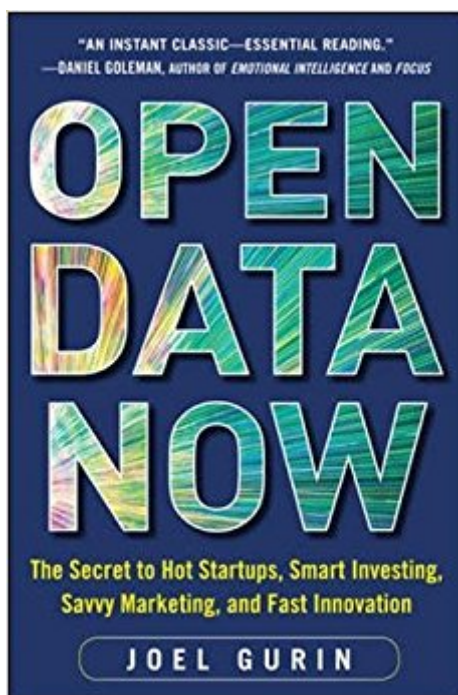


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# Open Data Now: The Secret To Hot Startups, Smart Investing, Savvy Marketing, And Fast Innovation (Business Books)



## Synopsis

What happens when Big Data is made open to YOU? Discover how Open Data can benefit you, your business, and your brand. "Open Data Now is an instant classic" —essential reading. —Daniel Goleman, author of Emotional Intelligence and Focus

What is Open Data? Open Data is the world's greatest free resource--unprecedented access to thousands of databases--and it is one of the most revolutionary developments since the Information Age began. Combining two major trends--the exponential growth of digital data and the emerging culture of disclosure and transparency--Open Data gives you and your business full access to information that has never been available to the average person until now. Unlike most Big Data, Open Data is transparent, accessible, and reusable in ways that give it the power to transform business, government, and society. Open Data Now is an essential guide to understanding all kinds of open databases--business, government, science, technology, retail, social media, and more--and using those resources to your best advantage. You'll learn how to tap crowds for fast innovation, conduct research through open collaboration, and manage and market your business in a transparent marketplace. Open Data is open for business--and the opportunities are as big and boundless as the Internet itself. This powerful, practical book shows you how to harness the power of Open Data in a variety of applications:

- HOT STARTUPS:** turn government data into profitable ventures
- SAVVY MARKETING:** understand how reputational data drives your brand
- DATA-DRIVEN INVESTING:** apply new tools for business analysis
- CONSUMER INFORMATION:** connect with your customers using smart disclosure
- GREEN BUSINESS:** use data to bet on sustainable companies
- FAST R&D:** turn the online world into your research lab
- NEW OPPORTUNITIES:** explore open fields for new businesses

Whether you're a marketing professional who wants to stay on top of what's trending, a budding entrepreneur with a billion-dollar idea and limited resources, or a struggling business owner trying to stay competitive in a changing global market--or if you just want to understand the cutting edge of information technology--Open Data Now offers a wealth of big ideas, strategies, and techniques that wouldn't have been possible before Open Data leveled the playing field. The revolution is here and it's now. It's Open Data Now.

**PRAISE FOR OPEN DATA NOW** "In Open Data Now, Joel Gurin presents a strategy for success in the coming era of massive data. Open Data gives business unprecedented power to understand customers and earn their trust. Any organization that wants to connect with the people it serves needs these lessons. Open Data Now is an instant classic" —essential reading for entrepreneurs, small business owners, corporate executives, or anyone who needs to understand this new information reality." -- Daniel Goleman, author of Emotional Intelligence and Focus: The Hidden Driver of Excellence "Data is the new oil of

the Internet, yet much of it is locked up because of habits inherited from the days of index cards and filing cabinets. In *Open Data Now*, Joel Gurin, who lives at the epicenter of this new data-driven world, describes how these hidden resources can be transformed into public wealth and vibrant commerce, and gives us a road map for making it happen. This book will convert you to a new way of thinking about data and open your eyes to huge new possibilities." -- Alex "Sandy" Pentland, Director, MIT Media Lab Entrepreneurship Program "This compelling and cutting-edge book is a must-read for anyone following the panoply of issues swirling around personal and public data." -- Josh Gottheimer, General Manager, Strategic Initiatives and Operations, Microsoft "Open Data is one of the most important ways in which society can tap information, extract new economic value, and promote government transparency. Joel Gurin has used his wide-ranging expertise to identify the landmarks--and the landmines--in this critical issue of global significance." -- Viktor Mayer-Schonberger and Kenneth Cukier, coauthors of *Big Data* "Joel Gurin is a consumer advocate and big thinker. His insights into the new world of data mining and how it might change our lives give us a very important glimpse into what's to come in a society where data greases the wheels of its progress and problems." -- Bill Baker, President Emeritus, Educational Broadcasting Corporation

## Book Information

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## Customer Reviews

From 2011 to 2012 Joel Gurin served as chair of the White House Task Force on Smart Disclosure, using Open Data to help consumers make informed choices on healthcare, financial services,

education, and energy. An awardwinning science journalist, he is currently senior advisor at the GovLab at New York University. Gurin is the former editorial director and executive vice president of Consumer Reports and the former chief of the consumer bureau of the Federal Communications Commission.

It is easy to take for granted the transformative innovations, such as cell phones, GPS and Uber, that have dramatically changed our lives. Open Data Now, an excellent book, provides a framework to better understand how data gathered and made public by the government has made innovations like these possible. It provides practical examples that bring to life economic theories: disclosure of unbiased information improves market performance; companies exploit consumer confusion; transparent price comparisons benefit consumers; and consumer complaints can be a powerful force to improve markets. Open Data Now is a must-read for those interested in being part of the information revolution that will continue to improve how we make decisions and conduct our lives, whether it be to access information about health care treatment options, store our personal health records, communicate with people we know and people across the world, conduct personal finance transactions, and many other areas. More change is coming — thanks to the efforts by Joel Gurin and others both in and out of the government to accelerate the availability of data and to develop creative new tools to access it. Gurin's book helps us understand what is going on before our eyes in a new open information era that encourages transparency and data mining for the benefit of humankind.

Before doing an interview with Joel Gurin this year, and wanting to fully understand the subject matter, I read from cover to cover his fascinating book about how Open Data has the potential to transform our lives as much (as one of his references said) the invention of the WorldWide Web. His definition of Open Data is "Data with a Mission", providing everything from "sentiment analysis" from social media data, to allowing fast innovation. For anyone who wants to understand what Open Data is and the potential of its transformative effect on our society, this is fascinating analysis packed with real world examples. I do understand that not all agree with his perspective (data "huggers" as he described them in our interview) but his perspective would make anyone ponder its potential.

This text by Gurin provides value across a fairly wide spectrum. For those hoping for a primer on the evolution of open data, this is probably going to be one of your best resources. For students and small business owners, multiple examples of people employing open data in a new venture will

provide several models upon which their new ventures could be developed. Additionally, multiple resources were mentioned that will provide value to those conducting research (e.g., graduate students or those with an interest in government or government contractor data). I really liked the flexibility of the book in that a framework related to several aspects of the open data concept was presented, and the reader is left with a well-stocked "to do" list for further exploration in whatever direction they choose to take their open data journey.

As someone who has been a practicing data analyst, researcher and statistics faculty for more than 20 years, I have long understood the importance of making data accessible and analyzing it to improve public policy and public health. Joel Gurin's book takes this to the next step, showing how accessible government data has already transformed the world and the everyday lives of millions of people through services like GPS devices, improved weather services, or mobile phone applications to tell you when the next bus will arrive. He also shows how firms like Amazon and Orbitz have added functions to help people sort out options and help make choices (based on price, quality ratings, time, etc.) Coupling data and new methods to sort through the data can help consumers save time and money. Written in a lively style and full of examples from numerous companies and his own experience in the federal government, Joel Gurin shows both the opportunities and challenges that await us as we embark into a newer stage of the information age, where more data will be available, but we will also need more help in using that data. In these days of concerns about Edward Snowden and NSA, he also confronts some of the necessary issues regarding privacy and confidentiality of data. Open Data Now is not a tech-y book that will tell you how to write better data mining programs, but is a book to help inform public and private decision-makers about how we can prepare for this new world. Perhaps one of the paradoxes of the book is that Gurin, who has solid credentials as a consumer advocate, has largely written a book about business opportunities, as the subtitle of the book indicates. An implicit lesson of the book is that smart use of information can benefit businesses and consumers alike.

Exciting & new, good read. Focussed 2 much on US & UK. Some technical explanations how this all works would help. Read it, worthwhile !

Best book on Open Data. Ever.

... a weather service, GPS, genealogical records, etc. ... even though you may not have heard the

term as it's explained in Joel Gurin's simple systematic "Open Data Now." This is a book intended to 'open' your computer, the very one you're looking at as you read this review, to a wealth of opportunities. Some of the chapters may not be addressed to your life style; some were not relevant to me. But the fact is that "information" is now a commodity most of us need more and more. Each of Gurin's chapters is a basic lesson in how to access and take advantage of data published freely on the internet by governments, businesses, and agencies of all sorts. As they say at a sporting event, you can't know the players without a scorecard. This book will be your scorecard to learning, shopping, investing, and/or simply finding your way to Alice's Restaurant.

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