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In today's wired world, we interact with millions of pieces of information every day. Capturing that information and making sense of it is the revolutionary impact of big data on business_and on learning. Thought leader Elliott Masie and Learning CONSORTIUM Members bring a powerful new book to the T&D profession. They provide a SWOT analysis of big data and implications for learning and development professionals. Big learning data is at your fingertips. You need to know why it matters. | Find out where to start with big learning data. | Think differently about the data you have. | Understand the risks that come with big data. | Solve problems using the new perspectives and measurement support that big learning data provides.