



Managing Data Mining: Advice from Experts (IT Solutions series)

Stephan Kudyba

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Organizations are constantly in search of new and better ways to find and manage the vast amount of information their corporations encounter daily. To survive, thrive and compete, organizations must be able to use their valuable asset easily and comfortably. Decision makers cannot afford to be intimidated by the very thing that has the capacity to make their corporation competitive and efficient. Accessible and usable data/information is key to corporate success in data mining. Effective decision-making techniques are a cornerstone of any healthy organization that uses the vast amounts of information a daily basis. The use of high-end analytical software technologies, or data mining, can aid decision makers in extracting information and knowledge from their sometimes overwhelming store of data collected continuously in their organizations. IT Solutions Series: Managing Data Mining: Advice from Experts offers several chapters, each written by noted practitioners and experts in various organizations, that provide ideas and measurements in this growing management concern.



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