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Altri autori (Persone)	ChorianopoulosAntonios
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Nota di contenuto	Data Mining Techniques in CRM; CONTENTS; ACKNOWLEDGEMENTS; 1 DATA MINING IN CRM; 2 AN OVERVIEW OF DATA MINING TECHNIQUES; 3 DATA MINING TECHNIQUES FOR SEGMENTATION; 4 THE MINING DATA MART; 5 CUSTOMER SEGMENTATION; 6 SEGMENTATION APPLICATIONS IN BANKING; 7 SEGMENTATION APPLICATIONS IN TELECOMMUNICATIONS; 8 SEGMENTATION FOR RETAILERS; FURTHER READING; INDEX
Sommario/riassunto	This is an applied handbook for the application of data mining techniques in the CRM framework. It combines a technical and a business perspective to cover the needs of business users who are looking for a practical guide on data mining. It focuses on Customer Segmentation and presents guidelines for the development of

actionable segmentation schemes. By using non-technical language it guides readers through all the phases of the data mining process.
