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Whether it is used by the NSA to fight terrorism or by online retailers to predict customers buying patterns, big data is a revolution occurring around us, in the process of forever changing economics, science, culture, and the very way we think.

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Data Science, Predictive Analytics, and Big Data: A Revolution That Will Transform Supply Chain Design and Management. Matthew A. Waller. Corresponding Author. University of Arkansas. Corresponding author: Matthew A. Waller, Sam M. Walton College of Business, WCOB 308, University of Arkansas, Fayetteville, AR 72701?1201, USA; E?mail: MWaller@walton.uark.edu.

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In *Big Data: A Revolution That Will Transform How We Live, Work and Think*, two of the world's most-respected data experts reveal the reality of a big data world and outline clear and actionable steps that will equip the reader with the tools needed for this next phase of human evolution.

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