

## Information management : strategies for gaining a competitive advantage with data

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### Abstrak

Information management ; gaining a competitive advantage with data is about making smart decisions to make the most of company information. Expert author William McKnight develops the value proposition for information in the enterprise and succinctly outlines the numerous forms of data storage. Information Management will enlighten you, challenge your preconceived notions, and help activate information in the enterprise. Get the big picture on managing data so that your team can make smart decisions by understanding how everything from workload allocation to data stores fits together.

The practical, hands-on guidance in this book includes :

Part 1: The importance of information management and analytics to business, and how data warehouses are used.

Part 2: The technologies and data that advance an organization, and extend data warehouses and related functionality.

Part 3: Big Data and NoSQL, and how technologies like Hadoop enable management of new forms of data.

Part 4: Pulls it all together, while addressing topics of agile development, modern business intelligence, and organizational change management.