

Building Data Mining Applications for CRM (Enterprising Computing)

Content

Building Data Mining Applications for CRM (Enterprising Computing) by Alex Berson.

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How data mining delivers a powerful competitive advantage!

Are you fully harnessing the power of information to support management and marketing decisions? You will, with this one-stop guide to choosing the right tools and technologies for a state-of-the-art data management strategy built on a Customer Relationship Management (CRM) framework. Authors Alex Berson, Stephen Smith, and Kurt Thearling help you understand the principles of data warehousing and data mining systems, and carefully spell out techniques for applying them so that your business gets the biggest pay-off possible.

Find out about Online Analytical Processing (OLAP) tools that quickly navigate within your collected data. Explore privacy and legal issues...evaluate current data mining application packages...and let real-world examples show you how data mining can impact -- and improve -- all of your key business processes. Start uncovering your best prospects and offering them the products they really want (not what you think they want)!

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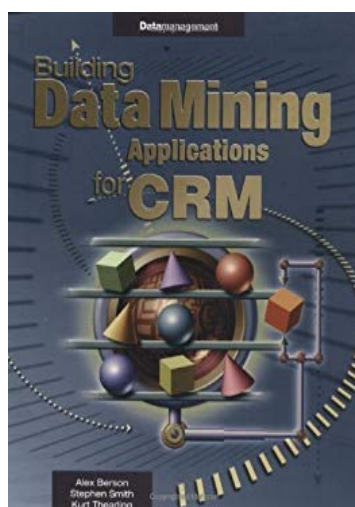
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