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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. GMAT Complete 2021 3-Book Set: 6 Practice Tests + Proven Strategies + Online [Kaplan Publishing](#) Kaplan's GMAT Complete 2021 is your comprehensive guide to acing the GMAT—get an advantage on test day with our three best-selling prep books, one-year access to online practice, and our expert test-taking strategies. We're so confident that GMAT Complete 2021 will raise your score that we guarantee it: After studying with the online resources and books, you'll score higher on the GMAT—or you'll get your money back. The Most Practice Kaplan's best-selling GMAT Prep Plus 2021, GMAT Math Workbook, and GMAT Verbal Workbook together provide ample practice and content review. 2,000+ practice questions with detailed explanations cover the Verbal, Quantitative, Analytical Writing, and Integrated Reasoning sections. Six full-length online practice tests in the same format as the GMAT help you practice with the same computer interface and adaptivity you'll see on test day. Our 500+ question online Quiz Bank lets you customize your practice and select problems by topic. Efficient Strategies and Expert Guidance GMAT Complete 2021 comes with one-on-one academic support from Kaplan faculty via our Facebook page: [facebook.com/KaplanGMAT](#). Watch video workshops with tips and strategies from expert GMAT faculty. We know the test: The Kaplan team has spent years studying every GMAT-related document available. Kaplan's books and practice questions are written by veteran GMAT teachers who know students—every explanation is written to help you learn. We invented test prep—Kaplan ([www.kaptest.com](#)) has been helping students for 80 years, and our proven strategies have helped legions of students achieve their dreams. Foundations of GMAT Math [Simon and Schuster](#) Manhattan GMAT's Foundations of Math book provides a refresher of the basic math concepts tested on the GMAT. Designed to be user-friendly for all students, this book provides easy-to-follow explanations of fundamental math concepts and step-by-step application of these concepts to example problems. With ten chapters and over 700 practice problems, this book is an invaluable resource to any student who wants to cement their understanding and build their basic math skills for the GMAT. Purchase of this book includes six months online access to the Foundations of Math Homework Banks consisting of over 400 extra practice questions and detailed explanations not included in the book. GMAT Critical Reasoning [Simon and Schuster](#) "Learn how to identify question types, simplify arguments, and eliminate wrong answers efficiently and confidently. Practice the logic skills tested by the GMAT and master proven methods for solving all Critical Reasoning problems"--Page 4 of cover. Master the GMAT, 22nd edition [Peterson's](#) Peterson's Master the GMAT®, 22nd edition offers complete prep for the GMAT, including tips on essay writing and a thorough analysis of the types of verbal and quantitative questions you can expect on the exam. This no-nonsense eBook includes everything you need to know about the Integrated Reasoning section, along with 9 full-length practice tests (access to 3 computer-adaptive tests online), all with detailed answer explanations. Readers will gain top test-prep tips, a helpful review of all subject areas-reading comprehension, sentence correction, critical reasoning, problem solving, data sufficiency, and analytical writing. The Appendix provides additional valuable information: insightful articles on the value of a graduate-level business degree and choosing the right program for your career needs, resources for GMAT preparation, and a Word List to help boost your vocabulary for the GMAT. Gmat Flashcards Includes App Number Properties Math Preparation Guide [Mg Prep Incorporated](#) Number Properties (1 of the 7 books in Manhattan GMAT's Preparation Guide series) provides a highly organized and structured approach to the variety of questions in this quantitative content area. Students are presented with a comprehensive analysis of the properties and rules of integers tested on the GMAT--everything from prime products to perfect squares. The book offers a unique balance between two competing emphases: test-taking strategies and in-depth content understanding. Practice problem- sets build specific foundational skills in each topic and include the most advanced content that many other prep books ignore. As the average GMAT score required to gain admission to top b-schools continues to rise, this guide provides test-takers with the depth and volume of advanced material essential for succeeding on the GMAT's computer adaptive format. Book also includes online access to 3 full-length Simulated Practice GMAT Exams at Manhattan GMAT's website. 30 Day GMAT Success [Meng-Huan Wu](#) Struggling to find time to study for the GMAT? Brandon Wu's '30 Day GMAT Success' might be exactly the right remedy for you. Devised out of desperation and an impending admissions deadline Brandon developed a highly effective strategy that aimed to;(a) achieve a high score in (b) a limited amount of time! What he discovered was genius - a simple way to create a self-tailored study plan, and THE MOST EFFECTIVE test-taking techniques available. The result? An incredible score of 780. That put him in the top 1% of all GMAT test-takers! Eliminate the need to over-study everything and learn way too many strategies. Study smart: cut down your workload, focus on your weakest spots and try these tested techniques today. What you will not find here is a pointless repetition of practice questions. Practice questions are incredibly valuable but the only ones you need are those official ones published by the Graduate Management Admissions Council (GMAC). Therefore, to compliment your '30 Day GMAT Success' study guide, we recommend also purchasing 'The Official Guide for GMAT Review'. Official SAT Study Guide 2020 Edition [College Board](#) Review every skill and question type needed for SAT success - with eight total practice tests. The Official SAT Study Guide includes eight official SAT(R) practice tests - all of them created by the test maker. As part of the College Board's commitment to transparency, all practice tests are available on the College Board's website, but The Official SAT Study Guide is the only place to find them in print along with over 250 pages of additional instruction, guidance, and test information. With guidance and practice problems that reflect the most recent information, this edition takes the best-selling SAT guide and makes it even more relevant and useful. Be ready for the SAT with strategies and up-to-date information straight from the exam writers. The Official SAT Study Guide will help students get ready for the SAT with: - 8 official SAT practice tests, written in the exact same process and by the same team of authors as the actual exam - detailed descriptions of the math and evidenced based reading and writing sections - targeted practice questions for each SAT question type - seamless integration with Official SAT Practice on Khan Academy. Note: The optional SAT Essay is discontinued for weekend SAT.