

فهرست کتاب‌های پیشنهادی دوره آموزشی تحلیل داده (مهارت‌های غیرفنی) نسخه ۱

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#	Name	Author
1	"The End of Theory: The Data Deluge Makes the Scientific Method Obsolete." Wired.	Anderson, Chris
2	The Long Tail: How Endless Choice Is Creating Unlimited Demand. New York: Random House Business	Anderson, Chris
3	Free: How Today's Smartest Businesses Profit by Giving Something for Nothing. New York: Hyperion.	Anderson, Chris
4	Predictably Irrational: The Hidden Forces That Shape Our Decisions. New York: Harper Perennial.	Ariely, Dan
5	Beyond Bullet Points: Using Microsoft® PowerPoint® to Create Presentations That Inform, Motivate, and Inspire. Rev	Atkinson, Cliff
6	Strategic Market Research: A Guide to Conducting Research That Drives Businesses. Bloomington, IN: IU	Beall, Anne E
7	Good Charts: the HBR Guide to Making Smarter, More Persuasive Data Visualizations. Boston, MA: Harvard Business	Berinato, Scott
8	Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas. New York: HarperCollins Publishers.	Bono, Edward De
9	Lateral Thinking: Creativity Step by Step. New York: Perennial Library.	Bono, Edward De
10	"Homo Heuristics and the Bias-Variance Dilemma." Action, Perception and the Brain 68-91.	Brighton, Henry Gerd Gigerenzer
11	50 Psychology Classics: Your Shortcut to the Most Important Ideas on the Mind, Personality, and Human Nature. Lon	Butler-Bowdon, Tom
12	How to Win Friends and Influence People. New York: Pocket Books.	Carnegie, Dale
13	Influence: How and Why People Agree to Things. Fort Mill, SC: Quill.	Cialdini, Robert B
14	Project Management Lite: Just Enough to Get the Job Done ... Nothing More. North Charleston, SC: CreateSpace.	Craig, Juana Clark
15	Competing on Analytics: The New Science of Winning. Boston, MA: Harvard Business School Press.	Davenport, Thomas H Jeanne G. Harris
16	Resonate: Present Visual Stories That Transform Audiences. Hoboken, NJ: Wiley.	Duarte, Nancy
17	How Not to Be Wrong: The Power of Mathematical Thinking. New York: Penguin.	Ellenberg, Jordan
18	Creativity Games for Trainers: A Handbook of Group Activities for Jumpstarting Workplace Creativity. New York: Trai	Epstein, Robert
19	"Dashboard Confusion." Perceptual Edge, March 2014.	Few, Stephen
20	Information Dashboard Design: The Effective Visual Communication of Few, Stephen. 2006. Sebastopol, CA: O	Few, Stephen
21	Getting to Yes. New York: Penguin.	Fisher, Roger William Ury Bruce Patton
22	"Forecasting Elections with Mere Recognition from Lousy Samples: A Comparison of Collective Recognition, Wisdom	Gaissmaier, W Julian N. Marewski
23	Intelligence Reframed: Multiple Intelligences for the 21st Century. New York: Basic Books.	Gardner, Howard
24	"Heuristic Decision Making." Annual Review of Psychology 1993.	Gigerenzer, G. Wolfgang Gaissmaier

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25	How We Know What Isn't So: Fallibility of Human Reason in Everyday Life. New York: The Free Press.	Gilovich, Thomas
26	The Tipping Point: How Little Things Can Make a Big Difference. Boston, MA: Little Brown.	Gladwell, Malcolm
27	Blink: The Power of Thinking Without Thinking. New York: Back Bay Books.	Gladwell, Malcolm
28	Permission Marketing: Turning Strangers into Friends, and Friends into Customers. New York: Simon & Schuster.	Godin, Seth
29	Unleashing the Ideavirus: Stop Marketing at People! Turn Your Ideas into Epidemics by Helping Your Customers Do	Godin, Seth
30	Purple Cow: Transform Your Business by Being Remarkable. New York: Penguin.	Godin, Seth
31	"Models of Ecological Rationality: The Recognition Heuristic." Psychological Review 109, no. 1: 75–90.	Goldstein, Daniel GGerd Gigerenzer
32	Originals How Non-Conformists Move the World. New York: Penguin Publishing Group.	Grant, AdamSheryl Sandberg
33	"Data Analytics: Creating a Roadmap for Success." CROSSINGS: The Sapiient Journal of Trading and Risk Manager	Haq, Rashed
34	The Accidental Creative: How to Be Brilliant at a Moment's Notice. New York: Penguin.	Henry, Todd
35	Thinking, Fast and Slow. New York: Penguin.	Kahneman, Daniel
36	"Conditions for Intuitive Expertise: A Failure to Disagree." American Psychologist 64, no. 6: 515–26.	Kahneman, DanielGary Klein
37	Execution Premium: Linking Strategy to Operations for Competitive Advantage. Boston, MA: Harvard Business Press	Kaplan, Robert SDavid P. Norton
38	The Personal MBA: Master the Art of Business. New York: Portfolio/Penguin.	Kaufman, Josh
39	Unleashing the Creative Potential Creative Confidence: Within Us All. London: William Collins.	Kelley, TomDavid Kelley
40	The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. London: Profile Books.	Kelley, TomJonathan LittmanThomas J. Peters
41	Leonardo. New York: Oxford University Press.	Kemp, Martin
42	Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant. Boston, MA: H	Kim, W. ChanMauborgne Renée
43	Storytelling With Data: A Data Visualization Guide for Business Professionals. Hoboken, NJ: Wiley.	Knaflic, Cole Nussbaumer
44	"How Valuable Is Word of Mouth?" Harvard Business Review, October 2007.	Kumar, V., J. Andrew PetersenRobert P. Leone
45	Moneyball: The Art of Winning an Unfair Game. New York: W. W. Norton.	Lewis, Michael
46	The Undoing Project. New York: Penguin.	Lewis, Michael
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49	The Art of Public Speaking. New York: McGraw-Hill.	Lucas, Stephen E
50	Sensemaking: The Power of the Humanities in the Age of the Algorithm. New York: Hachette Books.	Madsbjerg, Christian
51	"An anthropologist walks into a bar..." Harvard Business Review, March 2014.	Madsbjerg, Christian Mikkel B. Rasmussen
52	The Moment of Clarity: Using the Human Sciences to Solve Your Hardest Business Problems. Boston, MA: Harvard	Madsbjerg, Christian Mikkel B. Rasmussen
53	Data Strategy: How to Profit from a World of Big Data, Analytics and the Internet of Things. London: Kogan Page.	Marr, Bernard
54	The Opposable Mind: Winning Through Integrative Thinking. Boston, MA: Harvard Business Press.	Martin, Roger L
55	Big Data: A Revolution That Will Transform How We Live, Work, and Think. London: John Murray.	Mayer-Schönberger Viktor Kenneth Cukier
56	"A Qualitative Approach to Bayes' Theorem." Evidence[1]Based Medicine, 16, no. 6: 163–67.	Medow, M. AC. R. Lucey
57	Thinkertoys: A Handbook of Creative-Thinking Techniques. New York: Ten Speed Press.	Michalko, Michael
58	Organizational Innovation. Warriewood, NSW, Australia: Business & Professional Pub.	Morgan, Michael
59	"Risk, Uncertainty, and Heuristics." Journal of Business Research, 67, no. 8: 1671–78.	Mousavi, Shabnam Gerd Gigerenzer
60	Return on Customer: Creating Maximum Value from Your Scarcest Resource. New York: Crown Business.	Peppers, Don Martha Rogers
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62	Tinker Dabble Doodle Try: Unlock the Power of the Unfocused Mind. New York: Ballantine Books.	Pillay, Srinivasan S
63	The War of Art: Winning the Inner Creative Battle. New York: Rugged Land.	Pressfield, Steven
64	Explaining Creativity: The Science of Human Innovation. New York: Oxford University Press.	Sawyer, Robert Keith
65	Zig Zag: The Surprising Path to Greater Creativity. San Francisco, CA: Jossey-Bass.	Sawyer, Robert Keith
66	80 Fundamental Models for Business Analysts: Descriptive, Predictive, and Prescriptive Analytics Models with Ready	Scappini, Alberto
67	Investigating the Social World: The Process and Practice of Research. Thousand Oaks, CA: Sage.	Schutt, Russell K
68	The Paradox of Choice Why More Is Less. New York: HarperCollins.	Schwartz, Barry
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70	Core Questions in Philosophy: A Text with Readings. 6th ed. Upper Saddle River, NJ: Pearson.	Sober, Elliot
71	"From Data Scientist to Data Artist." Anamatrix (White Paper).	Sterne, Jim
72	Fooled by Randomness: The Hidden Role of Chance in Life and in the Markets. New York: Random House Trade Pa	Taleb, Nassim Nicholas

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73	The Black Swan: The Impact of the Highly Improbable. New York: Random House Trade Paperbacks.	Taleb, Nassim Nicholas
74	Wikinomics: How Mass Collaboration Changes Everything. New York: Portfolio.	Tapscott, DonAnthony D. Williams
75	The Creative Habit: Learn It and Use It for Life: A Practical Guide. New York: Simon & Schuster.	Tharp, Twyla, and Mark Reiter
76	"Judgment under Uncertainty: Heuristics and Biases." Science 185 (September).	Tversky, AmosDaniel Kahneman
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80	How to Succeed by Thinking Like the Enemy. New York: Basic Books	Zenko, Micah. 2015. Red Team