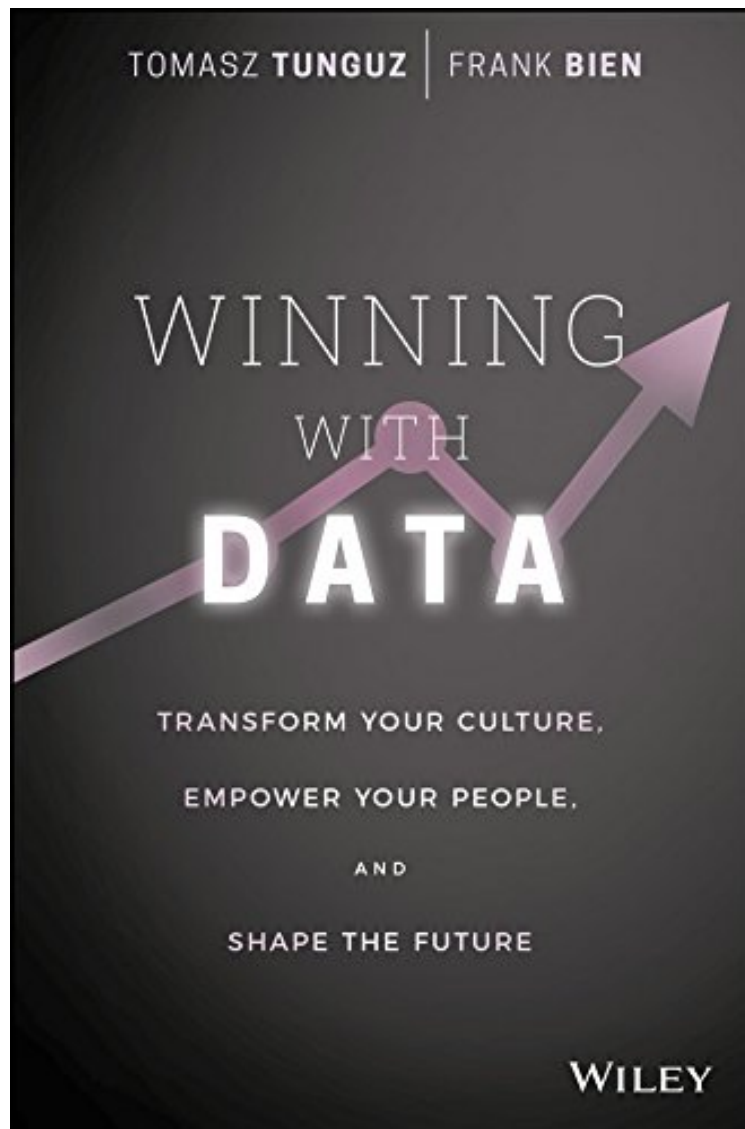


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## **Winning with Data: Transform Your Culture, Empower Your People, and Shape the Future**

*Tomasz Tunguz, Frank Bien*

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**Tomasz Tunguz, Frank Bien : Winning with Data: Transform Your Culture, Empower Your People, and Shape the Future** before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Winning with Data: Transform Your Culture, Empower Your People, and Shape the Future*:

4 of 4 people found the following review helpful. A Solid Framework to Transform Decision Making using DataBy Anand ThakerThe theme here is that access to multitudes of data simply is not enough. Using intelligence systems,

renewed mindset and culture change all contribute to an evolved decision making paradigm to level-up. These changes contribute to a data-driven workforce who find deeper insights while avoiding the most common data fallacies plaguing progress. As someone who consults and as thought leader in decision making with data for over 15 years in energy, finance and marketing technology, "Winning with Data" delivers the best framework for any business or firm still searching for success leveraging their data assets. I've followed Tomasz's blog for several months and have included those insights into analysis we help to support some of our clients. The book will now be required reading for our prospects, whom we will ask to read before considering to engage with us. 4 of 4 people found the following review helpful. I'd recommend this book to any start up. By CCMDI've read Tomasz's blog for a while and was excited to read his book. While one review critiqued the heavy use of anecdotes, I found the real world examples to be the meat and interest of the book. (Isn't this how all of Malcolm Gladwell books read? A rather simple but important concept illustrated by many in depth real scenarios.) And the examples used are highly relevant and interesting sneak peaks into some of the fastest growing companies of our day. I'd recommend this book to any start up, biz ops, sales, marketing, product team looking to further indoctrinate the culture of data into their day to day and business. 2 of 2 people found the following review helpful. Quick read, great insights. By Kindle Reader I've been in the field of "data" for a few years now and have to say most of the stuff written is a lot of hype (big data, blah blah blah). This book was a quick read, but hits some of the reality of what's starting to happen in the space... data pipelines are a mess, big data hasn't delivered, dashboard tools create chaos, and it's more about people and culture if you want to achieve anything real. I liked the use of examples of so many new/smart companies and how they're doing something different -- really changing their industries based on an understanding of what's really happening in their businesses. There are a lot of major obstacles to becoming a data driven company, and this book gives some excellent insights to how to start on the process. I bought a copy for my CEO.

Crest the data wave with a deep cultural shift; Winning with Data explores the cultural changes big data brings to business, and shows you how to adapt your organization to leverage data to maximum effect. Authors Tomasz Tunguz and Frank Bien draw on extensive background in big data, business intelligence, and business strategy to provide a blueprint for companies looking to move head-on into the data wave. Instrumentation is discussed in detail, but the core of the change is in the culture; this book provides sound guidance on building the type of organizational culture that creates and leverages data daily, in every aspect of the business. Real-world examples illustrate these important concepts at work: you'll learn how data helped Warby-Parker disrupt a \$13 billion monopolized market, how ThredUp uses data to process more than 20 thousand items of clothing every day, how Venmo leverages data to build better products, how HubSpot empowers their salespeople to be more productive, and more. From decision making and strategy to shipping and sales, this book shows you how data makes better business. Big data has taken on buzzword status, but there is little real guidance for companies seeking everyday business data solutions. This book takes a deeper look at big data in business, and shows you how to shift internal culture ahead of the curve. Understand the changes a data culture brings to companies Instrument your company for maximum benefit Utilize data to optimize every aspect of your business Improve decision making and transform business strategy Big data is becoming the number-one topic in business, yet no one is asking the right questions. Leveraging the full power of data requires more than good IT; organization-wide buy-in is essential for long-term success. Winning with Data is the expert guide to making data work for your business, and your needs.

From the Inside Flap The biggest hotel company owns no hotel rooms, and the largest taxi company owns no taxis. Both organizations wield data better than any of their competitors to disrupt their industries. That's how powerful data can be when it's optimally leveraged. To gain a competitive advantage and dominate markets with data, you need to harness the power of curiosity and forge it into innovation with the step-by-step process in Winning with Data. Venture capitalist Tomasz Tunguz and seasoned executive Frank Bien provide a rare insider's look at the transformative cultural changes data engenders in teams and companies. Winning with Data provides tactical advice gleaned from category-defining companies so you can replicate these techniques. Whether you need to merchandise inventory better, measure and respond to customer requests faster, incentivize go-to-market teams effectively, or metamorphose your team's culture, the clear and easy-to-practice guidance inside gives you everything you need to spark and fuel data-based conversations and decisions. Illustrative, trenchant case studies give you an up-close and detailed look at how the leading data-driven companies disrupt industries with data. Get a privileged look at the specific strategies, techniques, and thinking behind how data is used by: Hubspot to develop best-in-class sales measurement and execution Warby-Parker to determine what models to ship and subsequently disrupt a \$13 billion monopolized market ThredUp to transform the second-hand clothing business and process more than twenty thousand items of clothing every day Venmo to gain insight into user behavior in order to build the wallet for the millennial generation Data is transforming the nature of business in fundamental ways but most people are asking the wrong questions: big data, small data, structured data, unstructured data. Instead, the right questions are, "How do we get exactly the right insight into everyone's hands at the moment they need it?" With the authors' widely practiced

methodology, the entire company can speak the same language and decide based on the same facts; not opinions; to outperform. From the Back Cover **TRANSFORM YOUR COMPANY'S CULTURE TO CREATE COMPETITIVE ADVANTAGE** Winning with Data is the authoritative guide to revolutionizing your team's and company's culture to wield data to gain a superior competitive edge over your competition. Until now, organizations have had very little dependable guidance for analyzing data to develop sustainable competitive advantage. This practical guide shares the techniques, tools and tactics used by some of the most disruptive companies in the world, and explains the methods to replicate these patterns. Leading experts in big data, business intelligence, and business strategy Tomasz Tunguz and Frank Bien demonstrate leveraging the full power of data requires more than good infrastructure; it demands a universal lexicon, agreements between teams, ongoing education and infusing meetings with data. This complete resource illustrates how to efficiently instrument a company to collect and analyze the wealth of data available, including: Developing the right metrics to collaborate effectively across teams Structuring experiments and conversations with data effectively; along with tips for avoiding common data biases that lead teams to the wrong conclusion Educating your team and company on the most effective mechanisms for answering key business questions Sharing and presenting analyses and conclusions to reach the best decision The incisive case studies from some of the most disruptive companies in the world inform how other companies can transform their cultures to invent and develop their own competitive advantages. Start turning information into competitive advantage today with Winning with Data. About the Author James Patrick Cronin is an accomplished audiobook narrator with over 100 titles to his credit. A classically trained stage actor with an MFA from the University of Louisville, he has performed as an actor and a comedian on stages all over the world. **TOMASZ TUNGUZ** is a venture capitalist at Redpoint and writes daily, data-driven blog posts about key topics for startups including fundraising, startup benchmarks, best practices, and team building. **FRANK BIEN** is CEO of Looker, exploration and discovery business intelligence platform. He has built his career on nurturing strong corporate culture and highly efficient teams.