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| Record Nr. | UNINA9910350214203321 |
| Titolo | Advances in Analytics and Applications [[electronic resource] /] / edited by Arnab Kumar Laha |
| Pubbl/distr/stampa | Singapore : , : Springer Singapore : , : Imprint : Springer, , 2019 |
| ISBN | 981-13-1208-7 |
| Edizione | [1st ed. 2019.] |
| Descrizione fisica | 1 online resource (289 pages) |
| Collana | Springer Proceedings in Business and Economics, , 2198-7246 |
| Disciplina | 519.5 |
| Soggetti | Big data |
| | Business enterprises-Finance |
| | Management |
| | Big Data/Analytics |
| | Business Finance |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di contenuto | Part I: Overviews -- Chapter 1. Machine Learning -- Chapter 2. Regression Methods -- Chapter 3. Functional Data Analysis -- Chapter 4. Directional Data Analysis -- Chapter 5.Branching Processes -- Part II: Predictive Analysis Applications -- Chapter 6. Click-Through Rate Estimation using CHAID Classification Tree Model -- Chapter 7 . Predicting Success Probability in Professional Tennis Tournaments: Using a Logistic Regression Model -- Chapter 8. Hausdorff Path Clustering and Hidden Markov Model Applied to Person Movement Prediction in Retail Spaces -- Chapter 9. Improving Email Marketing Campaign Success Rate Using Personalization -- etc. |
| Sommario/riassunto | This book includes selected papers submitted to the ICADABAI-2017 conference, offering an overview of the new methodologies and presenting innovative applications that are of interest to both academicians and practitioners working in the area of analytics. It discusses predictive analytics applications, machine learning applications, human resource analytics, operations analytics, analytics in finance, methodology and econometric applications. The papers in the predictive analytics applications section discuss web analytics, email marketing, customer churn prediction, retail analytics and sports |

analytics. The section on machine learning applications then examines healthcare analytics, insurance analytics and machine analytics using different innovative machine learning techniques. Human resource analytics addresses important issues relating to talent acquisition and employability using analytics, while a paper in the section on operations analytics describe an innovative application in oil and gas industry. The papers in the analytics in finance part discuss the use of analytical tools in banking and commodity markets, and lastly the econometric applications part presents interesting banking and insurance applications.

2.	Record Nr.	UNINA9910461411903321
	Autore	Ingrams Jonathan
	Titolo	Thinking of Becoming a Counsellor? / / by Jonathan Ingrams
	Pubbl/distr/stampa	Boca Raton, FL : , : Routledge, , [2018] ©2012
	ISBN	0-429-90873-3 0-429-48396-1 1-280-12565-9 9786613529510 1-84940-959-5
	Edizione	[First edition.]
	Descrizione fisica	1 online resource (177 p.)
	Disciplina	158.3 158.3071 616.8914
	Soggetti	Psychology - Vocational guidance Electronic books.
	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	COVER; CONTENTS; ABOUT THE AUTHOR; INTRODUCTION; CHAPTER ONE Beginnings; CHAPTER TWO The age of psychoanalysis; CHAPTER THREE The impact of childhood; CHAPTER FOUR The road to self-discovery; CHAPTER FIVE How we construct our world; CHAPTER SIX

Sommario/riassunto	If you are thinking of becoming a counsellor, you may be wondering if you could put to good use your own life experience by offering support and understanding to those trying to cope with difficulties that you may have encountered and worked through yourself. The ancient Greek aphorism "know thyself" is immensely important in this regard. For unless counsellors are in harmony with themselves they cannot truly relate to the needs of those they seek to help. It is not enough for the counsellor to play the role of the therapist. He or she has to be the therapist - a very different concept. This book explores the journeys of self-discovery that prompted the pioneering practitioners to direct their skills in particular ways and the influence exerted by their backgrounds, ambitions, and personal histories. The overall objective is to help intending therapists to arrive at an understanding of the inner resources they will need to embark on a counselling career, and to help them determine which approach might best accord with their temperament and lifetime's experience.