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Interrogating Popular Culture NO RULES(Economics) Economics Made Fun Freakonomics 21 Oracles Tools of Titans Think Like a Freak The Blue Line Imperative Piensa como un freak Understanding Healthcare Economics Mysli jako freak The Other Road to Serfdom & the Path to Sustainable Democracy Parasocial Politics Webster's unabridged dictionary of the English language Cowboys Full Everything Is Obvious Predictive Analytics Tribe of Hackers

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2017-12

cowboys full traces the story of poker from its roots in china until americans took what was a french parlour game and turned it into a national craze by the time of the american civil war poker has been inextricably linked with american history ever since it has been played by numerous presidents richard nixon financed his first campaign office through his poker winnings and has been used as a political tool to explain policy for networking and to negotiate treaties poker echoes how we conduct wars and do business cheating and bluffing leveraging uncertainty managing risk and reward in the past poker was thought to be a cheater s game but it has since become a mostly honest contest of cunning mathematics and luck it is the world s and cyberspace s most popular card game and has had an immense impact on popular culture mcmanus explores its portrayal in novels movies and plays combining colourful history with the author s own personal experience of the professional tour cowboys full introduces the reader to all the major forms of poker the game s most notorious players and demonstrates how poker has informed military diplomatic and business life for centuries

Cowboys Full

2011-01-01

by understanding how and when common sense fails we can improve our understanding of the present and better plan for the future drawing on the latest scientific research along with a wealth of historical and contemporary examples watts shows how common sense reasoning and history conspire to mislead us into believing that we understand more about the world of human behavior than we do and in turn why attempts to predict manage or manipulate social and economic systems so often go awry it seems obvious for example that people respond to incentives yet policy makers and managers alike frequently fail to anticipate how people will respond to the incentives they create social trends often seem to be driven by certain influential people yet marketers have been unable to identify these influencers in advance and although successful products or companies always seem in retrospect to have succeeded because of their unique qualities predicting the qualities of the next hit product or hot company is notoriously difficult even for experienced professionals watts argument has important implications in politics business and marketing as well as in science and everyday life

Everything Is Obvious

2011-03-29

mesmerizing fascinating the seattle post intelligencer the freakonomics of big data stein kretsinger founding executive of advertising com award winning used by over 30 universities translated into 9 languages an introduction for everyone in this rich fascinating surprisingly accessible introduction leading expert eric siegel reveals how predictive analytics aka machine learning works and how it affects everyone every day rather than a how to for hands on techies the book serves lay readers and experts alike by covering new case studies and the latest state of the art techniques prediction is booming it reinvents industries and runs the world companies governments law enforcement hospitals and universities are seizing upon the power these institutions predict whether you re going to click buy lie or die why for good reason predicting human behavior combats risk boosts sales fortifies healthcare streamlines manufacturing conquers spam optimizes social networks toughens crime fighting and wins elections how prediction is powered by the world s most potent flourishing unnatural resource data accumulated in large part as the by product of routine tasks data is the unsalted flavorless residue deposited en masse as organizations churn away surprise this heap of refuse is a gold mine big data embodies an extraordinary wealth of experience from which to learn predictive analytics aka machine learning unleashes the power of data with this technology the computer literally learns from data how to predict the future behavior of individuals perfect prediction is not possible but putting odds on the future drives millions of decisions more effectively determining whom to call mail investigate incarcerate set up on a date or medicate in this lucid captivating introduction now in its revised and updated edition former columbia university professor and predictive analytics world founder eric siegel reveals the power and perils of prediction what type of mortgage risk chase bank predicted before the recession predicting which people will drop out of school cancel a subscription or get divorced before they even know it themselves why early retirement predicts a shorter life expectancy and vegetarians miss fewer flights five reasons why organizations predict death including one health insurance company how u s bank and obama for america calculated the way to most strongly persuade each individual why the nsa wants all your data machine learning supercomputers to fight terrorism how ibm s watson computer used predictive modeling to answer questions and beat the human champs on tv s jeopardy how companies ascertain untold private truths how target figures out you re pregnant and hewlett packard deduces you re about to quit your job how judges and parole boards rely on crime predicting computers to decide how long convicts remain in prison 182 examples from airbnb the bbc citibank coned facebook ford google the irs linkedin match com mtv netflix paypal pfizer spotify uber ups wikipedia and more how does predictive analytics work this jam packed book satisfies by demystifying the intriguing science under the hood for future hands on practitioners pursuing a career in the field it sets a strong foundation delivers the prerequisite knowledge and whets your appetite for more a truly omnipresent science predictive analytics constantly affects our daily lives whether you are a consumer of it or consumed by it get a handle on the power of predictive analytics

Predictive Analytics

2016-01-13

tribe of hackers cybersecurity advice from the best hackers in the world 9781119643371 was previously published as tribe of hackers cybersecurity advice from the best hackers in the world 9781793464187 while this version features a new cover design and introduction the remaining content is the same as the prior release and should not be considered a new or updated product looking for real world advice from leading cybersecurity experts you've found your tribe tribe of hackers cybersecurity advice from the best hackers in the world is your guide to joining the ranks of hundreds of thousands of cybersecurity professionals around the world whether you're just joining the industry climbing the corporate ladder or considering consulting tribe of hackers offers the practical know-how industry perspectives and technical insight you need to succeed in the rapidly growing information security market this unique guide includes inspiring interviews from 70 security experts including Lesley Carhart Ming Chow Bruce Potter Robert M Lee and Jayson E Street get the scoop on the biggest cybersecurity myths and misconceptions about security learn what qualities and credentials you need to advance in the cybersecurity field uncover which life hacks are worth your while understand how social media and the internet of things has changed cybersecurity discover what it takes to make the move from the corporate world to your own cybersecurity venture find your favorite hackers online and continue the conversation tribe of hackers is a must-have resource for security professionals who are looking to advance their careers gain a fresh perspective and get serious about cybersecurity with thought-provoking insights from the world's most noteworthy hackers and influential security specialists

Tribe of Hackers

2019-08-13

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