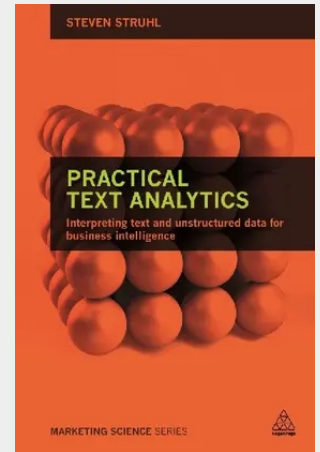


## Practical Text Analytics

Interpreting Text and Unstructured Data for Business Intelligence

In an age where customer opinion and feedback can have an immediate, major effect upon the success of a business or organization, marketers must have the ability to analyze unstructured data in everything from social media and internet reviews to customer surveys and phone logs. **Practical Text Analytics** is an essential daily reference resource, providing real-world guidance on the effective application of text analytics. The book presents the analysis process so that it is immediately understood by the marketing professionals who must use it, so they can apply proven concepts and methods correctly and with confidence. By decoding industry terminology and demonstrating practical application of data models once reserved for experts, **Practical Text Analytics** shows marketers how to frame the right questions, identify key themes and find hidden meaning from unstructured data. Readers will learn to develop powerful new marketing strategies to elevate customer experience, solidify brand value and elevate reputation. Online resources include self-test questions, chapter review Q&A and an Instructor's Manual with text sources and instructions.

Bridging the gap between the marketer who must put text analytics to use and data analysis experts, Practical Text Analytics is an accessible guide to the many advances in text analytics. It explains the different approaches and methods, their uses, strengths, and weaknesses, in a way that is relevant to marketing professionals. Each chapter includes illustrations and charts, hints and tips, pointers on the tools and techniques, definitions, and case studies/examples. Consultant and researcher Steven Struhl presents the process of text analysis in ways that will help marketers clarify and organize the confusing array of methods, frame the right questions, and apply the results successfully to find meaning in any unstructured data and develop effective new marketing strategies.



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