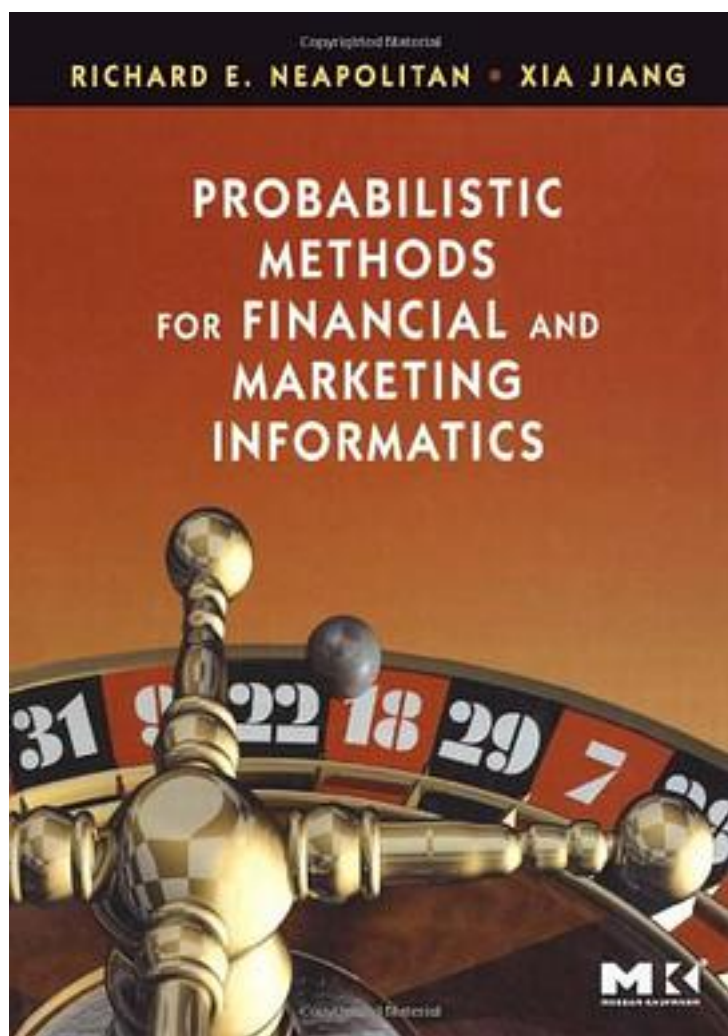# Probabilistic Methods for Financial and Marketing Informatics

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Bayesian Networks are a form of probabilistic graphical models and they are used for modeling knowledge in many application areas, from medicine to image processing. They are particularly useful for business applications. This book provides unique coverage of probabilistic reasoning topics applied to business problems, including marketing, banking, operations management, and finance. It shares insights about when and why probabilistic methods can and cannot be used effectively. It also provides complete review of Bayesian networks and probabilistic methods for those IT professionals new to informatics.

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