

1. Record Nr.	UNISA996387733903316
Autore	Browne Richard <fl. 1674-1694.>
Titolo	Prosodia pharmacopœrum, or, The apothecary's prosody [[electronic resource]] : shewing the exact quantities in the pronunciations of the names of animals, vegetables, minerals and medicines, and all other words made use of in pharmacy ... / / by Richard Browne .
Pubbl/distr/stampa	London, : Printed for Benj. Billingsley ..., 1685
Descrizione fisica	[50], 237 p
Soggetti	Latin language - Medical Latin Greek language - Medical Greek Medicine
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Errata: p. [50] Reproduction of original in the Cambridge University Library.
Sommario/riassunto	eebo-0021

2. Record Nr.	UNINA9910148745503321
Titolo	Handbook of research on intelligent techniques and modeling applications in marketing analytics // Anil Kumar, Manoj Kumar Dash, Shrawan Kumar Trivedi, and Tapan Kumar Panda, editors
Pubbl/distr/stampa	Hershey, Pennsylvania : , : Business Science Reference, , 2017 ©2017
ISBN	1-5225-0998-4
Descrizione fisica	PDFs (427 pages) : illustrations
Collana	Advances in Business Information Systems and Analytics (ABISA) Book Series, , 2327-3283
Disciplina	658.8/3
Soggetti	Marketing research Marketing research - Data processing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	A new perspective on RFM analysis / Mohammad Hasan Aghdaie, Parham Fami Tafreshi -- A novel approach to segmentation using customer locations data and intelligent techniques / Basar Oztaysi [and 3 others] -- Fuzzy clustering: an analysis of service quality in the mobile phone industry / Mashhour H. Baeshen, Malcolm J. Beynon, Kate L. Daunt -- An analysis of the interactions among the enablers of information communication technology in humanitarian supply chain management: a fuzzy-based relationship modelling approach / Gaurav Kabra, A Ramesh -- Auto associative extreme learning machine based hybrids for data imputation / Chandan Gautam, Vadlamani Ravi -- Multi-criteria decision making in marketing by using fuzzy rough set / Tapan Kumar Das -- Fuzzy multi-objective association rule mining using evolutionary computation / Ganghishetti Pradeep, Vadlamani Ravi -- Improved seating plans for movie theatre to improve revenue: an integrated best worst method with EMSR-B / Kedar Pandurang Joshi, Nikhil Lohiya -- Applications of the stochastic multicriteria acceptability analysis method for consumer preference study / Tadeusz Trzaskalik [and 3 others] -- Modeling consumer opinion using RIDIT and grey relational analysis / Rohit Vishal Kumar, Subhajit Bhattacharyya -- Sentiment analysis as a tool to understand the

cultural relationship between consumer and brand / Nicola Capolupo, Gianpaolo Basile, Giancarlo Scozzese -- Improving customer experience using sentiment analysis in e-commerce / Vinay Kumar Jain, Shishir Kumar -- Adoption of online marketing for service SMEs with multi-criteria decision-making approach / Lanndon Ocampo [and 3 others] -- E-retailing from past to future: definitions, analysis, problems, and perspectives / Zehra Kamisli Ozturk, Mehmet Alegoz -- Fuzzy time series: an application in e-commerce / Ali Karasan, Ismail Sevim, Melih Cinar -- Understand the frequency of application usage by smartphone users: door is open, but closes quickly / Geetika Jain, Sapna Rakesh -- Car safety: a statistical analysis for marketing management / Antonio Carrizo Moreira, Monica Gouveia, Pedro Macedo -- Banking credit scoring assessment using predictive K-nearest neighbour (PKNN) classifier / Saroj Kanta Jena, Anil Kumar, Maheshwar Dwivedy -- Prediction of the quality of fresh water in a basin / Sira M. Allende [and 4 others] -- Operating commodities market by automated traders / Fodil Laib, Mohammed Said Radjef.

Sommario/riassunto

"This book features innovative research and implementation practices of analytics in marketing research, highlighting various techniques in acquiring and deciphering marketing data"--Provided by publisher.
