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Nota di contenuto	Front Cover; Business Modeling and Data Mining; Copyright Page; Contents; Preface; Part I: A Map of the Territory; Chapter 1. The World, Knowledge, and Models; 1.1 The Nature of the World; 1.2 Systems; 1.3 The Structure of Knowledge; 1.4 Changing Knowledge Structures; 1.5 Summary; Supplemental Material; Chapter 2. Translating Experience; 2.1 Mining and Ideas; 2.2 Systems of the World; 2.3 Strategies and Tactics; 2.4 Summary; Chapter 3. Modeling and Mining: Putting It Together; 3.1 Problems; 3.2 Data about the World; 3.3 Hypotheses: Explaining Data; 3.4 Making Decisions; 3.5 Deciding 3.6 SummaryPart II: Business Modeling; Chapter 4. What Is a Model?; 4.1 Introduction to Data, Information, and Knowledge; 4.2 An Observer's Guide to Models; 4.3 Modeling as an Activity; 4.4 Summary; Chapter 5. Framing Business Models; 5.1 Setting a Frame; 5.2 Objectives: Getting your Bearings; 5.3 Problems and Decisions; 5.4 Modeling Situations: Connecting the Decision to a Worldview; 5.5 Options: Assessing the Possible; 5.6 Expectations: Assessing the Future; 5.7 Final Alignment; 5.8 Mapping the Problem Frame; 5.9

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## Sommario/riassunto

Business Modeling and Data Mining demonstrates how real world  
business problems can be formulated so that data mining can answer  
them. The concepts and techniques presented in this book are the  
essential building blocks in understanding what models are and how  
they can be used practically to reveal hidden assumptions and needs,  
determine problems, discover data, determine costs, and explore the  
whole domain of the problem. This book articulately explains how to  
understand both the strategic and tactical aspects of any business  
problem, identify where the key leverage points are and det

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