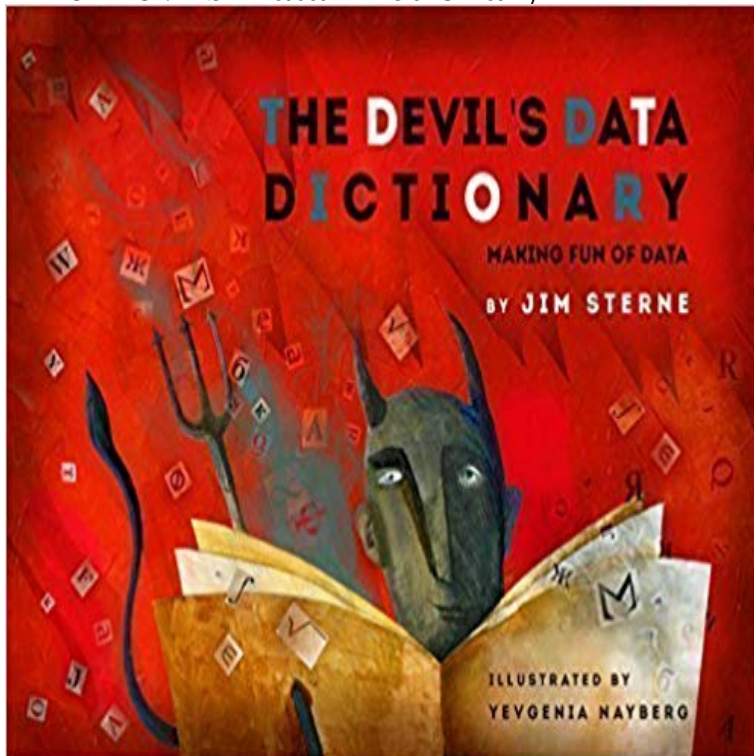


The Devils Data Dictionary



In this modern homage to Ambrose Bierce, Sterne tucks his tongue firmly in cheek and lets loose on an industry only Dilbert could love. With a mix of wry humor and outlandish sarcasm Sterne hits the datarati upside the head with a well-worn humerus bone and puts the pun in pundit. Lavishly illustrated by award-winning illustrator, Yevgenia Nayberg. Available October 1, 2015 Entries in this devilish dictionary include: Algorithm Regularly recurring remarks from the former U.S. V.P. who invented the Internet. Artificial Intelligence Fourth cocktail. Big Data Giga, tera, peta, exa, zetta, yotta, yadda, yadda. Correlation Coincidence confidently mistaken for cause. Covariant A dependent couple with the same deviation. ... and thats just through the Cs.

Perfect for the data-obsessed - and that might just be YOU. 98.7% funny - Ashley Friedlein, Econsultancy Funny and in some cases probably true. Jeff Jonas, IBM Fellow Jim has made data accessible to the masses since the dawn of the digital age. And now, hes making it funny. And, awesome. Avinash Kaushik, Google. Author, Web Analytics 2.0 All the fun you need is here, from A to W. Is that the definition of missing data? Thomas H. Davenport, Distinguished Professor, Babson College, Author, Competing on Analytics and Big Data @ Work A masterpiece ... I laughed, I cried, I - apparently - completely misunderstood everything about data and analytics. Ben Gaines, Adobe

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