Perner

Advances in Data Mining

Applications in E-Commerce, Medicine, and Knowledge Management

This book presents papers describing selected projects on the topic of data mining in fields like e commerce, medicine, and knowledge management. The objective is to report on current results and at the same time to give a review on the present activities in this field in Germany. An effort has been made to include the latest scientific results, as well as lead the reader to the various fields of activity and the problems related to them. Knowledge discovery on the basis of web data is a wide and fast growing area. E commerce is the principal theme of motivation in this field, as companies invest large sums in the electronic market, in order to maximize their profits and minimize their risks. Other applications are telelearning, teleteaching, service support, and citizen information systems. Concerning these applications, there is a great need to understand and support the user by means of recommendation systems, adaptive information systems, as well as by personalization. In this respect Giudici and Blanc present in their paper procedures for the generation of associative models from the tracking behavior of the user. Perner and Fiss present in their paper a strategy for intelligent e marketing with web mining and personalization. Methods and procedures for the generation of associative rules are presented in the paper by Hipp, Güntzer, and Nakhaeidizadeh.

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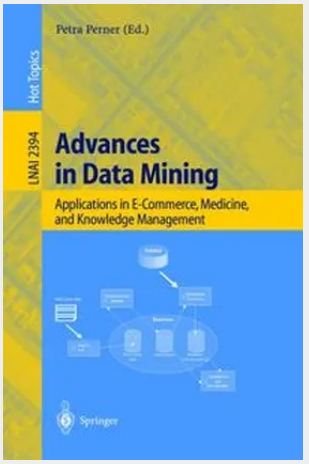

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