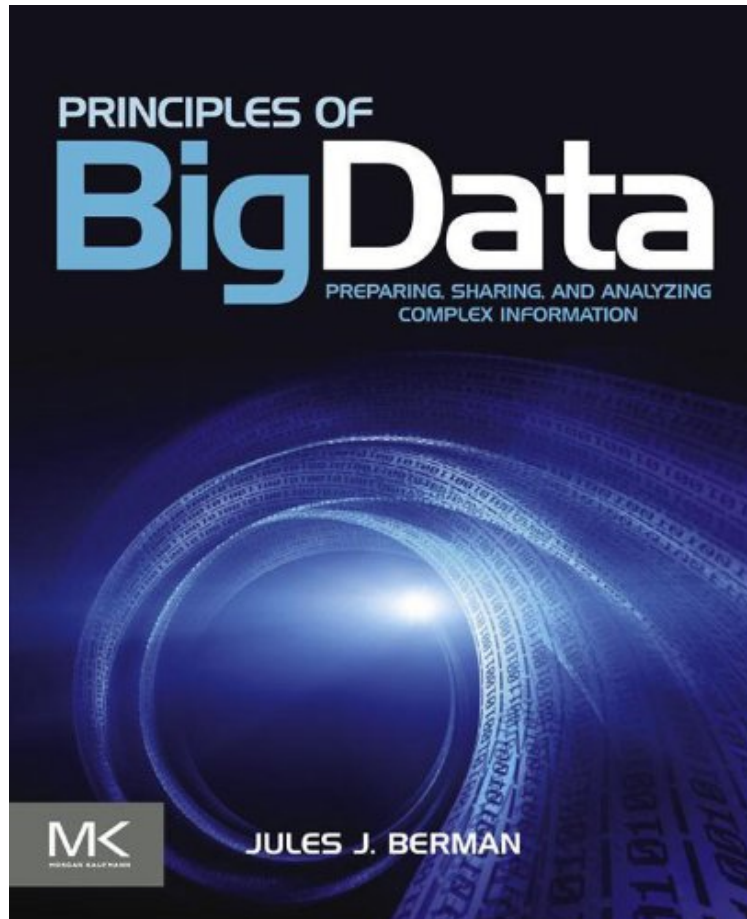


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Principles of Big Data: Preparing, Sharing, and Analyzing Complex Information

Jules J. Berman

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By A. Zubarev A fantastic book! Must be part, if not yet, of the fundamentals of the Big Data as a field of science. Highly recommend to those who are into the Big Data practice. Yet, I confess this book is one of my best reads this year and for a number of reasons: The book is full of wisdom, intimate insight, historical facts and real life examples to how Big Data projects get conceived, operate and sadly, yes, sometimes die. But not only that, the book is

most importantly is filled with valuable advice, accurate and even overwhelming amount of reference (from the positive side), and the author does not even stop there: there are numerous technical excerpts, links and examples allowing to quickly accomplish many daunting tasks or make you aware of what one needs to perform as a data practitioner (excuse my use of the word practitioner, I just did not find a better substitute to it to trying to reference all who face Big Data). Be aware that Jules Berman's background is in medicine, naturally, this book discusses this subject a lot as it is very dear to the author's heart I believe, this does not make this book any less significant however, quite the opposite, I trust if there is an area in science or practice where the biggest benefits can be ripped from Big Data projects it is indeed the medical science, let's make Cancer history! On a personal note, for me as a database, BI professional it has helped to understand better the motives behind Big Data initiatives, their underwater rivers and high altitude winds that divert or propel them forward. Additionally, I was impressed by the depth and number of mining algorithms covered in it. I must tell this made me very curious and tempting to find out more about these indispensable attributes of Big Data so sure I will be trying stretching my wallet to acquire several books that go more in depth on several most popular of them. My favorite parts of the book, well, all of them actually, but especially chapter 9: Analysis, it is just very close to my heart. But the real reason is it let me see what I do with data from a different angle. And then the next - "Special Considerations", they are just two logical parts. The writing language is of this book is very acceptable for all levels, I had no technical problem reading it in ebook format on my 8" tablet or a large screen monitor. If I would be asked to say at least something negative I have to state I had a feeling initially that the book's first part reads like an academic material relaxing the reader as the book progresses forward. I admit I am impressed with Jules' abilities to use several programming languages and OSS tools, bravo! And I agree, it is not too, too hard to grasp at least the principals of a modern programming language, which seems becomes a defacto knowledge standard item for any modern human being. So grab a copy of this book, read it end to end and make yourself shielded from making mistakes at any stage of your Big Data initiative, by the way this book also helps build better future Big Data projects.

Principles of Big Data helps readers avoid the common mistakes that endanger all Big Data projects. By stressing simple, fundamental concepts, this book teaches readers how to organize large volumes of complex data, and how to achieve data permanence when the content of the data is constantly changing. General methods for data verification and validation, as specifically applied to Big Data resources, are stressed throughout the book. The book demonstrates how adept analysts can find relationships among data objects held in disparate Big Data resources, when the data objects are endowed with semantic support (i.e., organized in classes of uniquely identified data objects). Readers will learn how their data can be integrated with data from other resources, and how the data extracted from Big Data resources can be used for purposes beyond those imagined by the data creators. Learn general methods for specifying Big Data in a way that is understandable to humans and to computers. Avoid the pitfalls in Big Data design and analysis. Understand how to create and use Big Data safely and responsibly with a set of laws, regulations and ethical standards that apply to the acquisition, distribution and integration of Big Data resources

"By stressing simple, fundamental concepts, this book teaches readers how to organize large volumes of complex data, and how to achieve data permanence when the content of the data is constantly changing. General methods for data verification and validation, as specifically applied to Big Data resources, are stressed throughout the book." -- ODBMS.org, March 2014 "The book is written in a colloquial style and is full of anecdotes, quotations from famous people, and personal opinions." -- Computing s.com, February 2014 "The author has produced a sober, serious treatment of this emerging phenomenon, avoiding hype and gee-whiz cases in favor of concepts and mature advice. For example, the author offers ten distinctions between big data and small data, including such factors as goals, location, data structure, preparation, and longevity. This characterization provides much greater insight into the phenomenon than the standard 3V treatment (volume, velocity, and variety)." -- Computing s.com, October 2013

From the Back Cover Principles of Big Data helps readers avoid the common mistakes that endanger all Big Data projects. By stressing simple, fundamental concepts, this book teaches readers how to organize large volumes of complex data, and how to achieve data permanence when the content of the data is constantly changing. General methods for data verification and validation, as specifically applied to Big Data resources, are stressed throughout the book. The book demonstrates how adept analysts can find relationships among data objects held in disparate Big Data resources, when the data objects are endowed with semantic support (i.e., organized in classes of uniquely identified data objects). Readers will learn how their data can be integrated with data from other resources, and how the data extracted from Big Data resources can be used for purposes beyond those imagined by the data creators.

About the Author Jules Berman holds two bachelor of science degrees from MIT (Mathematics, and Earth and Planetary Sciences), a PhD from Temple University, and an MD, from the University of Miami. He was a graduate researcher in the Fels Cancer Research Institute, at Temple University, and at the American Health Foundation in Valhalla, New York. His post-doctoral studies were completed at the U.S. National Institutes of Health, and his residency was completed at the George Washington University Medical Center in Washington, D.C. Dr. Berman served as Chief of Anatomic

Pathology, Surgical Pathology and Cytopathology at the Veterans Administration Medical Center in Baltimore, Maryland, where he held joint appointments at the University of Maryland Medical Center and at the Johns Hopkins Medical Institutions. In 1998, he transferred to the U.S. National Institutes of Health, as a Medical Officer, and as the Program Director for Pathology Informatics in the Cancer Diagnosis Program at the National Cancer Institute. Dr. Berman is a past President of the Association for Pathology Informatics, and the 2011 recipient of the association's Lifetime Achievement Award. He is a listed author on over 200 scientific publications and has written more than a dozen books in his three areas of expertise: informatics, computer programming, and cancer biology. Dr. Berman is currently a free-lance writer.