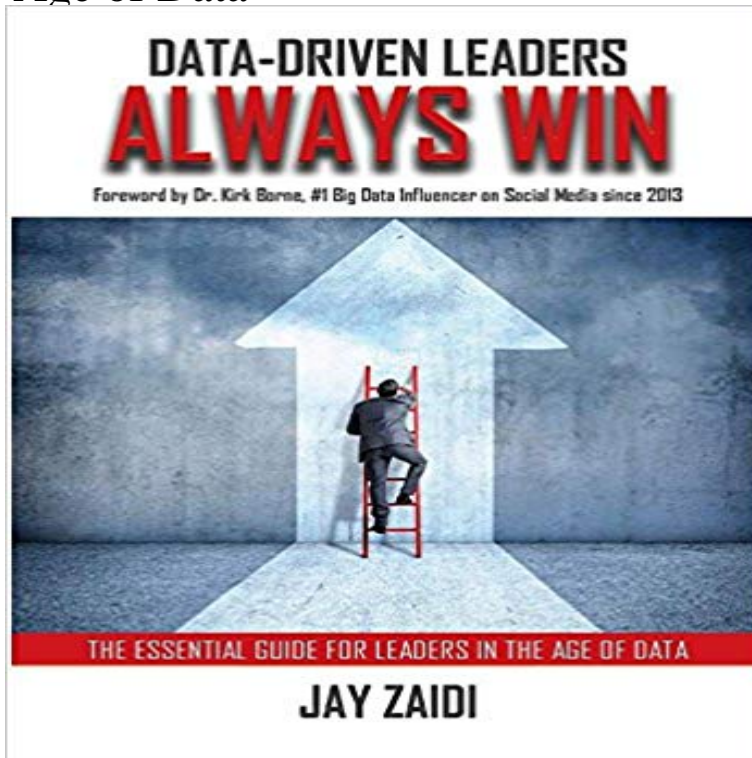


Data-Driven Leaders Always Win: An Essential Guide for Leaders in the Age of Data



Klaus Schwab, the founder and executive chairman of the World Economic Forum states that we stand on the brink of a technological revolution that will fundamentally alter the way we live, work, and relate to one another. In its scale, scope, and complexity, the transformation will be unlike anything humankind has experienced before. Klaus is describing the Fourth Industrial Revolution or the digital revolution that has been occurring since the middle of the last century. It is characterized by a fusion of technologies that is blurring the lines between the physical, digital, and biological spheres. In order to make this point, the author Jay Zaidi has labeled the Fourth Industrial Revolution the Age of Data. Organizations are being forced to undergo a digital transformation and this is creating a tumultuous period of change for them. Those that wish to win with data must implement a data culture - a complex undertaking. It requires an in-depth understanding of the data ecosystem, its components, and the interaction between people, process, technology, and data, to deliver business value. Data-Driven Leaders Always Win connects the dots across various data management fields, and their practical application, using real life experience that the author gained while leading enterprise-wide data management programs at the worlds largest financial services company. Being data-savvy and data-driven are core skills for leaders and their organizations to win in the Age of Data. Regardless of the industry vertical you are in - if you are a leader, aspire to be one, or wish to influence your leadership team, and move up the corporate ladder in the Age of Data, then this book is for you.

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