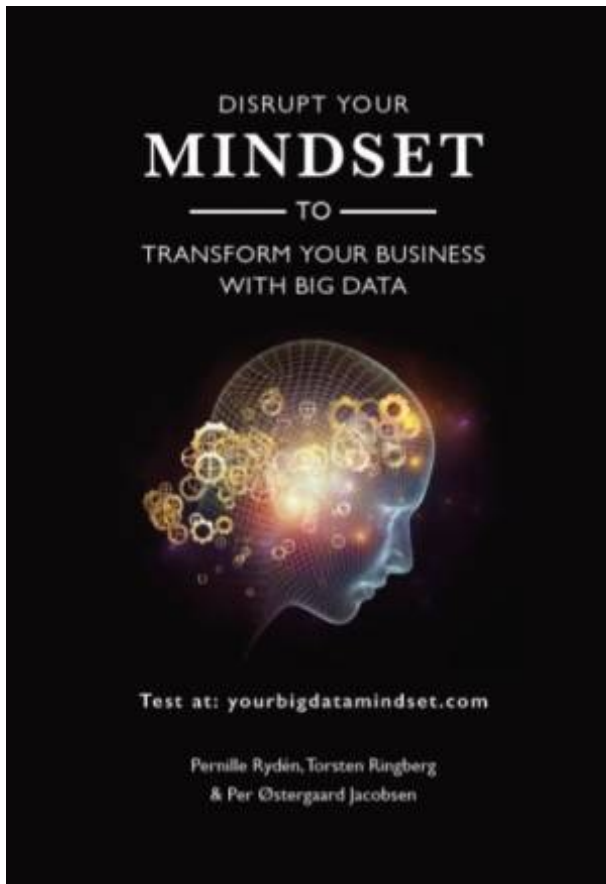


# Disrupt your Mindset to Transform your Business with Big Data



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“Mindsets eat Big Data strategy for breakfast! Billions of dollars are spent investing in Big Data technology, yet the yields on these investments are often unsatisfying. Discover why a successful Big Data strategy and business transformation always starts with the right managerial mindset. We identify four dominant managerial mindsets and show how each one sets the stage for unique use of Big Data technology. If your team’s managerial mindsets are not aligned with the type of demand best suited for your market, then your investment in Big Data technology is likely to be wasted. These managerial mindsets operate at the subconscious level, so we introduce an online mindset test that helps you identify which dominant managerial mindset you have. You can compare your own mindset with the mindsets of your peers and your organization’s strategic orientation, and if necessary align or transform them to a managerial mindset that ensures optimal use of Big Data technology.

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