

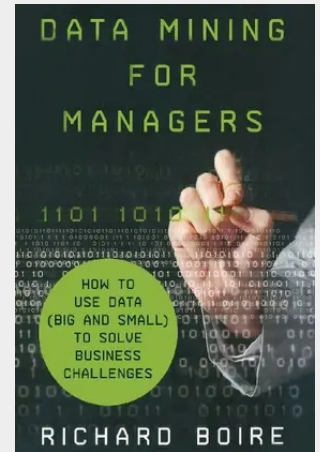
Boire

Data Mining for Managers

How to Use Data (Big and Small) to Solve Business Challenges

Big Data is a growing business trend, but there little advice available on how to use it practically. Written by a data mining expert with over 30 years of experience, this book uses case studies to help marketers, brand managers and IT professionals understand how to capture and measure data for marketing purposes.

Big Data is a growing business trend, but there little advice available on how to use it practically. Written by a data mining expert with over 30 years of experience, this book uses case studies to help marketers, brand managers and IT professionals understand how to capture and measure data for marketing purposes.



58,84 €

54,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781349487868

Medium: Buch

ISBN: 978-1-349-48786-8

Verlag: Palgrave Macmillan

Erscheinungstermin: 30.10.2014

Sprache(n): Englisch

Auflage: 1. Auflage 2014

Produktform: Kartoniert

Gewicht: 3985 g

Seiten: 242

Format (B x H): 155 x 235 mm

