The book was found

Super Crunchers

"Groundbreaking... Not only is it fun to read, it just may change the way you think."
—STEVEN D. LEVITT, coauthor of *Freakonomics*
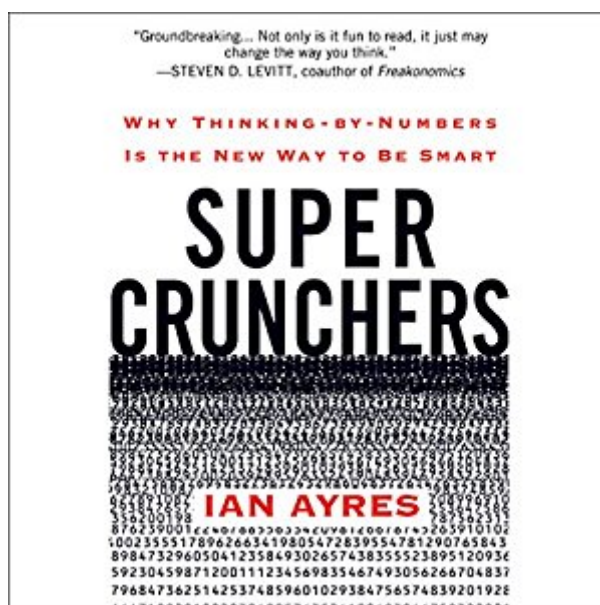
WHY THINKING-BY-NUMBERS IS THE NEW WAY TO BE SMART

SUPER CRUNCHERS

IAN AYRES

Synopsis

Why would a casino try and stop you from losing? How can a mathematical formula find your future spouse? Would you know if a statistical analysis blackballed you from a job you wanted? Today, number crunching affects your life in ways you might never imagine. In this lively and groundbreaking new book, economist Ian Ayres shows how today's best and brightest organizations are analyzing massive databases at lightening speed to provide greater insights into human behavior. They are the Super Crunchers. From internet sites like Google and that know your tastes better than you do, to a physician's diagnosis and your child's education, to boardrooms and government agencies, this new breed of decision makers are calling the shots. And they are delivering staggeringly accurate results. How can a football coach evaluate a player without ever seeing him play? Want to know whether the price of an airline ticket will go up or down before you buy? How can a formula outpredict wine experts in determining the best vintages? Super crunchers have the answers. In this brave new world of equation versus expertise, Ayres shows us the benefits and risks, who loses and who wins, and how super crunching can be used to help, not manipulate us. Gone are the days of solely relying on intuition to make decisions. No businessperson, consumer, or student who wants to stay ahead of the curve should make another keystroke without reading Super Crunchers. --This text refers to an out of print or unavailable edition of this title.

Book Information

Audible Audio Edition

Listening Length: 7 hoursÂ andÂ 34 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Books on Tape

Audible.com Release Date: August 20, 2007

Whispersync for Voice: Ready

Language: English

ASIN: B000VKCIV8

Best Sellers Rank: #45 inÂ Books > Audible Audiobooks > Science > Mathematics   #142 inÂ Books > Computers & Technology > Databases & Big Data > Data Mining   #212 inÂ Books > Audible Audiobooks > Nonfiction > Computers

Customer Reviews

As an open source consultant getting into the Big Data and Analytics-field, this books was an inspirational read about how "thinking by the numbers" really is the new way to be smart, and with hands-on examples about how bad things can go when we leave the decisions to our own device.You won't find anything ground breaking stuff here, but I can assure you that you will find the nuts and bolts of analysis, backed up with stories from the real life.It is an easy read who also gives you a few pointers as to what other literature to read. I can highly recommend it.

"Tried and True" vs Innovative"Rule of Thumb" vs Scientific Method"Gut Hunch" vs Verifiable MethodologyIf you are on the left side of each of these pairs - read this to see why "the other side" can be very helpful.If you are on the right side of each of these pairs - read this to see why maybe "vs" should at least be "and" - using scientific method and techniques to quantify or revise the best guesses of "the experts" - combining factors that the experts consider in ways that produce repeatable and verifiable results - from baseball to wine and farther afield.

Despite being nearly a decade old now, it's a great book for a general background in the world of big data. Interesting to see how things have changes since then. For example a TB is not nearly as impressive as it was when this book came out!

I am not a statistician but I found this book very enlightening if not, at time, disconcerting. While Super Crunching is here to stay it is frightening what is known about each individual.

Interesting

I thought this book was interesting.It begins by basically explaining number crunching and then shows a bunch of examples of number crunching and the different ways you can use it.All-in-all, I thought this book was okay. Interesting, but not great.

This book provided for me critical, foundational background knowledge as I researched for and wrote my book (on the topic of predictive analytics). This book is an inspiration, and one of a small number of must-reads I heartily urge all creators and thinkers to pack for your next flight!Eric Siegel, Ph.D.Founder, Predictive Analytics WorldAuthor, [...]

Great book with lots of examples of real world applications. Not enough explanation of the math, but

it does encourage the individual to seek more information

Super Crunchers Super Crunchers: Why Thinking-By-Numbers is the New Way To Be Smart Super Power Breathing: For Super Energy, High Health & Longevity (Bragg Super Power Breathing for Super Energy) Super humans, and Super Heroes edition 3: How too Cause Super humans and Super Heroes with Quantum Physics Super Mario Run:Diary of Super Mario: Super Run for coins! (Unofficial Super Mario Run Book) DC Super Hero Girls: Past Times at Super Hero High (DC Super Hero Girls Graphic Novels) Marvel Super Heroes Coloring Book: Super hero, Hero, book, Wolverine, Avengers, Guardians of the Galaxy, X-men, Defenders, Illuminati, Fantastic Four, ... Human Torch, Comic, Captain America, Groot, Making Super Sperm: Overcome Male Factor Infertility, Prevent Miscarriage and Make Super Healthy Babies, Naturally Cook Well, Stay Well with Parkinson's Disease - Super Foods for Super People with Parkinson's Over 50, Overweight & Out Of Breath: A Year Of Going From Super Fat To Super Fit Super Mario for Piano: 34 Super Mario Themes Arranged for Easy Piano Super Friends: Going Bananas (DC Super Friends) (Step into Reading) Diary of a SUPER GIRL - Book 1 - The Ups and Downs of Being Super: Books for Girls 9-12 A Super 8 Filmmaker's Journal: (B/W) A Guide to Super 8 Filmmaking in the Age of the Internet Super Friends: Flying High (DC Super Friends) (Step into Reading) DC Super Hero Girls: Finals Crisis (DC Super Hero Girls Graphic Novels) Wonder Woman at Super Hero High (DC Super Hero Girls) Batgirl at Super Hero High (DC Super Hero Girls) Super Hero High Yearbook! (DC Super Hero Girls) EVEN SUPER HEROES SLEEP (DC Super Heroes)