Data and Text Mining: A Business Applications Approach

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This conceptual introduction to data mining within the context of business and marketing research provides an eclectic approach to the field. Using worked examples and business case studies, the volume answers the four questions: why is data mining important to business and marketing research; how is data mining different from other types of research; what do we learn from data mining; and how do we do data mining? The book explains data mining, traditional methods, data-adaptive methods and applications in business and marketing with business cases and provides lists of tables, figures and exhibits. For Managers and Analysts.

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