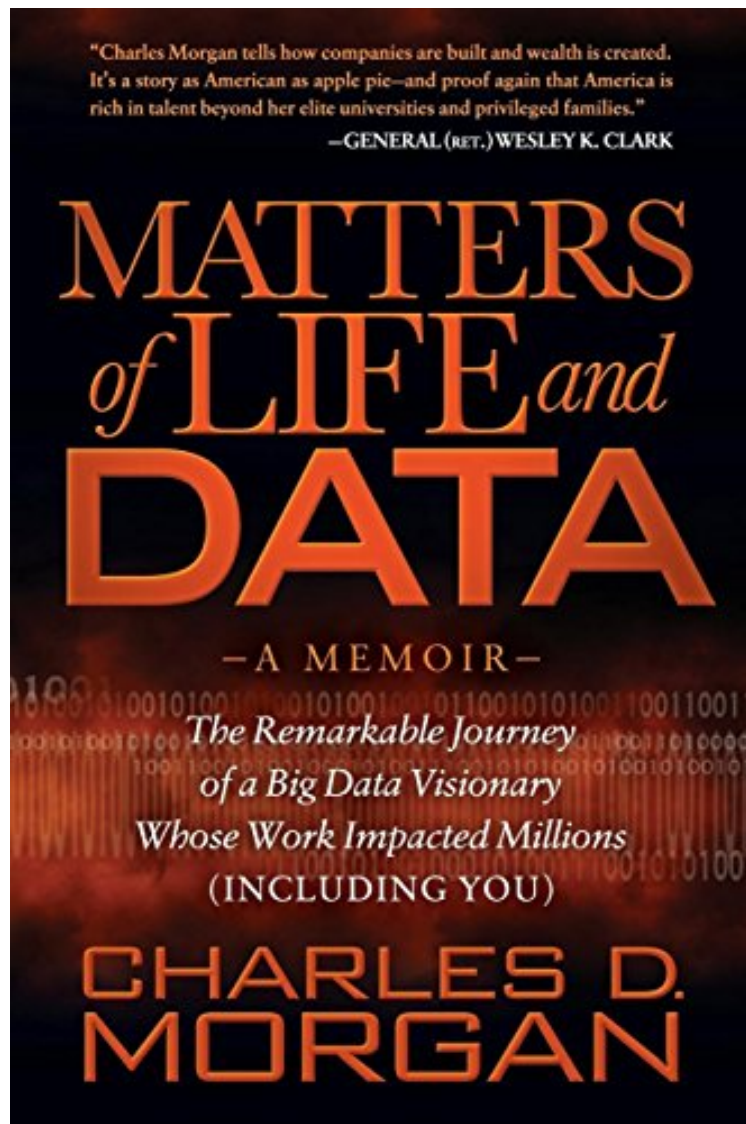


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## **Matters of Life and Data: The Remarkable Journey of a Big Data Visionary Whose Work Impacted Millions (Including You)**

*Charles D. Morgan*

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**Charles D. Morgan : Matters of Life and Data: The Remarkable Journey of a Big Data Visionary Whose Work Impacted Millions (Including You)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Matters of Life and Data: The Remarkable Journey of a Big Data Visionary Whose Work Impacted Millions (Including You):

3 of 3 people found the following review helpful. Interesting readBy Sharon TackettHaving worked for 30+ years as

Charles Morgan's assistant, I was not waiting for the book with great anticipation. I asked myself, "what could I possibly learn?" Surprisingly it was an extremely interesting read and I learned many things about Charles personally, and Acxiom, that I did not quite understand at the time many of these events were taking place - and I thought I knew everything! Highly recommend this book. 0 of 0 people found the following review helpful. Indeed a remarkable journey

By K. J. Moore I had heard about the company Acxiom for many years, saw their magnificent building in downtown Little Rock, and wondered what they did for as many years. When my daughter interned at Acxiom, and later interned and was hired at PrivacyStar, as a Management Information Systems major in Conway, I learned their business was data, but never knew their fascinating story until I read this book. Mr. Morgan took us, his readers, on a wonderful journey of his life and work, no programming knowledge required. 2 of 2 people found the following review helpful. Great read!

By Susan Nichols From his childhood in Ft. Smith, Arkansas to his success as an entrepreneur, Charles Morgan's diligence, creativity, and imagination have shaped his every move. In *Matters of Life and Data*, his charm and humor are evident as well. Full of insights and behind-the-scenes stories, I very much enjoyed this fascinating biography.

"I didn't set out to become a collector of your and your neighbors' information. When I was growing up, nobody but egghead scientists talked about 'data.' It was the mechanical age, and I was a gadget geek, taking apart my cousin's toys and trying to put them back together again. I was especially crazy about cars and engines, and had it not been for a fateful encounter during college recruiting season, I might've lived my life as a race car mechanic instead of learning about computers at IBM. As it turned out, pursuing Big Data allowed me the resources to become a professional race car driver on the side, competing against the likes of Paul Newman, who makes appearances in these pages as well. Such are the wonders of this journey we're all on. Mine has taken me from the frontier of western Arkansas, where my ancestors owned a hardware store selling iron tools to westbound travelers, to the frontier of the digital age, where room-size computers have become eclipsed by the power of smart phones. And in a sense, the story you're about to read isn't so different from those of the colorful adventurers who stocked up their wagons at my family's hardware emporium and headed west to make their fortunes. Data mining is the new gold rush, and we were there at first strike, dragging with us all our human frailties and foibles. In this book's cast of characters you'll find ambition, arrogance, jealousy, pride, fear, recklessness, anger, lust, viciousness, greed, revenge, betrayal, and then some." It is a messy story. In the big picture, this could be called a narrative of America since World War II. But in the micro telling, think of it this way: The man who opened your lives to Big Data finally bares his own.

"The life journey of Charles Morgan, from childhood to the present, is an inspirational story of tenacity, grit, adversity, vision and blind faith. Every college level business course should make his book required reading - a remarkable Horatio Alger adventure of one who never gives up." - David Pryor, Former Governor U.S. Senator

"The book is like reading *Atlas Shrugged*, *Peyton Place* and the best of *Car and Driver* all rolled into one. Reads like a novel rather than autobiography. Written by a true legend of the Big Data movement." - Harry Gambill, CEO (Ret.) TransUnion, Investor, Philanthropist

Charles Morgan continues to be an exemplary, inspirational leader, an 'idea man' who knows how to transform those ideas into action. *Matters of Life and Data* is as much a memoir of his brilliant, outside-the-box ideas as of his remarkable life and career--thus far! An enjoyable and engaging book written by a man it is a privilege to know and work with." - Madison Murphy, Chairman, Murphy USA

Charles Morgan tells how companies are built and wealth is created. It's a story as American as apple pie--and proof again that America is rich in talent beyond her elite universities and privileged families." - General (Ret.) Wesley K. Clark, former NATO Supreme Allied Commander, Europe

*Matters of Life and Data* is a compelling read, a page-turner of a memoir that sheds light on what it takes to be successful in business as well as on what it takes to live a fulfilling life. A fascinating book!" - William Dillard, Chairman and CEO, Dillard's, Inc.

From the Inside Flap ANYONE WHO'S EVER used a credit card will find this book eye opening--about the banks who issue those cards, about what acceptance for credit cards says about you, and about how your personal data is collected, organized, and marketed. But *Matters of Life and Data* is about much more than mere information. This is the riveting human story of the rise of Big Data in America, and of the man and the team who, through trial and error and vision and persistence, created the technology that made it a reality. This story of our transition from the Mechanical Age to the Digital Age is told by a son of the frontier who grew up loving motorcycles and cars and, through a fluke, found himself in the realm of computers and jets. *Matters of Life and Data* is a classic coming of age story--both the author's and our own.

From the Back Cover Charles D. Morgan's *Matters of Life and Data* is the story of a life lived fully, on motorcycles, in the cockpits of jets and race cars, and in the executive suite. Through a fluke, this self-proclaimed "gadget geek" found his life's calling in computers, leading to the building of Acxiom Corporation, world leader in data gathering technology with 1500 separate pieces of information on some half a billion people around the globe. In a narrative as spirited--and as candid--as the author himself, Morgan sheds light on the controversial topic of Big Data and data privacy; reveals his own personal struggles to keep up as a leader as Acxiom grows from 25 employees to 7,000, running the largest database

marketing programs in the U.S. and Europe, with \$1.5 billion in revenue;takes us inside the world of software coding, as he and his team seek the ultimate in data-gathering technology and invent cloud computing;recounts Acxiom's secret help to the U.S. government in the wake of 9/11;humanizes the executive suite, with its flirtations, feuds, and vendettas. A son of the Arkansas frontier, Charles D. Morgan embodies America's transition from the rusty Mechanical Age to the new frontier of the Digital Age. Matters of Life and Data is therefore much more than one man's life story. It also reflects America's relentless path over the past six decades from local life to global life.