



Data for the People: How to Make Our Post-Privacy Economy Work for You

Andreas Weigend

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Every time we Google something, Facebook someone, Uber somewhere, or even just turn on a light, we create data that businesses collect and use to make decisions about us. In many ways this has improved our lives, yet, we as individuals do not benefit from this wealth of data as much as we could. Moreover, whether it is a bank evaluating our credit worthiness, an insurance company determining our risk level, or a potential employer deciding whether we get a job, it is likely that this data will be used against us rather than for us.

In *Data for the People*, Andreas Weigend draws on his years as a consultant for commerce, education, healthcare, travel and finance companies to outline how Big Data can work better for all of us. As of today, how much we benefit from Big Data depends on how closely the interests of big companies align with our own. Too often, outdated standards of control and privacy force us into unfair contracts with data companies, but it doesn't have to be this way. Weigend makes a powerful argument that we need to take control of how our data is used to actually make it work for us. Only then can we the people get back more from Big Data than we give it.

Big Data is here to stay. Now is the time to find out how we can be empowered by it.

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Fernando Minaya:

The reason why? Because this Data for the People: How to Make Our Post-Privacy Economy Work for You is an unordinary book that the inside of the book waiting for you to snap the item but latter it will distress you with the secret it inside. Reading this book alongside it was fantastic author who all write the book in such wonderful way makes the content within easier to understand, entertaining approach but still convey the meaning totally. So , it is good for you for not hesitating having this anymore or you going to regret it. This unique book will give you a lot of advantages than the other book possess such as help improving your expertise and your critical thinking means. So , still want to hold up having that book? If I had been you I will go to the reserve store hurriedly.

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