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6.1 Modeling Risk Preferences 6.2 Analyzing Risk Directly; 6.3 Dominance; 6.4 Sensitivity Analysis; 6.5 Value of Information; 6.6 Normative Decision Analysis; Part II: Financial Applications; Chapter 7. Investment Science; 7.1 Basics of Investment Science; 7.2 Advanced Topics in Investment Science*; 7.3 A Bayesian Network Portfolio Risk Analyzer*; Chapter 8. Modeling Real Options; 8.1 Solving Real Options Decision Problems; 8.2 Making a Plan; 8.3 Sensitivity Analysis; Chapter 9. Venture Capital Decision Making; 9.1 A Simple VC Decision Model; 9.2 A Detailed VC Decision Model 9.3 Modeling Real Decisions 9.A Appendix; Chapter 10. Bankruptcy Prediction; 10.1 A Bayesian Network for Predicting Bankruptcy; 10.2 Experiments; Part III: Marketing Applications; Chapter 11. Collaborative Filtering; 11.1 Memory-Based Methods; 11.2 Model-Based Methods; 11.3 Experiments; Chapter 12. Targeted Advertising; 12.1 Class Probability Trees; 12.2 Application to Targeted Advertising; Bibliography; Index

Sommario/riassunto

Bayesian Networks are a form of probabilistic graphical models and they are used for modeling knowledge in many application areas, from medicine to image processing. They are particularly useful for business applications, and* Unique coverage of probabilistic reasoning topics applied to business problems, including marketing, banking, operations management, and finance. * Shares insights about when and why probabilistic methods can and cannot be used effectively; * Complete review of Bayesian networks and probabilistic methods for those IT professionals new to informati
