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Nota di contenuto	Part I Fundamental Technologies Supporting Service Science -- Part II Knowledge Discovery from Text -- Part III Approach for New Services in Social Media -- Part IV Data Mining Spreading into Various Service Fields.
Sommario/riassunto	Virtually all nontrivial and modern service related problems and systems involve data volumes and types that clearly fall into what is presently meant as "big data", that is, are huge, heterogeneous, complex, distributed, etc. Data mining is a series of processes which include collecting and accumulating data, modeling phenomena, and discovering new information, and it is one of the most important steps to scientific analysis of the processes of services. Data mining application in services requires a thorough understanding of the characteristics of each service and knowledge of the compatibility of data mining technology within each particular service, rather than knowledge only in calculation speed and prediction accuracy. Varied examples of services provided in this book will help readers understand the relation between services and data mining technology. This book is intended to stimulate interest among researchers and practitioners in the relation between data mining technology and its application to other fields.