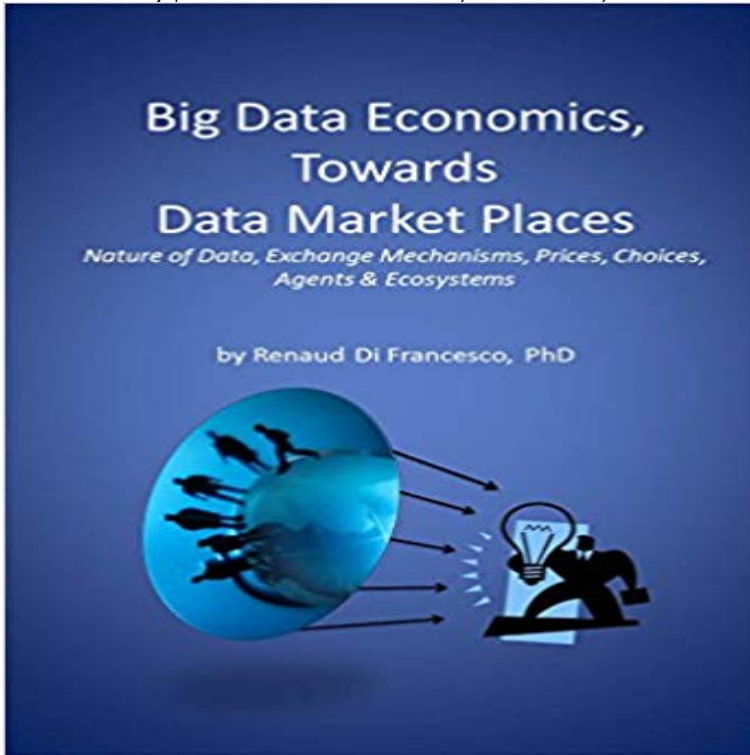


Big Data Economics, Towards Data Market Places: Nature of Data, Exchange Mechanisms, Prices, Choices, Agents & Ecosystems



This book addresses the economics of Big Data, beyond a project by project cost analysis. The fuel or input of any Big Data system is source data. In many cases of current use of Big Data, excepting Open Data, the data is obtained for one single purpose, and used by a single organisation, because of the likely absence of an open and transparent market where such data can be purchased or sold. Our objective is to analyse the objects, agents, and mechanisms at play for source data within the Big Data context, and give an economic perspective rather than an Information Technology engineering perspective to Big Data.

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applications in order to provide seamless data exchange through-