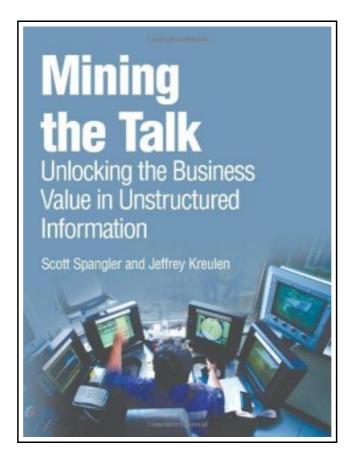
Mining the Talk: Unlocking the Business Value in Unstructured Information (Paperback)



Filesize: 4.12 MB

Reviews

This pdf is indeed gripping and interesting. It is definitely simplistic but shocks within the 50 percent of your book. Once you begin to read the book, it is extremely difficult to leave it before concluding. (Michael Spinka)

MINING THE TALK: UNLOCKING THE BUSINESS VALUE IN UNSTRUCTURED INFORMATION (PAPERBACK)



Pearson Education (US), United States, 2007. Paperback. Book Condition: New. 231 x 178 mm. Language: English . Brand New Book. Leverage Unstructured Data to Become More Competitive, Responsive, and Innovative In Mining the Talk, two leading-edge IBM researchers introduce a revolutionary new approach to unlocking the business value hidden in virtually any form of unstructured data-from word processing documents to websites, emails to instant messages. The authors review the business drivers that have made unstructured data so important-and explain why conventional methods for working with it are inadequate. Then, writing for business professionals-not just data mining specialists-they walk step-by-step through exploring your unstructured data, understanding it, and analyzing it effectively. Next, you ll put IBM s techniques to work in five key areas: learning from your customer interactions; hearing the voices of customers when they re not talking to you; discovering the collective consciousness of your own organization; enhancing innovation; and spotting emerging trends. Whatever your organization, Mining the Talk offers you breakthrough opportunities to become more responsive, agile, and competitive. * Identify your key information sources and what can be learned about them * Discover the underlying structure inherent in your unstructured information * Create flexible models that capture both domain knowledge and business objectives * Create visual taxonomies: pictures of your data and its key interrelationships * Combine structured and unstructured information to reveal hidden trends, patterns, and relationships * Gain insights from informal talk by customers and employees * Systematically leverage knowledge from technical literature, patents, and the Web * Establish a sustainable process for creating continuing business value from unstructured data Preface xv Acknowledgements xx Chapter 1: Introduction 1 Chapter 2: Mining Customer Interactions 21 Chapter 3: Mining the Voice of the Customer 71 Chapter 4: Mining the Voice of the Employee 93 Chapter 5: Mining...

- Read Mining the Talk: Unlocking the Business Value in Unstructured Information (Paperback) Online
- Download PDF Mining the Talk: Unlocking the Business Value in Unstructured Information (Paperback)

Other PDFs



A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 251×178 mm. Language: English . Brand New Book ***** Print on Demand *****. The ultimate learn-by-doing approach Written for beginners, useful for experienced developers who want to...

Download PDF »



The Frog Tells Her Side of the Story: Hey God, I m Having an Awful Vacation in Egypt Thanks to Moses! (Hardback)

Broadman Holman Publishers, United States, 2013. Hardback. Book Condition: New. Cory Jones (illustrator). 231 x 178 mm. Language: English . Brand New Book. Oh sure, we ll all heard the story of Moses and the...

Download PDF »



Children's Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English] (Paperback)

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****. ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

Download PDF »



Readers Clubhouse Set B Safe Streets (Paperback)

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. 231 x 147 mm. Language: English . Brand New Book. This is volume eight, Reading Level 2, in a comprehensive program (Reading Levels 1...

Download PDF »



Programming in D: Tutorial and Reference (Paperback)

Ali Cehreli, 2015. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****. The main aim of this book is to teach D to readers who are...

Download PDF »