Lu / Ruan / Zhang

E-Service Intelligence

Methodologies, Technologies and Applications

Business organizations and governments are nowadays developing and providing internet based electronic services (e-services) featuring various intelligent functions. E-Service Intelligence integrates intelligent techniques into e-service systems for realizing intelligent internet information searching, presentation, provision, recommendation, online system design, implementation, and assessment to internet users. This book offers a thorough introduction and systematic overview of the new field and covers the state-of-the-art of the research and development in E-Service Intelligence ranging from e-services and/or intelligent techniques to web information presentation, search, and mining, to personalization, privacy, and trust in e-services, to e-service evaluation, optimization and knowledge discovery, and to intelligent e-service system developments.

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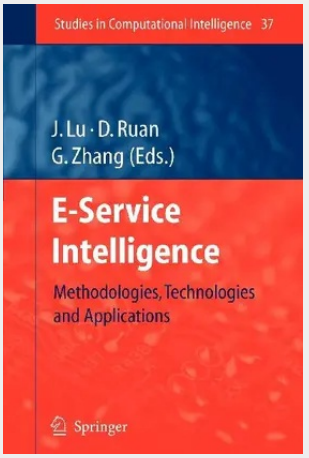

160,49 €
149,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783642072017
Medium: Buch
ISBN: 978-3-642-07201-7
Verlag: Springer
Erscheinungstermin: 30.11.2010
Sprache(n): Englisch
Auflage: Softcover Nachdruck of hardcover 1. Auflage 2007
Serie: Studies in Computational Intelligence
Produktform: Kartoniert
Gewicht: 1077 g
Seiten: 711
Format (B x H): 155 x 235 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)