

## **With â Numerati,â BW staffer Stephen Baker understands IVP**

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Business Week senior writer Stephen Baker's new book, *The Numerati*, sounds like a must-read for anyone trying to figure out how personal information will be brokered in the future. Baker was interviewed Sept. 29 on WHYI Philadelphia's *Fresh Air*. An excerpt of Baker speaking from the last two minutes of the 20-minute audio interview sounds [...]