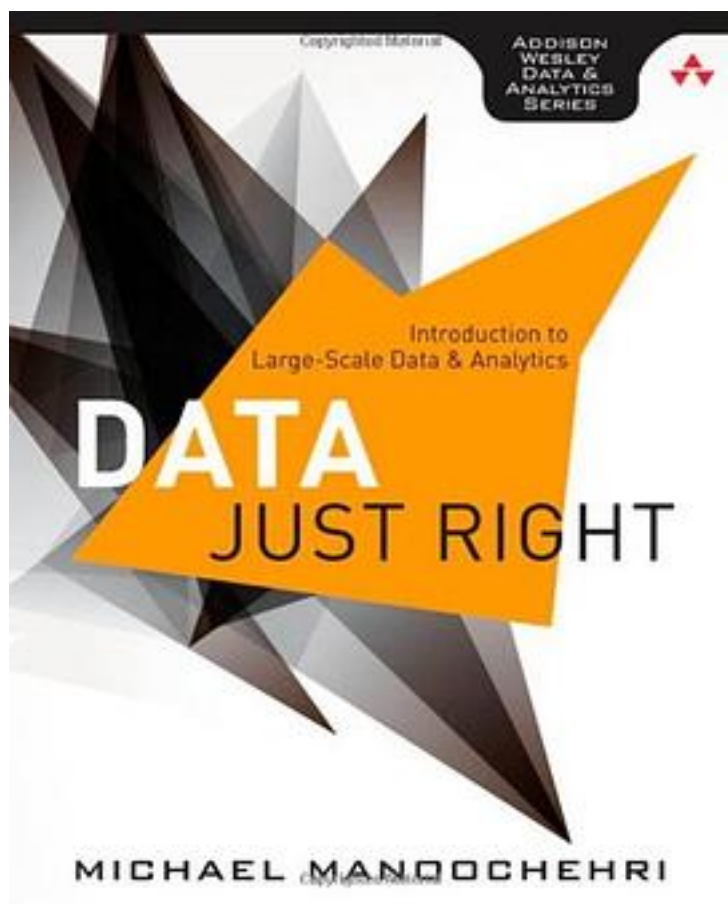


Data Just Right



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Large-scale data analysis ("Big Data") is suddenly of crucial importance to virtually every enterprise. Mobile and social technologies are generating massive datasets, and distributed cloud computing is providing better ways to analyzing and processing that data. Accelerating technological change is turning long-accepted ideas about Big Data

upside down, forcing companies to evaluate daunting new technologies, including NoSQL databases. Until now, however, most books on "Big Data" have been little more than business polemics and product catalogs. Data Just Right is different -- and utterly invaluable to every Big Data decision-maker, implementer, and strategist. Google's Michael Manoochehri organizes this book around today's key Big Data use cases, showing how they can be best addressed by combining technologies in hybrid solutions. Drawing on his own extensive experience, Manoochehri presents the technical detail you need to implement each solution, and best practices you can apply to any Big Data project. You'll learn how to: * "Build for infinity," supporting rapid growth * Break down data silos * Decide what to insource and what to outsource * Focus on applications, not infrastructure, since that's where you can drive the most value Throughout, Manoochehri shows how to use and integrate cutting-edge technologies including Hadoop, Hive, Pig, Tableau, R, and Google Bigquery. No other Big Data guide offers as much practical, actionable insight -- or even comes close.

作者介绍:

Michael Manoochehri is an entrepreneur, writer, and optimist. With many years of experience working with enterprise, research, and non-profit organizations, his goal is to help make scalable data analytics more affordable and accessible. Michael has been a member of Google's Cloud Platform developer relations team, focusing on cloud computing and data developer products such as Google BigQuery. In addition, Michael has written for the tech blog ProgrammableWeb.com, has spent time in rural Uganda researching mobile phone use, and holds a master's degree in information management and systems from UC Berkeley's School of Information.

目录:

[Data Just Right_ 下载链接1](#)

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评论

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书评

本书内容专业，作者从实践的角度，把宽泛的大数据领域的问题和需求讲的很透彻，并且也附带了很全面的解决方案，结尾还对大数据自研还是外购，大数据科学家兴衰等问题提出了指导意见。

我觉得这本书好就好在，没有迷信hadoop或者其他某一种解决方案，而是从特定情境..

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