1. Record Nr.   UNINA9910298468303321

   Autore   Shi Yong

   Titolo   Intelligent Knowledge [[electronic resource]] : A Study beyond Data
                       Mining / / by Yong Shi, Lingling Zhang, Yingjie Tian, Xingsen Li

   Pubbl/distr/stampa   Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer,
                       , 2015

   ISBN   3-662-46193-5

   Edizione   [1st ed. 2015.]

   Descrizione fisica   1 online resource (160 p.)

   Collana   SpringerBriefs in Business, , 2191-5482

   Disciplina   006.312

   Soggetti   Information technology
                       Business—Data processing
                       Business ethics
                       Business mathematics
                       IT in Business
                       Business Ethics
                       Business Mathematics

   Lingua di pubblicazione   Inglese

   Formato   Materiale a stampa

   Livello bibliografico   Monografia

   Note generali   Description based upon print version of record.

   Nota di bibliografia   Includes bibliographical references and index.

   Nota di contenuto   Dedication -- Preface -- Data Mining and Knowledge Management --
                       Foundations of Intelligent Knowledge Management -- Intelligent
                       Knowledge and Habitual Domain -- Domain Driven Intelligent
                       Knowledge Discovery -- Knowledge-Incorporated Multiple Criteria
                       Linear Programming Classifiers -- Knowledge Extraction from Support
                       Vector Machines -- Intelligent Knowledge Acquisition and Application
                       in Customer Churn -- Intelligent Knowledge Management in Expert
                       Mining in Traditional Chinese Medicines.

   Sommario/riassunto   This book is mainly about an innovative and fundamental method
                       called "intelligent knowledge" to bridge the gap between data mining
                       and knowledge management, two important fields recognized by the
                       information technology (IT) community and business analytics (BA)
                       community respectively. The book includes definitions of the "first-
                       order" analytic process, "second-order" analytic process and intelligent
                       knowledge, which have not formally been addressed by either data
                       mining or knowledge management. Based on these concepts, which are

especially important in connection with the current Big Data movement, the book describes a framework of domain-driven intelligent knowledge discovery. To illustrate its technical advantages for large-scale data, the book employs established approaches, such as Multiple Criteria Programming, Support Vector Machine and Decision Tree to identify intelligent knowledge incorporated with human knowledge. The book further shows its applicability by means of real-life data analyses in the contexts of internet business and traditional Chinese medicines.