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Mining Your Own Business: A Primer for Executives on Understanding and Employing Data Mining and Predictive Analytics

Jeff Deal, Gerhard Pilcher

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Data Mining and Predictive Analytics -

21st Century's Most Powerful New Management Tools

In this practical guide for organizational leaders and top-level executives, industry experts Jeff Deal and Gerhard Pilcher explain in clear, understandable English...

- What data mining and predictive analytics are
- Why they are such powerful management tools
- How and when to use them for greatest positive

impact across a broad spectrum of industries

Complete with solid advice and instructive case histories, it demonstrates how to harness the power of data mining and predictive analytics, while avoiding costly mistakes.

Use it to gain a quick overview of the subject and as a handy resource to be referred to again and again.

If you're preparing to lead or participate in a data analytics initiative, this is the one book you must read!

Receiving early, strong praise from business government leaders who are using these powerful management tools to achieve dramatic goals for projects and their organizations.

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