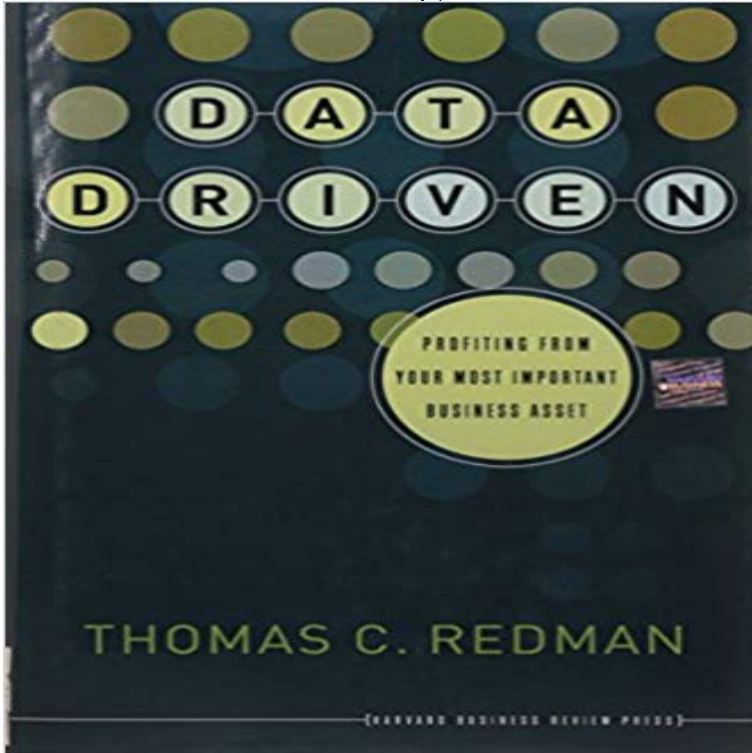


Data Driven: Profiting from Your Most Important Business Asset



Your company's data has the potential to add enormous value to every facet of the organization -- from marketing and new product development to strategy to financial management. Yet if your company is like most, it's not using its data to create strategic advantage. Data sits around unused -- or incorrect data fouls up operations and decision making. In *Data Driven*, Thomas Redman, the Data Doc, shows how to leverage and deploy data to sharpen your company's competitive edge and enhance its profitability. The author reveals:

- The special properties that make data such a powerful asset
- The hidden costs of flawed, outdated, or otherwise poor-quality data
- How to improve data quality for competitive advantage
- Strategies for exploiting your data to make better business decisions

The many ways to bring data to market

Ideas for dealing with political struggles over data and concerns about privacy rights

Your company's data is a key business asset, and you need to manage it aggressively and professionally. Whether you're a top executive, an aspiring leader, or a product-line manager, this eye-opening book provides the tools and thinking you need to do that.

Abravanel's *World of Torah*, upon completion, will comprise a multi-volume set of Don Yitzchak Abravanel's commentary to the Five Books of Moses. This series is not a linear translation but rather a methodical, structured interpretation of Abravanel's commentary. It is designed to be read and studied independently or can be used as an excellent guide and helpful companion to the Hebrew original.

Abravanel's *World of Torah: Bereshit* was originally published by Torah Renaissance Press in 2012. This was followed by a Second Printing (2nd Ed.) in 2013 and a Third Printing in 2014.

Abravanel's *World of Torah: Shemot Volume I* covers the first six parshiyot in Sefer Shemot. This volume features a systematic translation of Abravanel's classic commentary beginning with Parashat Shemot until the end of Parashat Mishpatim, plus much more.

Abravanel's *World of Torah: Shemot Volume II* concludes Sefer Shemot. It features an in depth analysis of the Mishkan (Tabernacle), the Thirteen Attributes, and much more.

Vayikra is due out in the Spring of 2017.

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