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Titolo	Handbook of research on intelligent techniques and modeling applications in marketing analytics // Anil Kumar, Manoj Kumar Dash, Shrawan Kumar Trivedi, and Tapan Kumar Panda, editors
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Nota di contenuto	A new perspective on RFM analysis / Mohammad Hasan Aghdaie, Parham Fami Tafreshi -- A novel approach to segmentation using customer locations data and intelligent techniques / Basar Oztaysi [and 3 others] -- Fuzzy clustering: an analysis of service quality in the mobile phone industry / Mashhour H. Baeshen, Malcolm J. Beynon, Kate L. Daunt -- An analysis of the interactions among the enablers of information communication technology in humanitarian supply chain management: a fuzzy-based relationship modelling approach / Gaurav Kabra, A Ramesh -- Auto associative extreme learning machine based hybrids for data imputation / Chandan Gautam, Vadlamani Ravi -- Multi-criteria decision making in marketing by using fuzzy rough set / Tapan Kumar Das -- Fuzzy multi-objective association rule mining using evolutionary computation / Ganghishetti Pradeep, Vadlamani Ravi -- Improved seating plans for movie theatre to improve revenue: an integrated best worst method with EMSR-B / Kedar Pandurang Joshi, Nikhil Lohiya -- Applications of the stochastic multicriteria acceptability analysis method for consumer preference study / Tadeusz Trzaskalik [and 3 others] -- Modeling consumer opinion using RIDIT and grey relational analysis / Rohit Vishal Kumar, Subhajit Bhattacharyya -- Sentiment analysis as a tool to understand the

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Sommario/riassunto

"This book features innovative research and implementation practices of analytics in marketing research, highlighting various techniques in acquiring and deciphering marketing data"--Provided by publisher.
