TABLE OF CONTENTS

NOTE TO READERS	Х
INTRODUCTION—BIG DATA, BIG WHOOP Why bother exposing the emperor's nakedness?	1
CHAPTER 1—BIG DATA, BIG CONFUSION Big Data lacks meaning. It has never had a commonly accepted definition.	5
CHAPTER 2—BIG DATA, BIG ILLUSION No matter which of Big Data's competing definitions you choose, there is no evidence that it actually exists.	21
CHAPTER 3—BIG DATA, BIG RUSE Big Data is nothing but a marketing campaign that was designed to put money in the pockets of technology vendors and their collaborators.	31
CHAPTER 4—BIG DATA, BIG DISTRACTION Pursuing Big Data distracts us from doing what's actually needed to derive value from data.	41
CHAPTER 5—BIG DATA, BIG REGRESSION Many of Big Data's claims lead us backwards into a less-enlightened age.	47
CHAPTER 6—BIG DATA, BIG BROTHER Big Data is being used to conceal and justify dangerous misuses of our personal data.	61
EPILOGUE—BIG DATA, BIG DARE We must abandon Big Data to begin using data in effective ways.	69