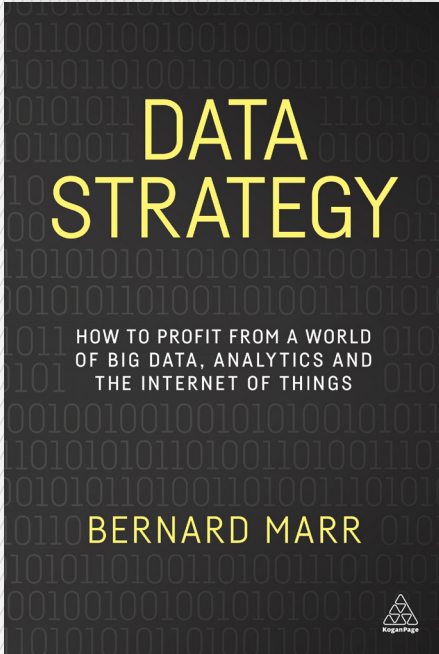


NEW  
BOOK

How to survive and thrive through  
the 4th industrial revolution

NEW BOOK REVEALS HOW BUSINESS CAN MAKE THE MOST OF THEIR BIGGEST STRATEGIC ASSET: DATA



Rapidly developing technology, the astonishing growth of big data and the unstoppable rise of the Internet of Things mean that 95% of all the data that has ever been collected, happened within the last 18 months. Almost every action we take now leaves a digital trail, from shopping with a credit card to carrying a mobile phone down the street, and this data is changing the way we live and work at an unprecedented rate – it is even being used to influence the way we vote.

accessible new guide to help business leaders really understand the value that data can generate for their organisation. It provides a clear blueprint for defining and executing an effective data strategy, explaining data infrastructure, predictive analytics, machine learning and security in practical terms with real life case studies including Walmart, RBS, Google and NASA.

Yet many business leaders still fail to recognise the tremendous value data can add, and less than 0.5% of data collected is ever analysed or used. Big data may seem like a daunting prospect for all but the most technically minded, but the reality is that data (big and small) is going make and break companies of all sizes and industries in the coming years, and all businesses now need a robust *Data Strategy*.

The author, Bernard Marr is one of the world's leading experts in data strategy. As well as being an international bestselling author and media commentator on the subject, he also acts as an advisor to governments and some of the world's leading organisations, such as Barclays, the NHS, Bank of England, Mars, IBM and Microsoft. In *Data Strategy* he shares his vast experience and invaluable insights in a practical way that will enable business leaders to use data to shape and safeguard the future of their organisation.

*Data Strategy: How to Profit from a World of Big Data, Analytics and the Internet of Things* is an

*Data Strategy: How to profit from a world of Big Data, analytics and the Internet of Things* by Bernard Marr is due to be published in April 2017 by Kogan Page, priced £19.99.

ABOUT THE AUTHOR

**Bernard Marr** is an internally bestselling business author, keynote speaker and strategic advisor to companies and governments. He is one of the world's most highly respected voices when it comes to data in business and has been recognized by LinkedIn as one of the world's top five business influencers.

Bernard is a regular contributor to the World Economic Forum, writes columns for Forbes, LinkedIn Pulse and regularly offers expert comment for other major publications around the world.

Bernard has worked as an advisor to many of the world's best-known organizations including Accenture, Astra Zeneca, Bank of England, Barclays, BP, Cisco, DHL, Fujitsu, Gartner, HSBC, IBM, Mars, Ministry of Defence, Microsoft, NATO, Oracle, The Home Office, NHS, Orange, Tetley, T-Mobile, Toyota, Royal Air Force, SAP, Shell, the United Nations and Walmart, among many others.



Bernard Marr

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Why every business must become a data business

How to make data your business' most valuable asset

Threat or Opportunity?: Could the Internet of Things have a dangerous dark side?

Drowning in data?: How to identify, gather and utilise the data your business really needs

Monetizing data: How to use data to increase the value of your organisation

How to use data to deliver exceptional customer service

Why the UK is being left behind in the 'Big Data League Tables'