



## Big Data Now: 2012 Edition

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# Big Data Now: 2012 Edition

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## **Big Data Now: 2012 Edition** O'Reilly Media Inc.

The Big Data Now anthology is relevant to anyone who creates, collects or relies upon data. It's not just a technical book or just a business guide. Data is ubiquitous and it doesn't pay much attention to borders, so we've calibrated our coverage to follow it wherever it goes.

In the first edition of Big Data Now, the O'Reilly team tracked the birth and early development of data tools and data science. Now, with this second edition, we're seeing what happens when big data grows up: how it's being applied, where it's playing a role, and the consequences -- good and bad alike -- of data's ascendance.

We've organized the second edition of Big Data Now into five areas:

Getting Up to Speed With Big Data -- Essential information on the structures and definitions of big data.

Big Data Tools, Techniques, and Strategies -- Expert guidance for turning big data theories into big data products.

The Application of Big Data -- Examples of big data in action, including a look at the downside of data.

What to Watch for in Big Data -- Thoughts on how big data will evolve and the role it will play across industries and domains.

Big Data and Health Care -- A special section exploring the possibilities that arise when data and health care come together.

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