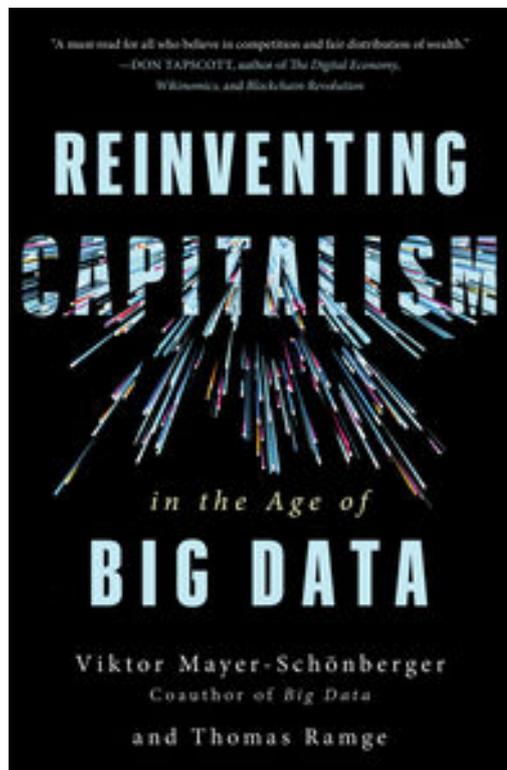


Baixar Livros Gratuitos Reinventing Capitalism In The Age Of Big Data (PDF|ePub|Mobi|Mp3|Txt) Viktor Mayer- Schönberger & Thomas Rame Amor



Baixar livros gratuitos Reinventing Capitalism in the Age of Big Data (PDF|ePub|Mobi|Mp3|Txt) Viktor Mayer-Schönberger & Thomas Rame amor, From the New York Times bestselling author of *Big Data*, a prediction for how data will revolutionize the market economy and make cash, banks, and big companies obsolete

In modern history, the story of capitalism has been a story of firms and financiers. That's all going to change thanks to the Big Data revolution. As Viktor Mayer-Schönberger, bestselling author of *Big Data*, and Thomas Rame, who writes for *The Economist*, show, data is replacing money as the driver of market behavior. Big finance and big companies will be replaced by small groups and individual actors who make markets instead of making things: think Uber instead of Ford, or Airbnb instead of Hyatt.

This is the dawn of the era of data capitalism. Will it be an age of prosperity or of calamity? This book provides the indispensable roadmap for securing a better future.

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