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Summaries as one of the Top 30 Business Books of 2015. THE SOUNDVIEW REVIEW: Data-ism is perhaps one of the most balanced, levelheaded examinations of the potential of big data. Author Lohr never hesitates to give voice to the critics or skeptics of a data-driven

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world, nor fails to point out the
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Everything Else Steve Lohr. Steve Lohr, a technology reporter for the New York Times, chronicles the rise of Big Data, addressing cutting-edge business strategies and examining the dark side of a data-driven world. Coal, iron ore, and oil were the key ...

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In Data-ism, New York Times reporter Steve Lohr explains how big-data technology is ushering in a revolution in proportions that promise to be the basis of the next wave of efficiency and innovation across the economy.

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But more is at work here than
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Brooks argued that in a world of increasing complexity, relying on data could reduce cognitive biases and "illuminate patterns of behavior we haven't yet noticed". [1] In 2015, Steve Lohr's book 'Data-ism' looked at how Big Data is transforming society, using the term to describe the Big Data

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Dataism — Wikipedia
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Steve Lohr, the New York Times' chief technology reporter, charts the ascent of Data-ism, the dominating philosophy of the day in which data is at the forefront of everything and decisions of all kinds are based on data analysis rather than experience

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and intuition. Taking us behind the scenes and introducing the DOPs (Data Oriented-People), the key personalities behind this revolution, he

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