Data mining techniques: for marketing, sales, and customer relationship management

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Abstrak

The leading introductory book on data mining, fully updated and revised! When Berry and Linoff wrote the first edition of Data Mining Techniques in the late 1990s, data mining was just starting to move out of the lab and into the office and has since grown to become an indispensable tool of modern business. This new edition-more than 50% new and revised- is a significant update from the previous one, and shows you how to harness the newest data mining methods and techniques to solve common business problems