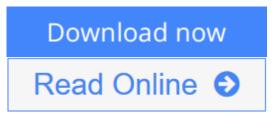# Cognitive Computing and Big Data Analytics

By Judith Hurwitz, Marcia Kaufman, Adrian Bowles

Cognitive Computing and Big Data Analytics By Judith Hurwitz, Marcia Kaufman, Adrian Bowles

A comprehensive guide to learning technologies that unlock the value in big data

Cognitive Computing provides detailed guidance toward building a new class of systems that learn from experience and derive insights to unlock the value of big data. This book helps technologists understand cognitive computing's underlying technologies, from knowledge representation techniques and natural language processing algorithms to dynamic learning approaches based on accumulated evidence, rather than reprogramming. Detailed case examples from the financial, healthcare, and manufacturing walk readers step-by-step through the design and testing of cognitive systems, and expert perspectives from organizations such as Cleveland Clinic, Memorial Sloan-Kettering, as well as commercial vendors that are creating solutions. These organizations provide insight into the real-world implementation of cognitive computing systems. The IBM Watson cognitive computing platform is described in a detailed chapter because of its significance in helping to define this emerging market. In addition, the book includes implementations of emerging projects from Qualcomm, Hitachi, Google and Amazon.

Today's cognitive computing solutions build on established concepts from artificial intelligence, natural language processing, ontologies, and leverage advances in big data management and analytics. They foreshadow an intelligent infrastructure that enables a new generation of customer and context-aware smart applications in all industries.

Cognitive Computing is a comprehensive guide to the subject, providing both the theoretical and practical guidance technologists need.

- Discover how cognitive computing evolved from promise to reality
- Learn the elements that make up a cognitive computing system
- Understand the groundbreaking hardware and software technologies behind cognitive computing
- Learn to evaluate your own application portfolio to find the best candidates for pilot projects
- Leverage cognitive computing capabilities to transform the organization

Cognitive systems are rightly being hailed as the new era of computing. Learn how these technologies enable emerging firms to compete with entrenched giants, and forward-thinking established firms to disrupt their industries. Professionals who currently work with big data and analytics will see how cognitive computing builds on their foundation, and creates new opportunities. *Cognitive Computing* provides complete guidance to this new level of human-machine interaction.

⬇ **Download** Cognitive Computing and Big Data Analytics ...pdf

🗏 **Read Online** Cognitive Computing and Big Data Analytics ...pdf

Cognitive Computing and Big Data Analytics

By Judith Hurwitz, Marcia Kaufman, Adrian Bowles

Cognitive Computing and Big Data Analytics By Judith Hurwitz, Marcia Kaufman, Adrian Bowles

A comprehensive guide to learning technologies that unlock the value in big data

Cognitive Computing provides detailed guidance toward building a new class of systems that learn from experience and derive insights to unlock the value of big data. This book helps technologists understand cognitive computing's underlying technologies, from knowledge representation techniques and natural language processing algorithms to dynamic learning approaches based on accumulated evidence, rather than reprogramming. Detailed case examples from the financial, healthcare, and manufacturing walk readers step-by-step through the design and testing of cognitive systems, and expert perspectives from organizations such as Cleveland Clinic, Memorial Sloan-Kettering, as well as commercial vendors that are creating solutions. These organizations provide insight into the real-world implementation of cognitive computing systems. The IBM Watson cognitive computing platform is described in a detailed chapter because of its significance in helping to define this emerging market. In addition, the book includes implementations of emerging projects from Qualcomm, Hitachi, Google and Amazon.

Today's cognitive computing solutions build on established concepts from artificial intelligence, natural language processing, ontologies, and leverage advances in big data management and analytics. They foreshadow an intelligent infrastructure that enables a new generation of customer and context-aware smart applications in all industries.

Cognitive Computing is a comprehensive guide to the subject, providing both the theoretical and practical guidance technologists need.

- Discover how cognitive computing evolved from promise to reality
- Learn the elements that make up a cognitive computing system
- Understand the groundbreaking hardware and software technologies behind cognitive computing
- Learn to evaluate your own application portfolio to find the best candidates for pilot projects
- Leverage cognitive computing capabilities to transform the organization

Cognitive systems are rightly being hailed as the new era of computing. Learn how these technologies enable emerging firms to compete with entrenched giants, and forward-thinking established firms to disrupt their industries. Professionals who currently work with big data and analytics will see how cognitive computing builds on their foundation, and creates new opportunities. *Cognitive Computing* provides complete guidance to this new level of human-machine interaction.

Cognitive Computing and Big Data Analytics By Judith Hurwitz, Marcia Kaufman, Adrian Bowles Bibliography

- Sales Rank: #937570 in Books
- Brand: imusti
- Published on: 2015-03-02

- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x .58" w x 7.40" l, .0 pounds
- Binding: Paperback
- 288 pages

Editorial Review

Review
"This volume will be useful to business readers interested in a high-level overview of the technologies used in Watson and how those technologies might apply to their markets." (Computing Reviews 2015)

From the Back Cover

MASTER THE ABILITY TO APPLY BIG DATA ANALYTICS TO MASSIVE AMOUNTS OF STRUCTURED AND UNSTRUCTURED DATA

Cognitive computing is a technique that allows humans and computers to collaborate in order to gain insights and knowledge from data by uncovering patterns and anomalies. This comprehensive guide explains the underlying technologies, such as artificial intelligence, machine learning, natural language processing, and big data analytics. It then demonstrates how you can use these technologies to transform your organization.

You will explore how different vendors and different industries are applying this emerging technology to help customers gain insights and take actions from their data. You will study detailed case histories from the financial, healthcare, and manufacturing industries, with step-by-step examinations of the design and testing of cognitive systems. You will benefit from the expert perspectives of organizations such as Welltok, Cleveland Clinic, and Memorial Sloan-Kettering as well as commercial vendors such as IBM, Google, Amazon, Hitachi, Dell, Cisco, and Numenta that are creating solutions, and demonstrating real-world implementation of cognitive computing systems. This book will go into detail about IBM's Watson platform and how it has influenced the development of cognitive computing.

Cognitive systems are ushering in a new era of computing. In this book, you will learn how these technologies can enable emerging firms to compete with entrenched giants and forward-thinking, established organizations to disrupt their industries. You will gain both the theoretical and practical guidance you need to apply this technology, including:

- How cognitive computing is evolving from promise to reality
- Foundational services that are part of a cognitive computing system
- The distinguishing features of a cognitive computing system and how they work
- How to determine the underlying advanced analytics that support the development of a cognitive system
- The role of cloud and distributed computing
- Techniques for building a cognitive application
- Ways to leverage cognitive computing capabilities to transform your organization

About the Author

Judith S. Hurwitz is President and CEO of Hurwitz & Associates, a research and consulting firm focused on emerging technology, and is a leading strategy consultant.

Marcia Kaufman is a Principal Analyst and COO of Hurwitz & Associates, with leadership in big data and advanced analytics, information management, and business strategy.

Adrian Bowles is President and CEO of STORM Insights, Inc., a market analytics firm providing research and advisory services for buyers, sellers, and investors in emerging technology markets.

Users Review

From reader reviews:

Arthur Seaton:

Nowadays reading books are more than want or need but also get a life style. This reading habit give you lot of advantages. The benefits you got of course the knowledge the rest of the information inside the book this improve your knowledge and information. The data you get based on what kind of book you read, if you want have more knowledge just go with education books but if you want experience happy read one using theme for entertaining for example comic or novel. Often the Cognitive Computing and Big Data Analytics is kind of reserve which is giving the reader unpredictable experience.

Bert Martinez:

Information is provisions for individuals to get better life, information nowadays can get by anyone with everywhere. The information can be a information or any news even a concern. What people must be consider while those information which is within the former life are challenging to be find than now's taking seriously which one would work to believe or which one the particular resource are convinced. If you get the unstable resource then you get it as your main information you will have huge disadvantage for you. All those possibilities will not happen within you if you take Cognitive Computing and Big Data Analytics as your daily resource information.

Angie Blakney:

Reading can called brain hangout, why? Because if you find yourself reading a book specially book entitled Cognitive Computing and Big Data Analytics the mind will drift away trough every dimension, wandering in every single aspect that maybe mysterious for but surely will end up your mind friends. Imaging just about every word written in a book then become one form conclusion and explanation in which maybe you never get prior to. The Cognitive Computing and Big Data Analytics giving you a different experience more than blown away the mind but also giving you useful facts for your better life in this particular era. So now let us explain to you the relaxing pattern at this point is your body and mind are going to be pleased when you are finished examining it, like winning a game. Do you want to try this extraordinary investing spare time activity?

Williams Carter:

Reserve is one of source of expertise. We can add our information from it. Not only for students but native or citizen will need book to know the up-date information of year to year. As we know those publications have many advantages. Beside all of us add our knowledge, can bring us to around the world. Through the book Cognitive Computing and Big Data Analytics we can have more advantage. Don't one to be creative people? To get creative person must like to read a book. Simply choose the best book that ideal with your aim. Don't

be doubt to change your life with this book Cognitive Computing and Big Data Analytics. You can more pleasing than now.

Download and Read Online Cognitive Computing and Big Data Analytics By Judith Hurwitz, Marcia Kaufman, Adrian Bowles #1PRHLZV2IE7

Read Cognitive Computing and Big Data Analytics By Judith Hurwitz, Marcia Kaufman, Adrian Bowles for online ebook

Cognitive Computing and Big Data Analytics By Judith Hurwitz, Marcia Kaufman, Adrian Bowles Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Cognitive Computing and Big Data Analytics By Judith Hurwitz, Marcia Kaufman, Adrian Bowles books to read online.

Online Cognitive Computing and Big Data Analytics By Judith Hurwitz, Marcia Kaufman, Adrian Bowles ebook PDF download

Cognitive Computing and Big Data Analytics By Judith Hurwitz, Marcia Kaufman, Adrian Bowles Doc

Cognitive Computing and Big Data Analytics By Judith Hurwitz, Marcia Kaufman, Adrian Bowles Mobipocket

Cognitive Computing and Big Data Analytics By Judith Hurwitz, Marcia Kaufman, Adrian Bowles EPub

1PRHLZV2IE7: Cognitive Computing and Big Data Analytics By Judith Hurwitz, Marcia Kaufman, Adrian Bowles