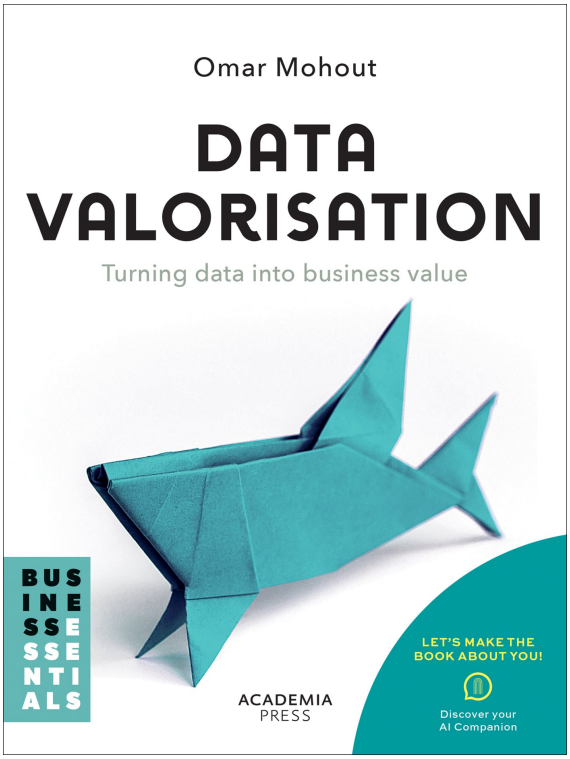
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Data Valorisation

Turning data into business value

Omar Mohout

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Territory	World excluding Benelux France, Switzerland & Scandinavia
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Price	£25.00

- Data is the new gold, but how do you monetise it? Companies have masses of data, but only exploit a fraction of its potential. Understanding how to use data strategically makes the difference between surviving and excelling
- The book provides a practical and ethical framework for sustainable, profitable and responsible data applications
- Accessible explanation of the principles of data valorisation, without jargon
- Practical examples from various sectors: from retail to logistics and industry
- Tools and models to turn data insights into concrete actions
- Attention to data quality, governance, privacy and ROI of data initiatives
- A must-read for managers, innovators and entrepreneurs who want to make their organisations data-wise and future-oriented
- For innovation strategists, digital transformation experts and business developers who want to use data smartly and responsibly for growth, efficiency and customer focus

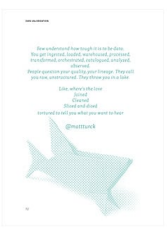
In a world where data abounds, it's all about valorisation: turning raw data into valuable insights, applications and innovations. This book shows how companies can turn data into competitive advantage, new products, more efficient processes, and stronger customer relationships. You'll discover the strategic, technological and ethical building blocks of data valorisation – with real-world examples, concrete tools and clear insights.

Omar Mohout, Scaleup Director at Deloitte, is a former technology entrepreneur, a widely published technology author, C-level growth company advisor and professor of Entrepreneurship at Solvay Business School. He is a columnist for *Forbes, VentureBeat, SaaScribe, Data News, Bloovi, StartUS* and academic co-author for the *European Startup Monitor*. He is also knowledge partner Innovation at Merito Foundation, and an active member of the Board of Directors of Startups.be, the imec.istart fund and high growth companies such as LetsBuild, Twintag, Teamleader and Ivex. Moreover, Mohout is also a mentor at Beyons, Nexxworks, Founder Institute, imec.iStart, IdeaLabs, Startathlon, Scaleup Flanders, Startit@KBC, Virtuology Academy, Flanders DC, and Belgian ambassador for the World StartupReport, for MIT Innovators Under 35 Europe and for UBI Global. Mohout is a sought-after keynote speaker and panelist at the intersection of technology, innovation and entrepreneurship.









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