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## Announcing our New Book: Big Data for Dummies

We are very pleased to let you know about our new book called "[Big Data for Dummies](#)."

Last year, our team at Hurwitz & Associates was asked to write a new book on Big Data. We were excited to have the opportunity to spend almost a year creating this book. Our goal was to put Big Data in context with the overall management of information across companies. Therefore, we focus not only on Hadoop and MapReduce, but on operational databases, analytics, structured and unstructured data, distributed computing, and the overall architecture for Big Data. We also put Big Data in context with IT security and governance.

We hope that you will find the book interesting, informative, and thought provoking. You can order it from [Amazon.com](#) or your favorite bookstore. We look forward to engaging with you on this important topic. So, send us an email or call us. We would love to engage in a dialog about the current reality and the future opportunities in this important emerging area.

[Judith Hurwitz](#)  
[Al Nugent](#)  
[Marcia Kaufman](#)  
[Fern Halper](#)

## What We Do

Hurwitz & Associates is a consulting, market research and analyst firm that focuses

on how technology solutions solve real world business problems. [Hurwitz & Associates](#)



## Our Blogs

Judith Hurwitz  
[Revolutionizing the Traditional Data Center to Support Systems of Engagement](#)

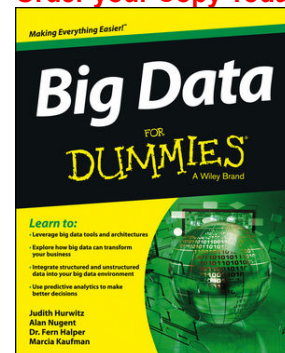
Marcia Kaufman  
[What is Service Virtualization?](#)

Al Nugent  
[Ours is Not to Reason Why](#)

Dan Kirsch  
[What's Driving Big Data Security, Intelligence?](#)

## Big Data For Dummies

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