



Advance Praise for *Data is Everybody's Business: The Fundamentals of Data Monetization*

"Companies today are awash in data, but too often it's underutilized. The authors' Improve-Wrap-Sell framework is a timely paradigm that can be easily adapted by any organization to drive change and create shareholder value."

—Chris Kempczinski, President and CEO, McDonald's Corporation

"The world is all about data—the better we understand it, the more successful we can be. This book shares actionable information on how we can all benefit from the data in our lives."

—Michael Miebach, CEO, Mastercard

"At General Mills, data and analytics provide the foundation to our business. *Data Is Everybody's Business* provides clear, practical tips for any organization to harness the power of data to transform for the future."

—Jeff Harmening, Chairman and CEO, General Mills

"Data science and analytics are wonderful. But understanding how serious organizations invest in and manage 'data as an asset' requires reading this book."

—Michael Schrage, MIT Sloan School Initiative on the Digital Economy; author of *Recommendation Engines* (MIT Press)

"Barbara Wixom's highly researched work is fundamental to explaining how data is essential to solving societal challenges. Her simplified data monetization approach (Improve-Wrap-Sell) will serve as a spark to driving innovation and results within any business."

—Nancy McKinstry, CEO and Chair of the Executive Board, Wolters Kluwer N.V.

"If you want to transform your data assets into monetary assets, read this book. Its guidance is practical, research-based, and described through examples and case studies. You and your organization need it!"

—Thomas H. Davenport, Distinguished Professor, Babson College, Fellow, MIT Initiative on the Digital Economy, and Senior Advisor, Deloitte

"In an era that is awash in 'big data,' this book reminds us that what ultimately matters is small, monetizable data. To that end, it offers a set of elegant frameworks and capabilities to guide you in extracting and realizing value from your data assets."

—Vijay Raghavan, Executive Vice President and Chief Technology Officer at LexisNexis Risk Solutions

"Data is transforming industries and driving new business models. Barbara Wixom offers actionable frameworks to realize the full potential of data as strategic assets no matter where you are in the transformation journey."

—Gail Evans, Executive Vice President, Chief Digital and Technology Officer, Disney Parks, Experiences and Products