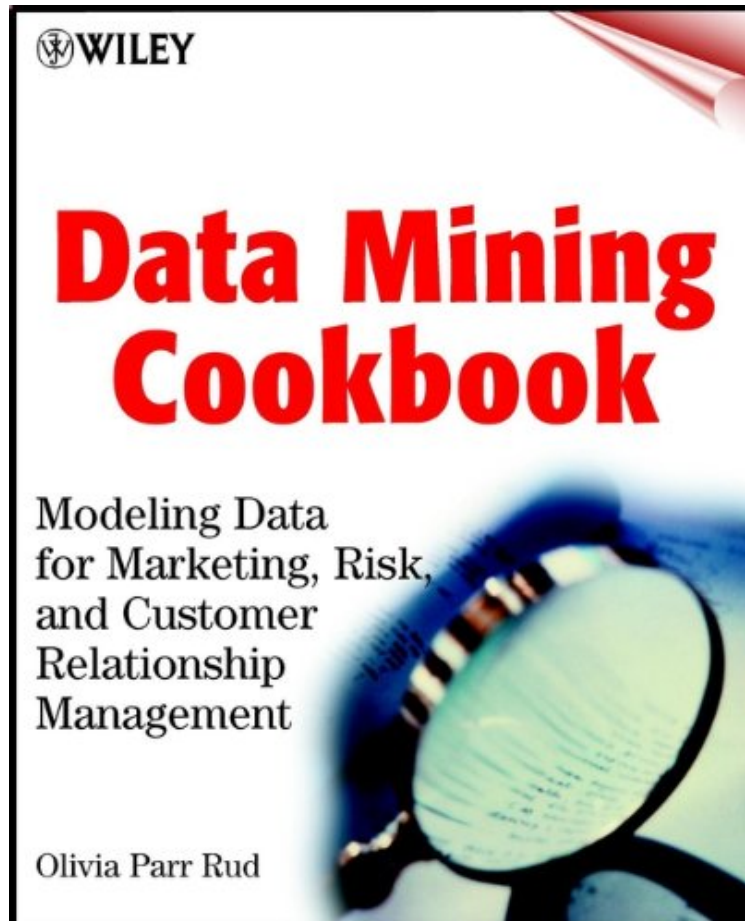


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Data Mining Cookbook: Modeling Data for Marketing, Risk, and Customer Relationship Management (Datawarehousing)

Olivia Parr Rud

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provides actual tested models of specific data mining questions for marketing, sales, customer service and retention, and risk management. A CD-ROM, sold separately, provides these models for reader use.