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Big Data A Revolution That KENNETH CUKIER is the Data Editor of the Economist and co-author of Big Data: A Revolution That Will Transform How We Live, Work, and Think. His writings on business and economics have appeared in Foreign Affairs, the New York Times, the Financial Times, and elsewhere. Amazon.com: Big Data: A Revolution That Will Transform How ... A revolution on par with the Internet or perhaps even the printing press, big data will change the way we think about business, health, politics, education, and innovation in the years to come. Big Data: A Revolution That Will Transform How We Live ... Big Data: A Revolution That Will Transform How We Live, Work, and Think By Viktor Mayer-Schönberger and Kenneth Cukier Big Data: A Revolution That Will Transform How We Live ... 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