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USING BIG DATA FOR BUSINESS PERSPECTIVES

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Master data is critical for any business organization. Big organizations like Oracle, Infosys, IBM, Google, Facebook and TCS started working on Master Data Management (MDM) in early 20 s. Multinational corporations spend millions of dollars for Managing their Master Data, so as to ensure quality of service and customer retention as well. Unlike big organizations, Small and Mid-sized Enterprises (SME's), because of their limited resources, are unable to exploit the economies of...

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