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Books. Big Data, Big Dupe, Stephen Few, \$11.95 (U.S.), Analytics Press, February 1, 2018 Six stories, a total of eleven different data visualization techniques to inspire you to think different at work when you play with data. Ready? A leader in the field of data visualization, Stephen Few exposes the common problems in dashboard design and describes its best practices in great detail and with a multitude of examples in this updated second edition. Now, can you find South Africa? Given enough time, you can spot it at the top. What is the value of sales in South Africa? Nothing about the bubble reveals this, but we can hover over the bubble to access its value.