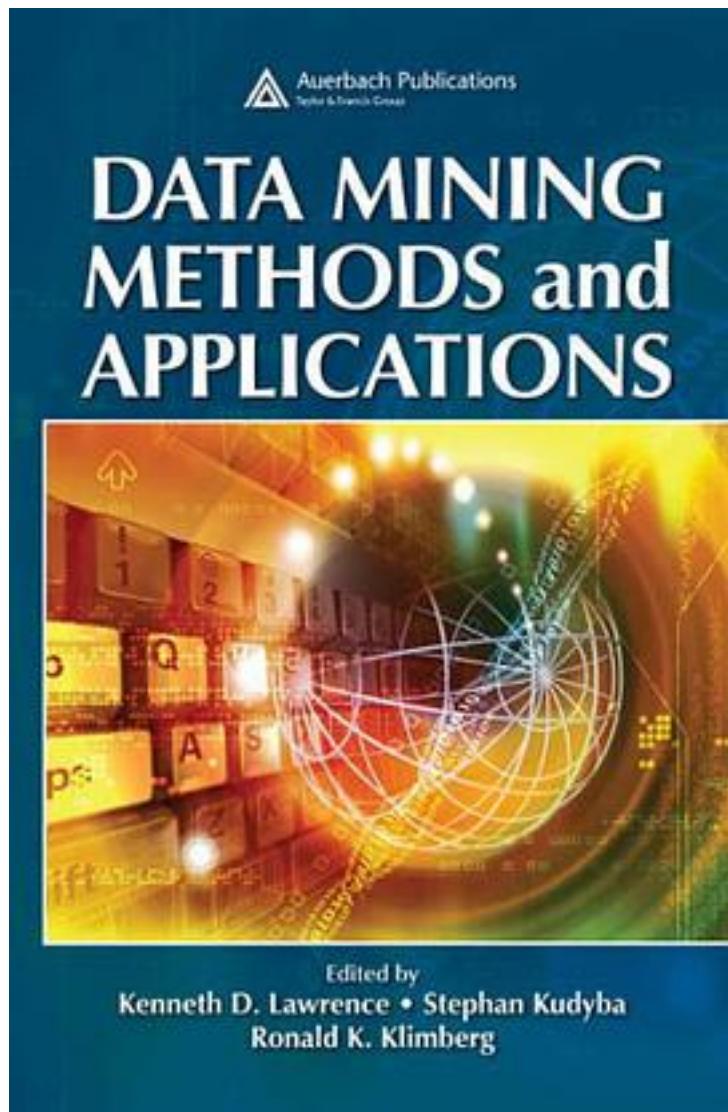


Data Mining Methods and Applications



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Addressing a variety of organizational issues, "Data Mining Methods and Applications" presents a compilation of recent research works on data mining and forecasting techniques, including multivariate, evolutionary, and neural net methods. This book focuses in particular on data mining techniques used for conducting marketing research. Written by a wide range of contributors from academia and industry, this text provides detailed descriptions of applications in numerous areas, such as finance, engineering, healthcare, economics, science, and management. Real-world case studies that are supported by theoretical chapters offer guidance on how to actually perform data mining methods.

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