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CD, March 10, 2015 by Steve Lohr  
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Lohr was chosen by Soundview Executive Book Summaries as one of the Top 30 Business Books of 2015. THE SOUNDVIEW REVIEW: Data-ism is perhaps one of the most balanced, levelheaded examinations of the potential of big data. Author Lohr never hesitates to give voice to the critics or skeptics of a data-driven world, nor fails

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Data-ism: The Revolution Transforming  
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## **Data-ism - HarperCollins**

This is where Lohr's hopes for a big data "revolution" lie, and his tour of the inroads that data-ism has made into a diverse set of organizations and industries is the most absorbing part of his...



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**In 'Data-ism' Steve Lohr gives his  
take on how Big Data...**

Data-ism is about this next phase, in which vast Internet-scale data sets are used for discovery and prediction in virtually every field. It shows how this new revolution will change decision making—by relying more on data and analysis, and less on intuition and

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experience—and transform the nature of leadership and management.

## **Data-ism: The Revolution Transforming Decision Making ...**

Brooks argued that in a world of increasing complexity, relying on data could reduce cognitive biases and "illuminate patterns of behavior we

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haven't yet noticed". [1] In 2015, Steve Lohr's book 'Data-ism' looked at how Big Data is transforming society, using the term to describe the Big Data revolution.

### **Dataism - Wikipedia**

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virtually every field. It shows how this new revolution will change decision making—by relying more on data and analysis, and less on intuition and experience—and transform the nature of leadership and management.

## **Data-ism on Apple Books**

New York Times technology reporter

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Steve Lohr explores how data will shape the future in his new book, *Data-ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else*. Lohr explains how data is the modern information economy's oil, a critical asset in practically every field.

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Mar. 2015 by Steve Lohr (Author)

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“Digital agriculture tools generate digital footprints, including farm and farmer data (e.g. farmer identification data, geolocation data), that can help farmers forge an economic identity. An economic identity is a form of functional identity that enables financial institutions to assess the credit risk of previously unbanked farmers.

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**A data-led agritech revolution is transforming the lives ...**

Data-ism : the revolution transforming decision making, consumer behavior, and almost everything else. [Steve Lohr]  
-- By one estimate, 90 percent of all of the data in history was created in the last two years.



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## **Data-ism : the revolution transforming decision making ...**

Our 5G and Edge offerings enable our clients to make the right investments in the foundation of their data-driven transformation to prepare to take advantage of this next industrial revolution.” Drawing on deep industry

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experience and technical expertise,  
Altran, part of Capgemini, has helped to  
develop a number of 5G applications.

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