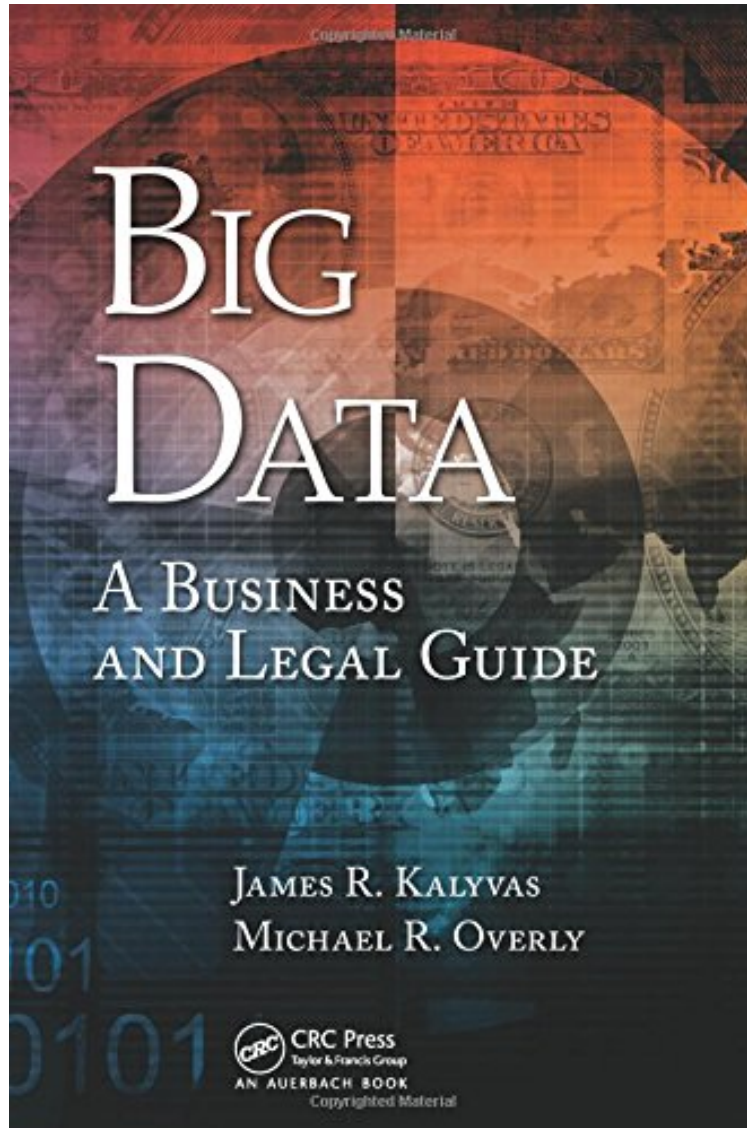


Big Data: A Business and Legal Guide

James R. Kalyvas, Michael R. Overly
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James R. Kalyvas, Michael R. Overly : Big Data: A Business and Legal Guide before purchasing it in order to gage whether or not it would be worth my time, and all praised Big Data: A Business and Legal Guide:

Big Data: A Business and Legal Guide supplies a clear understanding of the interrelationships between Big Data, the new business insights it reveals, and the laws, regulations, and contracting practices that impact the use of the insights

and the data. Providing business executives and lawyers (in-house and in private practice) with an accessible primer on Big Data and its business implications, this book will enable readers to quickly grasp the key issues and effectively implement the right solutions to collecting, licensing, handling, and using Big Data. The book brings together subject matter experts who examine a different area of law in each chapter and explain how these laws can affect the way your business or organization can use Big Data. These experts also supply recommendations as to the steps your organization can take to maximize Big Data opportunities without increasing risk and liability to your organization. Provides a new way of thinking about Big Data that will help readers address emerging issues Supplies real-world advice and practical ways to handle the issues Uses examples pulled from the news and cases to illustrate points Includes a non-technical Big Data primer that discusses the characteristics of Big Data and distinguishes it from traditional database models Taking a cross-disciplinary approach, the book will help executives, managers, and counsel better understand the interrelationships between Big Data, decisions based on Big Data, and the laws, regulations, and contracting practices that impact its use. After reading this book, you will be able to think more broadly about the best way to harness Big Data in your business and establish procedures to ensure that legal considerations are part of the decision.

About the Author James R. Kalyvas is a partner with Foley Lardner LLP and a member of the firms national Management Committee. He is the firms chief strategy officer, chair of the firms Technology Transactions and Outsourcing Practice, and a member of the Technology and Health Care Industry Teams. Mr. Kalyvas advises companies, public entities, and associations on all matters involving the use of information technology, including structuring technology initiatives (e.g., outsourcing, ERP, CRM); vendor selection (RFP strategies, development, and response review); negotiations; technology implementation (professional service agreements, SOWs, and SLAs); and enterprise management of technology assets. Mr. Kalyvas specializes in structuring and negotiating outsourcing transactions, enterprise resource planning initiatives, and unique business partnering relationships. He has incorporated his experience in handling billions of dollars of technology transactions into the development of several proprietary tools relating to the effective management of the technology selection, negotiation, implementation, and management processes. Mr. Kalyvas has been Peer Rated as AV Preeminent, the highest performance rating in Martindale-Hubbell's peer review rating system and in 2010-2013, the Legal 500 recognized him for his technology work, specifically in the areas of outsourcing and transactions. In addition, Mr. Kalyvas was recognized in Chambers USA for his technology transactions and outsourcing work (2012 and 2013), and the International Association of Outsourcing Professionals recognized Foley Lardner on its 2013 "World's Best Outsourcing Advisor" list. Mr. Kalyvas has authored articles and books relating to software licensing and the negotiation of information systems. He coauthored the publication *Software Agreements Line by Line* (Aspatore Books, 2004) and *Negotiating Telecommunications Agreements Line by Line* (Aspatore Books, 2005). Together with colleagues in his practice, Mr. Kalyvas coauthored the whitepaper "Cloud Computing: A Practical Framework for Managing Cloud Computing Risk." Michael R. Overly is a partner in the Technology Transactions and Outsourcing Practice Group in Foley Lardner's Los Angeles office. As an attorney and former electrical engineer, his practice focuses on counseling clients regarding technology licensing, intellectual property development, information security, and electronic commerce. Mr. Overly is one of the few practicing lawyers who has satisfied the rigorous requirements necessary to obtain the Certified Information Systems Auditor (CISA), Certified Information Systems Security Professional (CISSP), Information Systems Security Management Professional (ISSMP), Certified in Risk and Information Systems Controls (CRISC), and Certified Information Privacy Professional (CIPP) certifications. He is a member of the Computer Security Institute and the Information Systems Security Association. Mr. Overly is a frequent writer and speaker in many areas, including negotiating and drafting technology transactions and the legal issues of technology in the workplace, email, and electronic evidence. He has written numerous articles and books on these subjects and is a frequent commentator in the national press (e.g., *The New York Times*, *Chicago Tribune*, *Los Angeles Times*, *Wall Street Journal*, *ABCNEWS.com*, *CNN*, and *MSNBC*). In addition to conducting training seminars in the United States, Norway, Japan, and Malaysia, Mr. Overly has testified before the US Congress regarding online issues. Among others, he is the author of the bestselling e-policy: *How to Develop Computer, Email, and Internet Guidelines to Protect Your Company and Its Assets* (AMACOM, 1998), *Overly on Electronic Evidence* (West Publishing, 2002), *The Open Source Handbook* (Pike Fischer, 2003), *Document Retention in the Electronic Workplace* (Pike Fischer, 2001), and *Licensing Line by Line* (Aspatore Press, 2004).