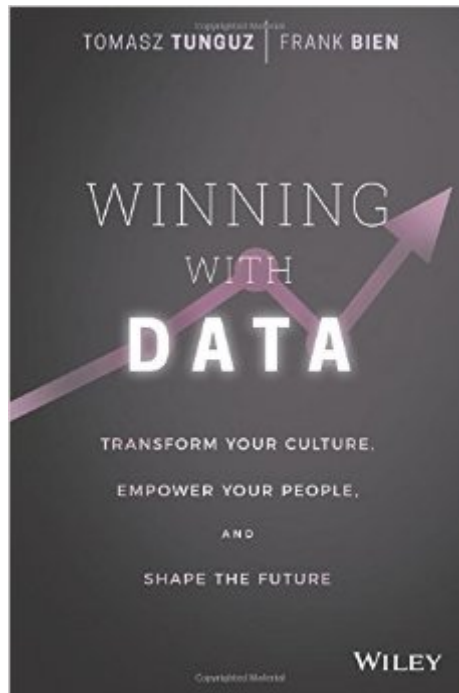# Winning With Data: Transform Your Culture, Empower Your People, And Shape The Future

Synopsis

Crest the data wave with a deep cultural shiftÂ Winning with Data Â explores the cultural changes big data brings to business, and shows you how to adapt your organization to leverage data to maximum effect. Authors Tomasz Tunguz and Frank Bien draw on extensive background in big data, business intelligence, and business strategy to provide a blueprint for companies looking to move head-on into the data wave. Instrumentation is discussed in detail, but the core of the change is in the cultureâ ”this book provides sound guidance on building the type of organizational culture that creates and leverages data daily, in every aspect of the business. Real-world examples illustrate these important concepts at work: you'll learn how data helped Warby-Parker disrupt a $13 billion monopolized market, how ThredUp uses data to process more than 20 thousand items of clothing every day, how Venmo leverages data to build better products, how HubSpot empowers their salespeople to be more productive, and more. From decision making and strategy to shipping and sales, this book shows you how data makes better business. Big data has taken on buzzword status, but there is little real guidance for companies seeking everyday business data solutions. This book takes a deeper look at big data in business, and shows you how to shift internal culture ahead of the curve. Understand the changes a data culture brings to companies Instrument your company for maximum benefit Utilize data to optimize every aspect of your business Improve decision making and transform business strategy Big data is becoming the number-one topic in business, yet no one is asking the right questions. Leveraging the full power of data requires more than good ITâ ”organization-wide buy-in is essential for long-term success.Â Winning with Data is the expert guide to making data work for your business, and your needs.

Book Information

Hardcover: 176 pages

Publisher: Wiley; 1 edition (June 20, 2016)

Language: English

ISBN-10: 1119257239

ISBN-13: 978-1119257233

Product Dimensions: 6.4 x 0.7 x 9.3 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 starsÂ Â See all reviewsÂ (14 customer reviews)

Best Sellers Rank: #21,470 in Books (See Top 100 in Books)   #13 inÂ Books > Business & Money > Management & Leadership > Information Management   #54 inÂ Books > Business & Money >

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Customer Reviews

Originally posted at kellysutton.comI had been looking forward to picking up and reading Winning with Data by Tomasz Tunguz and Frank Bien ever since I first heard about the book on tomtunguz.com. This is my review.If youâ™re looking to get an initial introduction into data-driven companies or how you might bring data-driven thinking to your company, Winning with Data is for you. For deeper dives, youâ™ll need to supplement this book with other resources.The book is co-authored by Tomasz Tunguz, a partner at Redpoint Ventures, and Frank Bien, the founder of Looker, a business intelligence tool.Tunguz is known in the SaaS world for his daily, invaluable blog posts published at tomtunguz.com. Every day, Mr. Tunguz breaks down different aspects of the market or running a company in a data-centric way. As Winning with Data purports, an effective culture of data-driven decision-making removes the effects of â œmanagement by opinionâ• in companies. Redpoint Ventures is known in the Valley for taking a very analytical approach to their investments, making sure that founders have a strong understanding of *aaS metrics and how those affect the business.Frank Bien is an industry veteran having held roles at Dell, EMC, and others. He created Looker in 2013. Looker is a business intelligence platform deployed by hundreds of companies worldwide. It helps companies make sense of their data.The book is a quick read at 150 pages.What is Data?Data. Data. Data! Data is everything and it is nothing. The book focuses on the pieces of information generated by customer actions: how much revenue did we earn on the Acme Co. account this month? How many times did John Appleseed log in last month?

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