

*Thinking Differently about Big Data*

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Few phrases are touted more often in the business media than "Big Data." Big data is seemingly the answer to every company's future. But is the promise real? And when will the benefits come, if ever? University of Chicago economist Steven Levitt, winner of the prestigious John Bates Clark Medal and co-author of *Freakonomics*, offers his unique and unexpected take on this issue. His conclusions may surprise you.