



# The Evolution of Data Products

*Mike Loukides*

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## **The Evolution of Data Products** Mike Loukides

This report examines the important shifts in data products. Drawing from diverse examples, including iTunes, Google's self-driving car, and patient monitoring, author Mike Loukides explores the "disappearance" of data, the power of combining data, and the difference between discovery and recommendation. Looking ahead, the analysis finds the real changes in our lives will come from products and companies that reveal data results, not the data itself.

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