



# The Little Book of Big Data

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## **The Little Book of Big Data** Shopper Technology Institute

Every executive in the retail and consumer packaged goods (CPG) industry is talking about Big Data. There is widespread agreement that Big Data is important. It's big and getting Bigger. But what exactly is Big Data? Definitions vary, but there is consensus on one thing: Dealing effectively with Big Data remains a major challenge for trading partners. No company wants to be data rich and insights poor. That is a sure formula for failure in today's marketplace. Companies of all sizes need to leverage Big Data to engage consumers and monitor their behavior in stores, improve retail performance, and distance themselves from competing brand marketers. How can this be done? Is there a roadmap for success? And how is success measured? So many questions, so few answers. This book aims to provide much needed guidance and a path forward. Solution providers and other thought leaders have shared their insights and vision. Merchants and marketers will learn the essentials of Big Data and then move forward to understand the more complex issues involved.

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