1.	Record Nr.	UNISA996393726903316
	Autore	Sherlock William <1641?-1707.>
	Titolo	The second part of the Preservative against popery [[electronic resource]] : shewing how contrary popery is to the true ends of the Christian religion, fitted for the instruction of unlearned Protestants / / by William Sherlock .
	Pubbl/distr/stampa	London, : Printed for W. Rogers ..., 1691
	Edizione	[The third edition.]
	Descrizione fisica	[2], 76, [2] p
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Advertisement: p. [1]-[2] at end. Reproduction of original in Duke University Library.
	Sommario/riassunto	eebo-0040

2.	Record Nr.	UNINA9910298557703321
	Autore	Kaufmann Michael
	Titolo	Inductive Fuzzy Classification in Marketing Analytics / / by Michael Kaufmann
	Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2014
	ISBN	3-319-05861-4
	Edizione	[1st ed. 2014.]
	Descrizione fisica	1 online resource (143 p.)
	Collana	Fuzzy Management Methods, , 2196-4149
	Disciplina	658.800151
	Soggetti	Business information services
		Data mining
		Marketing
		Machine theory
		Application software
		Electronic commerce
		IT in Business
		Data Mining and Knowledge Discovery
		Formal Languages and Automata Theory
		Computer and Information Systems Applications
		e-Commerce and e-Business
	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.
	Nota di contenuto	A Gradual Concept of Truth -- Fuzziness and Induction -- Analytics and Marketing -- Prototyping and Evaluation -- Precisiating Fuzziness by Induction.
	Sommario/riassunto	To enhance marketing analytics, approximate and inductive reasoning can be applied to handle uncertainty in individual marketing models. This book demonstrates the use of fuzzy logic for classification and segmentation in marketing campaigns. Based on practical experience as a data analyst and on theoretical studies as a researcher, the author explains fuzzy classification, inductive logic, and the concept of likelihood, and introduces a blend of Bayesian and Fuzzy Set approaches, allowing reasonings on fuzzy sets that are derived by

inductive logic. By application of this theory, the book guides the reader towards a gradual segmentation of customers which can enhance return on targeted marketing campaigns. The algorithms presented can be used for visualization, selection and prediction. The book shows how fuzzy logic can complement customer analytics by introducing fuzzy target groups. This book is for researchers, analytics professionals, data miners and students interested in fuzzy classification for marketing analytics.