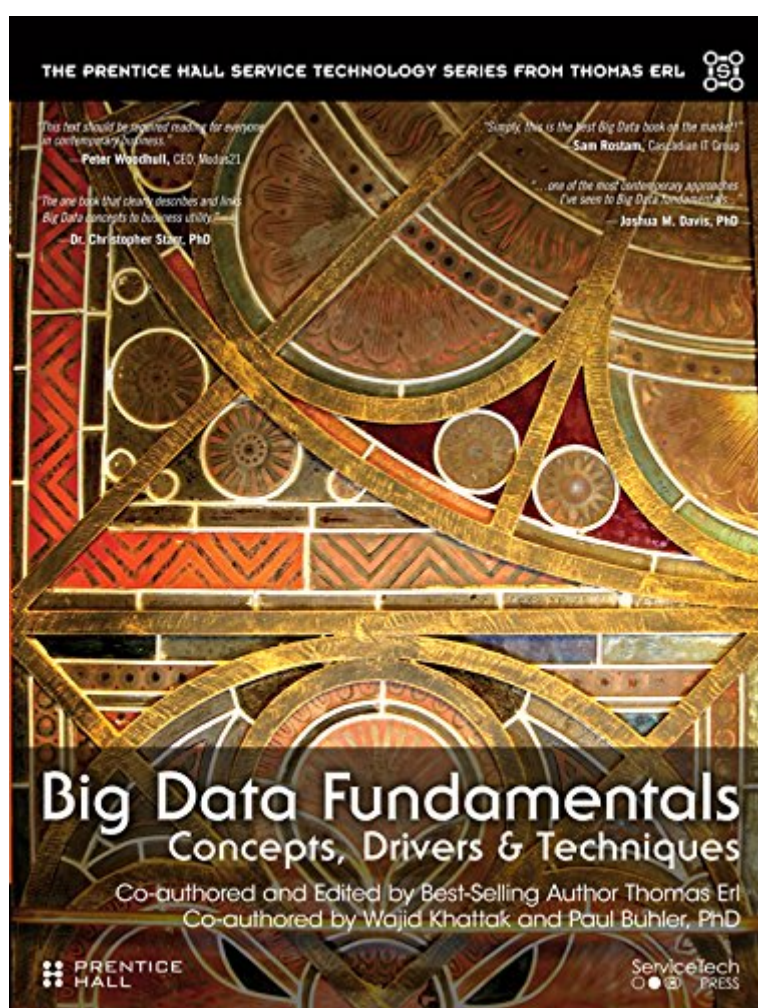


The book was found

Big Data Fundamentals: Concepts, Drivers & Techniques (The Prentice Hall Service Technology Series From Thomas Erl)



Synopsis

“This text should be required reading for everyone in contemporary business.” --Peter Woodhull, CEO, Modus21

“The one book that clearly describes and links Big Data concepts to business utility.” --Dr. Christopher Starr, PhD

“Simply, this is the best Big Data book on the market!” --Sam Rostam, Cascadian IT Group

“...one of the most contemporary approaches I’ve seen to Big Data fundamentals...” --Joshua M. Davis, PhD

The Definitive Plain-English Guide to Big Data for Business and Technology Professionals

Big Data Fundamentals provides a pragmatic, no-nonsense introduction to Big Data. Best-selling IT author Thomas Erl and his team clearly explain key Big Data concepts, theory and terminology, as well as fundamental technologies and techniques. All coverage is supported with case study examples and numerous simple diagrams. The authors begin by explaining how Big Data can propel an organization forward by solving a spectrum of previously intractable business problems. Next, they demystify key analysis techniques and technologies and show how a Big Data solution environment can be built and integrated to offer competitive advantages.

Discovering Big Data’s fundamental concepts and what makes it different from previous forms of data analysis and data science

Understanding the business motivations and drivers behind Big Data adoption, from operational improvements through innovation

Planning strategic, business-driven Big Data initiatives

Addressing considerations such as data management, governance, and security

Recognizing the 5 “V” characteristics of datasets in Big Data environments: volume, velocity, variety, veracity, and value

Clarifying Big Data’s relationships with OLTP, OLAP, ETL, data warehouses, and data marts

Working with Big Data in structured, unstructured, semi-structured, and metadata formats

Increasing value by integrating Big Data resources with corporate performance monitoring

Understanding how Big Data leverages distributed and parallel processing

Using NoSQL and other technologies to meet Big Data’s distinct data processing requirements

Leveraging statistical approaches of quantitative and qualitative analysis

Applying computational analysis methods, including machine learning

Book Information

File Size: 12531 KB

Print Length: 241 pages

Page Numbers Source ISBN: 0134291077

Simultaneous Device Usage: Up to 5 simultaneous devices, per publisher limits

Publisher: Prentice Hall; 1 edition (December 29, 2015)

Publication Date: December 29, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B019YLYLVY

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #479,547 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #237

in Books > Computers & Technology > Databases & Big Data > Data Warehousing #408

in Books > Computers & Technology > Databases & Big Data > Data Mining #7658 in Kindle Store > Kindle eBooks > Computers & Technology

Customer Reviews

This book is divided into two parts with the first part introducing concepts about Big Data, and the second part discussing implementations of Big Data. I found the first part to use confusing wording, while the second part was written much better. I would give the first part 3-stars and the second part 5-stars if I was rating them individually. The first part of the book (Chapters 1-4) introduces a lot of acronyms and words that were glossed over. A lot of sentences were written in overly complicated language. To give an example on page 36 the discussion is about Business Process Management: "When BPM is combined with BPMSs that are intelligent, processes can be executed in a goal-driven manner. Goals are connected to process fragments that are dynamically chosen and assembled at run-time in alignment with the evaluation of the goals. When the combination of Big Data analytics results and goal-driven behavior are used together, process execution can become adaptive to the marketplace and responsive to environmental conditions." I found wording like this to be bogged down in corporate mumbo-jumbo and had I difficulty understanding in a lot of places. Chapter three felt particularly lazy to me. The exact same diagram that took up 3/4th's of the page was used 10 separate times in chapter without any variation to the diagram (see the attached photo to get an idea). It shows a nine-step process, and for each step the diagram is shown without even highlighting the step we are on. Luckily the second part redeems itself. MapReduce, different NoSQL databases, analytic techniques, and storage techniques were described well here. The second part of the book gave much clearer and more concrete examples.

[Download to continue reading...](#)

Big Data Fundamentals: Concepts, Drivers & Techniques (The Prentice Hall Service Technology Series from Thomas Erl) Next Generation SOA: A Concise Introduction to Service Technology & Service-Oriented Architecture (The Prentice Hall Service Technology Series from Thomas Erl) Cloud Computing: Concepts, Technology & Architecture (The Prentice Hall Service Technology Series from Thomas Erl) SOA with Java: Realizing Service-Oriented Architecture with Java Technologies (The Prentice Hall Service Technology Series from Thomas Erl) SOA Design Patterns (The Prentice Hall Service Technology Series from Thomas Erl) Fundamentals of Network Analysis and Synthesis (Prentice-Hall electrical engineering series. Solid state physical electronics series. Prentice-Hall networks series) Prentice hall literature (common core edition) (teachers edition grade 6) (Prentice Hall and Texas Instruments Digital Signal Processing Series) Essential Linux Device Drivers (Prentice Hall Open Source Software Development Series) Data Architecture: A Primer for the Data Scientist: Big Data, Data Warehouse and Data Vault Big Data For Beginners: Understanding SMART Big Data, Data Mining & Data Analytics For improved Business Performance, Life Decisions & More! Big Data, MapReduce, Hadoop, and Spark with Python: Master Big Data Analytics and Data Wrangling with MapReduce Fundamentals using Hadoop, Spark, and Python Prentice Hall's Environmental Technology Series, Volume V: Waste Management Concepts Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business Leveraging the Power of Data Analytics, Data Science, ... (Hacking Freedom and Data Driven Book 2) The Data Revolution: Big Data, Open Data, Data Infrastructures and Their Consequences Algorithms + Data Structures = Programs (Prentice-Hall Series in Automatic Computation) Telephony: Today and Tomorrow (Prentice-Hall series in data processing management) The Simple Book: An Introduction to Networking Management (Prentice Hall Series in Innovative Technology) Zen and the Art of the Internet: A Beginner's Guide (Prentice Hall Series in Innovative Technology) Fault-Tolerance and Reliability Techniques for High-Density Random-Access Memories (Prentice Hall Modern Semiconductor Design Series) Database Processing: Fundamentals, Design, and Implementation (14th Edition) (Prentice-Hall Adult Education)

[Dmca](#)