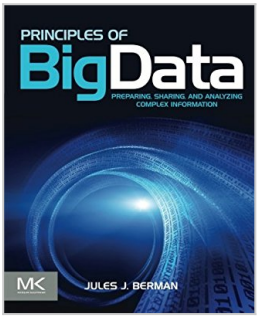

Principles of Big Data: Preparing, Sharing, and Analyzing Complex Information

By Jules J. Berman

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Principles of Big Data helps readers avoid the common mistakes that endanger all Big Data projects. By stressing simple, fundamental concepts, this book teaches readers how to organize large volumes of complex data, and how to achieve data permanence when the content of the data is constantly changing. General methods for data verification and validation, as specifically applied to Big Data resources, are stressed throughout the book. The book demonstrates how adept analysts can find relationships among data objects held in disparate Big Data resources, when the data objects are endowed with semantic support (i.e., organized in classes of uniquely identified data objects). Readers will learn how their data can be integrated with data from other resources, and how the data extracted from Big Data resources can be used for purposes beyond those imagined by the data creators.

- Learn general methods for specifying Big Data in a way that is understandable to humans and to computers
- Avoid the pitfalls in Big Data design and analysis
- Understand how to create and use Big Data safely and responsibly with a set of laws, regulations and ethical standards that apply to the acquisition, distribution and integration of Big Data resources

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Editorial Review

Review

"By stressing simple, fundamental concepts, this book teaches readers how to organize large volumes of complex data, and how to achieve data permanence when the content of the data is constantly changing. General methods for data verification and validation, as specifically applied to Big Data resources, are stressed throughout the book." **--ODBMS.org, March 2014**

"The book is written in a colloquial style and is full of anecdotes, quotations from famous people, and personal opinions." **--ComputingReviews.com, February 2014**

"The author has produced a sober, serious treatment of this emerging phenomenon, avoiding hype and gee-whiz cases in favor of concepts and mature advice. For example, the author offers ten distinctions between big data and small data, including such factors as goals, location, data structure, preparation, and longevity. This characterization provides much greater insight into the phenomenon than the standard 3V treatment (volume, velocity, and variety)." **--ComputingReviews.com, October 2013**

From the Back Cover

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About the Author

Jules Berman holds two bachelor of science degrees from MIT (Mathematics, and Earth and Planetary Sciences), a PhD from Temple University, and an MD, from the University of Miami. He was a graduate researcher in the Fels Cancer Research Institute, at Temple University, and at the American Health Foundation in Valhalla, New York. His post-doctoral studies were completed at the U.S. National Institutes of Health, and his residency was completed at the George Washington University Medical Center in Washington, D.C. Dr. Berman served as Chief of Anatomic Pathology, Surgical Pathology and Cytopathology at the Veterans Administration Medical Center in Baltimore, Maryland, where he held joint appointments at the University of Maryland Medical Center and at the Johns Hopkins Medical Institutions. In 1998, he became the Program Director for Pathology Informatics in the Cancer Diagnosis Program at the U.S. National Cancer Institute, where he worked and consulted on Big Data projects. In 2006, Dr. Berman was President of the Association for Pathology Informatics. In 2011 he received the Lifetime Achievement Award from the Association for Pathology Informatics. He is a co-author on hundreds of scientific publications. Today Dr. Berman is a free-lance author, writing extensively in his three areas of expertise: informatics, computer programming, and cancer biology. A complete list of his publications is available at

http://www.julesberman.info/pubs.htm As a Program Director at the National Cancer Institute, Dr. Berman directed a multi-institutional Big Data project and actively organized and participated in high-level conferences and meetings where Big Data efforts were planned. He made a number of contributions to the field, particularly in the areas of identification, de-identification, data exchange protocols, standards development, regulatory/legal issues, and metadata annotation. Aside from his personal experiences

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