

# Big Data Demystified

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wireless data the high speed transfer of email stock information messages and even video and audio across wireless networks is expected to become a 7.5 billion business within the next three years this resource unpacks the networks technologies and protocols that make it all possible and explains how to cash in on this massive new telecom market includes basic network deployment and design concepts covers implementing fixed wireless and wll wireless local loop details managing and maintaining high speed wireless data networks

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the availability of data analytics has turned the marketing world upside down but data is only part of the picture the ability to take the data and blend it with creative thinking is now an essential skill for any marketer looking to create truly impactful campaigns using creativity and data in marketing is a practical approach to how you can transform quantitative data into groundbreaking creative strategies it features original research encapsulating insights from in depth interviews with senior global marketers at the forefront of this evolution from brands such as L'Oréal, Kenvue, Brompton bikes and Bose they share firsthand experiences and lessons on harnessing data to drive creativity offering readers an exclusive look into successful data informed campaigns designed to challenge conventional marketing and advertising wisdom the book delves into emerging theories and practices charting a course through unexplored aspects of data driven creativity from how to practically interpret data to taking that creative leap from insights to ideas this book equips marketers with the tools to create more resonant and effective campaigns in a data rich world

whether you are an entry level or seasoned designer or programmer learn all about data structures in this easy to understand self teaching guide that can be directly applied to any programming language from memory and addresses to hashtables authors Keogh and Davidson provide clear explanations that demystify this algebra of programming

data demystified a beginner's guide to understanding the world through numbers is an engaging journey through the landscape of data unraveling its complexities and showcasing its profound impact on our daily lives and the broader world this book provides a foundational understanding of data's role in modern society exploring its historical evolution technical aspects and vast applications across various sectors the book begins by introducing the concept of data as the silent language that influences decisions predicts trends and shapes our personal preferences it guides readers through the fundamental aspects of data including its sources the terminology used to discuss it and the metrics and variables that help in data analysis each chapter progressively delves deeper into more complex topics such as data visualization statistical thinking and the principles behind effective data management practical applications of data are discussed extensively with examples from business healthcare education governance and more illustrating how data driven strategies can lead to better decision making and innovative solutions the book also addresses the technological advancements that have expanded data's capabilities such as big data analytics the internet of things IoT and artificial intelligence AI data demystified is not just a technical guide it also considers the ethical dimensions of data use emphasizing the importance of responsible data management privacy concerns and the moral obligations of those who wield data in significant ways designed for beginners yet rich with insights the book aims to equip readers with the knowledge to not only understand but also effectively use data to enhance their decision making and strategic planning it encourages a statistical mindset while making the subject accessible and engaging through real world

examples practical advice and a clear concise writing style

explains how to use sql to create database objects add and retrieve data from a database and modify existing data

gprs general packet radio service is global mobile data technology more important it is a step en route to next generation wireless or 3g for many networks in the us and most networks in europe and asia questions like when can we expect european take up of gprs what kind of roaming will the standards bodies adopt what functionality will first generation terminals provide or how will gprs change the basic business practices of gsm operators all need to be answered before implementations proceed this book helps the wireless industry gets its arms around the issues with contributions from many of the pioneering companies in the mobile data industry it equips professionals with plain english explanations of technology markets billing systems terminals and management challenges

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the definitive book for anyone who wants to understand what multimedia is all about and how it is created a hypertext like design makes the book accessible and user friendly so that the reader can quickly master the concepts tools techniques and technologies behind the biggest buzzword around today

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managers to technicians helpful appendices identify key companies involved with the products and services highlighted in the book in addition to an introduction to 3g wireless basics and industry terms you get history system overviews basic operation world system descriptions of cellular systems north american tdma and code division multiple access radio channel structure signaling and system parameters of digital wireless global system for mobile gsm communications wireless office telephone systems cordless telephone technology including residential cordless handsets ct2 ct3 is 91a 3g mobile telephones and networks wireless telephone system equipment costs network capital costs operational costs future advances for 4th generation systems more

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