



Data Mining for Managers: How to Use Data (Big and Small) to Solve Business Challenges

By Richard Boire

Palgrave Macmillan. Hardback. Book Condition: new. BRAND NEW, Data Mining for Managers: How to Use Data (Big and Small) to Solve Business Challenges, Richard Boire, In today's business and marketing worlds, there's big talk about big data. As companies' capacities to amass information continue to grow and improve, the process of mining the data has become more and more vital. All are abuzz about data mining's importance and potential-and for good reason-but the field is still in its infancy, and there's an urgent need to spread and grow the skills, know-how, and strategies to best optimize data mining's results. In Data Mining for Managers, industry-veteran Richard Boire provides streamlined insights and techniques for making the most of the masses of information and mining techniques that technology has enabled. Chock-full of engaging stories and case studies involving some of the world's top companies, Data Mining for Managers sets itself apart in more ways than one. A guide for business managers who need to understand the concepts of data mining as well as the potential it has for providing strategic guidance, Boire delivers a uniquely simple, 4-step process for identifying when data mining is the appropriate tool and then designing, implementing, and...



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