

GOOD READS

the signal and the noise and the noise and the noise and the noise why so many predictions fail – but some don't and the noise and the noise and the noise nate silver

THE SIGNAL AND THE NOISE: WHY SO MANY PREDICTIONS FAIL – BUT SOME DON'T

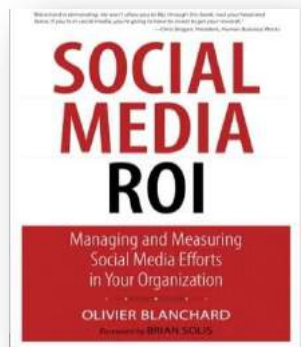
Nate Silver

Nate Silver's brilliant and elegant tour of the modern science-slash-art of forecasting, shows you the outcome of Big Data and human nature. In diverse fields such as the weather, baseball, economics and polling, Silver finds predictions gone awry, thanks to biases, vested interests, and over-confidence. He also showcases instances where sophisticated forecasters have gotten it right! In today's data-saturated world, Silver's book is a timely and readable reminder that statistics are only as good as the people who wield them.

SOCIAL MEDIA ROI: MANAGING AND MEASURING SOCIAL MEDIA EFFORTS IN YOUR ORGANIZATION

Olivier Blanchard

The social media code has officially been cracked! In *Social Media ROI*, Blanchard reveals how companies can apply the massive power of social media to achieve equally massive results. Incredibly practical, yet very enjoyable, this book offers a clear roadmap to growing your revenue in the dizzying world of tweets and retweets, likes and shares, connections and comments by measuring your FRY (Frequency, Reach, and Yield).



BIG DATA REVOLUTION: WHAT FARMERS, DOCTORS AND INSURANCE AGENTS TEACH US ABOUT DISCOVERING BIG DATA PATTERNS

Rob Thomas and Patrick McSharry

In this collaborative work by IBM Vice President of Big Data Products and an Oxford Research Fellow, this book describes the major trends emerging in the field, the pitfalls and triumphs being experienced, and the many considerations surrounding Big Data, all while guiding readers toward better decision making from the perspective of a data scientist.