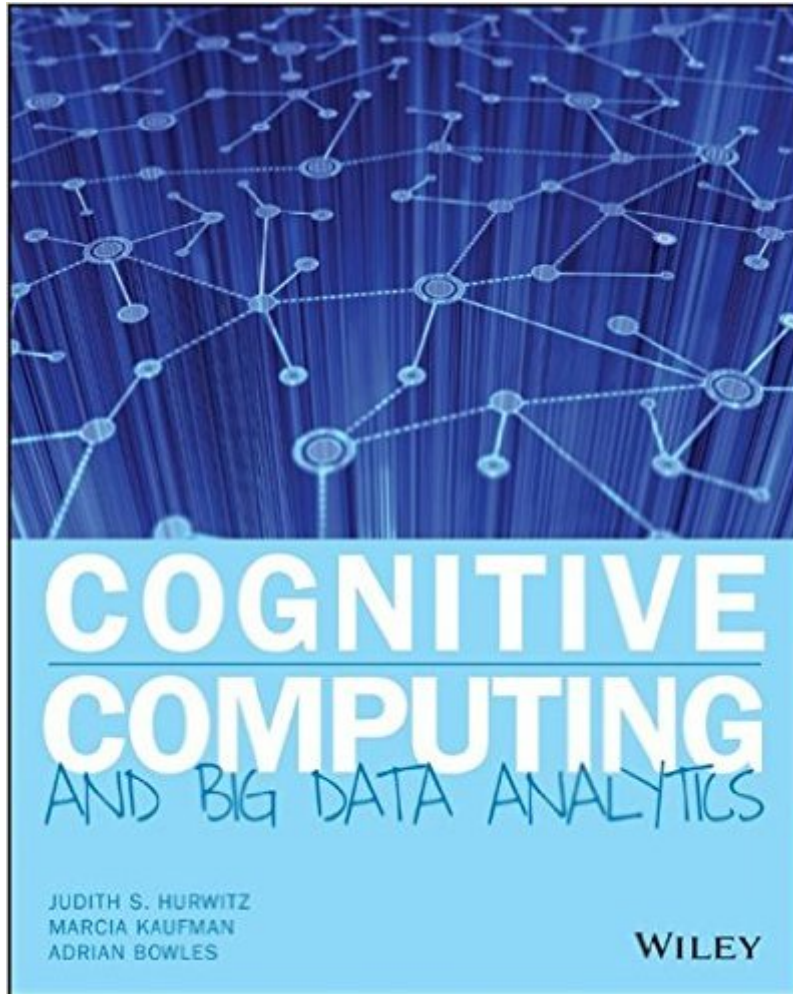# Cognitive Computing And Big Data Analytics

Synopsis

A comprehensive guide to learning technologies that unlock the value in big data Cognitive Computing provides detailed guidance toward building a new class of systems that learn from experience and derive insights to unlock the value of big data. This book helps technologists understand cognitive computing's underlying technologies, from knowledge representation techniques and natural language processing algorithms to dynamic learning approaches based on accumulated evidence, rather than reprogramming. Detailed case examples from the financial, healthcare, and manufacturing walk readers step-by-step through the design and testing of cognitive systems, and expert perspectives from organizations such as Cleveland Clinic, Memorial Sloan-Kettering, as well as commercial vendors that are creating solutions. These organizations provide insight into the real-world implementation of cognitive computing systems. The IBM Watson cognitive computing platform is described in a detailed chapter because of its significance in helping to define this emerging market. In addition, the book includes implementations of emerging projects from Qualcomm, Hitachi, Google and . Today's cognitive computing solutions build on established concepts from artificial intelligence, natural language processing, ontologies, and leverage advances in big data management and analytics. They foreshadow an intelligent infrastructure that enables a new generation of customer and context-aware smart applications in all industries. Cognitive Computing is a comprehensive guide to the subject, providing both the theoretical and practical guidance technologists need. Discover how cognitive computing evolved from promise to reality Learn the elements that make up a cognitive computing system Understand the groundbreaking hardware and software technologies behind cognitive computing Learn to evaluate your own application portfolio to find the best candidates for pilot projects Leverage cognitive computing capabilities to transform the organization Cognitive systems are rightly being hailed as the new era of computing. Learn how these technologies enable emerging firms to compete with entrenched giants, and forward-thinking established firms to disrupt their industries. Professionals who currently work with big data and analytics will see how cognitive computing builds on their foundation, and creates new opportunities. Cognitive Computing provides complete guidance to this new level of human-machine interaction.

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Customer Reviews

There is no "how" in this book, there is no detailed guidance, there is no guidance at all. First I thought that it might get 3 stars just for being an encyclopedia for dummies with no interrelation between entities. No, it's not even that.Here is one phrase you pay for buying this book, it's located on page 71: "[cognitive computing] is analogous to the way a child learns about the world through observation, experience, and perhaps instruction". There is nothing before that phrase in the book, nothing (new) after. There is no "how" besides a lot of hand weaving, speculations, stating obvious facts (sometimes), and a LOT of water in between. A lot. Just plain water, no information at all.Maybe not surprisingly, the authors wrote more than 5 books together in the "For Dummies" series. I would argue that even book for a "dummy" have to have some knowledge synthesis, some information, and most of them do.This book is just a fake. A rip off?

Augmenting human problem solving skills with learning machines will change markets and industries on the scale that we last saw with the Internet over 20 years ago. Judy, Marcia and Adrian do a great job of explaining, in practical terms, the elements of Cognitive Computing and why Cognitive systems will fulfill the promise of driving business transformation and actionableÂ insights from Big Data. One of the top two reads if you are new to this space or trying to understand how to deepen your company's understanding and application of this massively disruptive capability. Given the high failure rate of current Big Data projects (over 55% by some accounts), this is a very timely release.

If you are a technologist... read this book! If you are a business or technology leader, read the 78 page encapuslation: Cognitive Computing: A Brief Guide for Game Changers. One is for techies,

the other is for the rest of us, for decision makers vs geeks. Both should be in your organization's reading list as cognitive computing changes humankind... forever. ... all in a tight 78 pages!

This book is really informative, a great way of understanding the implications of cognitive computing for all sorts of industries. Highly recommend for designers, strategists, business analysts, developers and other disciplines that rely on the meaningful manipulation of massive amounts of data. Also found youtube videos by Adrian Bowles (3rd author) with more info on IBM Watson and other specific solutions that are currently being developed. Really fascinating stuff.

This book does a good job of instructing readers on cognitive computing: from the basics of what it is -to- its various components (e.g. machine learning, natural language processing, etc.) -to- its growth due to the rise of big data analytics, and even provides examples of projects showing how it works and it promise. As an IBM supporter I particularly enjoyed the chapter in IBM Watson. But really, the entire book is worthwhile and if you have any interest at all in how computers can gain cognitive capabilities, you should pick up a copy of this book.

Before the words, I have to mention that I'm a Software Engineer working in Natural Language Processing.If you are a enthusiastic engineer like me wondering how IBM built up a cognitive computing system or something similar, you picked the wrong book. You should download the papers published from IBM labs directly instead of buying this watery book. There is no "how" to build a productional cognitive computing system, but have only jams of technical terms without proper explanation.If you are interested in machine learning, but don't want to go any deep, this is where you go

As a practitioner who builds cognitive systems, I thought this book was very good read. Not because it is a hands on 'how to' book, which it is not. But because it discusses from a high level perspective, all of the diverse technologies that have to be used together, and fully integrated, within a cognitive computing platform. Throughout the book, real world use cases are discussed, as they relate to a specific component within such an environment. What I would like to see in a future revision, is a discussion of Prolog in the chapter on knowledge representation, as it is an International Standards Organization (ISO) AI programming language used throughout the world. In addition, the book has a slight bias, to cognitive computing a la big blue, as there is a chapter devoted to their product offering. I would like to see some additional material added that covers

smaller startups that have more innovative technology, such as nTeligence and their cognition platform.

Cognitive Computing and Big Data Analytics is a noble effort to pin down the elusive cognitive computing and make sense of it. Written by Judith Hurwitz, a long time technology analyst, with her colleagues, Marcia Kaufman and Adrian Bowles, the book marches through each of the major technologies that contribute to cognitive computing and concludes with some examples of uses. There are few broad overviews of this emerging field available, particularly for a general audience. Hurwitz et al do a fine job of distilling complex ideas down to understandable explanations.--Sue Feldman, Synthexis and the Cognitive Computing Consortium

Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data) Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and Data Driven) (Volume 2) Cognitive Computing and Big Data Analytics Analytics: Data Science, Data Analysis and Predictive Analytics for Business Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data From Big Data to Big Profits: Success with Data and Analytics Big Data in Practice: How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results Big Data Appliances for In-Memory Computing: A Real-World Research Guide for Corporations to Tame and Wrangle Their Data Big CPU, Big Data: Solving the World's Toughest Computational Problems with Parallel Computing RapidMiner: Data Mining Use Cases and Business Analytics Applications (Chapman & Hall/CRC Data Mining and Knowledge Discovery Series) Healthcare Data Analytics (Chapman & Hall/CRC Data Mining and Knowledge Discovery Series) Data Analytics with Hadoop: An Introduction for Data Scientists Agile Data Science: Building Data Analytics Applications with Hadoop Smart Machines: IBM's Watson and the Era of Cognitive Computing (Columbia Business School Publishing) Cognitive Computing: A Brief Guide for Game Changers Even You Can Learn Statistics and Analytics: An Easy to Understand Guide to Statistics and Analytics (3rd Edition) People Analytics: How Social Sensing Technology Will Transform Business and What It Tells Us about the Future of Work (FT Press Analytics) Big Data Analytics with R and Hadoop Strategic Computing: DARPA and the Quest for Machine Intelligence, 1983-1993 (History of Computing)