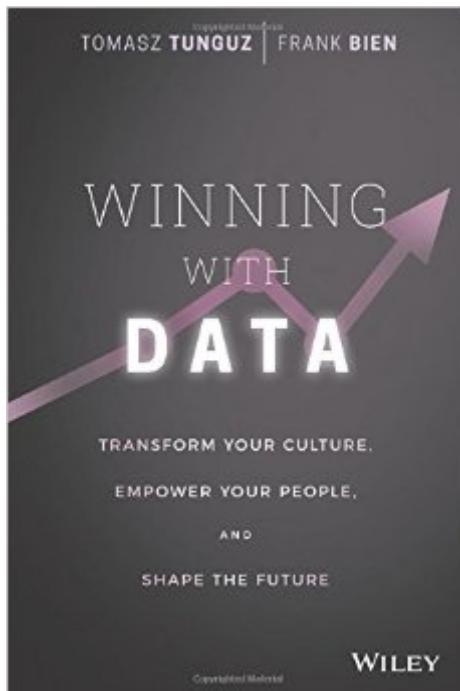


The book was found

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



Synopsis

Crest the data wave with a deep cultural shift. *Winning with Data* 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 culture: "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 IT: organization-wide buy-in is essential for long-term success." *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 stars (See all reviews) (14 customer reviews)

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

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 you'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, you'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 management by opinion • 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?

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

Winning with Data: Transform Your Culture, Empower Your People, and Shape the Future Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and Data Driven) (Volume 2) Drawing Animals Shape by Shape: Create Cartoon Animals with Circles, Squares, Rectangles & Triangles (Drawing Shape by Shape series) Drawing Shape by Shape: Create Cartoon Characters with Circles, Squares & Triangles (Drawing Shape by Shape series) Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) The Inner Lives of Markets: How People Shape Them—And They Shape Us

Watch Your Back!: How the Back Pain Industry Is Costing Us More and Giving Us Less_and What You Can Do to Inform and Empower Yourself in Seeking ... Culture and Politics of Health Care Work) The Future of the Mind: The Scientific Quest to Understand, Enhance, and Empower the Mind The Innovator's Mindset: Empower Learning, Unleash Talent, and Lead a Culture of Creativity Data Smart: Using Data Science to Transform Information into Insight Design Revolution: 100 Products That Empower People: By Emily Pilloton Shape by Shape, Collection 2: Free-Motion Quilting with Angela Walters â¢ 70+ More Designs for Blocks, Backgrounds & Borders Shape by Shape Free-Motion Quilting with Angela Walters: 70+ Designs for Blocks, Backgrounds & Borders Spartan Fit!: 30 Days. Transform Your Mind. Transform Your Body. Commit to Grit. People Analytics: How Social Sensing Technology Will Transform Business and What It Tells Us about the Future of Work (FT Press Analytics) Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data (Data-Centric Systems and Applications) Find What You Were Born For: Design Goals That Bring Purpose To Your Life - How To Shape Your Future, Craft Goals To Your Calling And Create Lasting Change (Book 2) The Mystery of the Shemitah: The 3,000-Year-Old Mystery That Holds the Secret of America's Future, the World's Future, and Your Future!

[Dmca](#)