

# CONTENTS

<b>1</b>	<b>NOW</b> .....	<b>1</b>
<b>2</b>	<b>MORE</b> .....	<b>19</b>
<b>3</b>	<b>MESSY</b> .....	<b>32</b>
<b>4</b>	<b>CORRELATION</b> .....	<b>50</b>
<b>5</b>	<b>DATAFICATION</b> .....	<b>73</b>
<b>6</b>	<b>VALUE</b> .....	<b>98</b>
<b>7</b>	<b>IMPLICATIONS</b> .....	<b>123</b>
<b>8</b>	<b>RISKS</b> .....	<b>150</b>
<b>9</b>	<b>CONTROL</b> .....	<b>171</b>
<b>10</b>	<b>NEXT</b> .....	<b>185</b>
	<b>AFTERWORD</b> .....	<b>199</b>
	<i>Notes</i> .....	<i>207</i>
	<i>Bibliography</i> .....	<i>227</i>
	<i>Acknowledgments</i> .....	<i>237</i>
	<i>Index</i> .....	<i>241</i>