1. Record Nr. UNINA9910132965503321

Autore	Messori Flavio
Titolo	Sul valore della terra [[electronic resource] /] / Flavio Messori
Pubbl/distr/stampa	Bologna, : CLUEB, 2000
ISBN	88-491-1515-6
Descrizione fisica	120 p
Collana	Manuali & antologie
Disciplina	333
Soggetti	Real property - Valuation - Italy Agriculture - Economic aspects - Italy
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	F. Messori, professor at the University of Bologna.
Nota di bibliografia	Includes bibliographical references.

2. Record Nr. UNINA9910810895503321

Autore	Szabo Gabor
Titolo	Social media data mining and analytics / / Gabor Szabo [and three others]
Pubbl/distr/stampa	Indianapolis, Indiana : , : Wiley, , 2019
ISBN	1-118-82490-3 1-118-82489-X 1-119-18351-0
Edizione	[1st edition]
Descrizione fisica	1 online resource (355 pages)
Disciplina	658.8342
Soggetti	Consumer behavior - Forecasting
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Users : the who of social media -- Networks : the how of social media -- Temporal processes : the when of social media -- Content : the what of social media -- Processing large datasets -- Learn, map, and recommend -- Conclusions.
Sommario/riassunto	Harness the power of social media to predict customer behavior and improve sales Social media is the biggest source of Big Data. Because of this, 90% of Fortune 500 companies are investing in Big Data initiatives that will help them predict consumer behavior to produce better sales results. Social Media Data Mining and Analytics shows analysts how to use sophisticated techniques to mine social media data, obtaining the information they need to generate amazing results for their businesses. Social Media Data Mining and Analytics isn't just another book on the business case for social media. Rather, this book provides hands-on examples for applying state-of-the-art tools and technologies to mine social media - examples include Twitter, Wikipedia, Stack Exchange, LiveJournal, movie reviews, and other rich data sources. In it, you will learn: The four key characteristics of online services-users, social networks, actions, and content The full data discovery lifecycle-data extraction, storage, analysis, and visualization How to work with code and extract data to create solutions How to use Big Data to make accurate customer predictions How to personalize the social media

experience using machine learning Using the techniques the authors detail will provide organizations the competitive advantage they need to harness the rich data available from social media platforms.