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Bernard Marr is a big data guru and bestselling author. A strategic performance consultant, he has and advised many of the world's best-known organizations including Accenture, Barclays, BP, DHL, Fujitsu, Gartner, HSBC, Mars, Microsoft, Oracle, The Home Office, NHS, Orange, Tetley, T-Mobile, Toyota, Royal Air Force, SAP and Shell on their business and data strategies.

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been interested in how the economy works. After the financial crash of 2008, Marr began to learn as much as he could about alternative currencies and Austrian economics. Marr has also become an expert in cryptocurrency and the blockchain industry, and continues to study its impact on global finance.

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