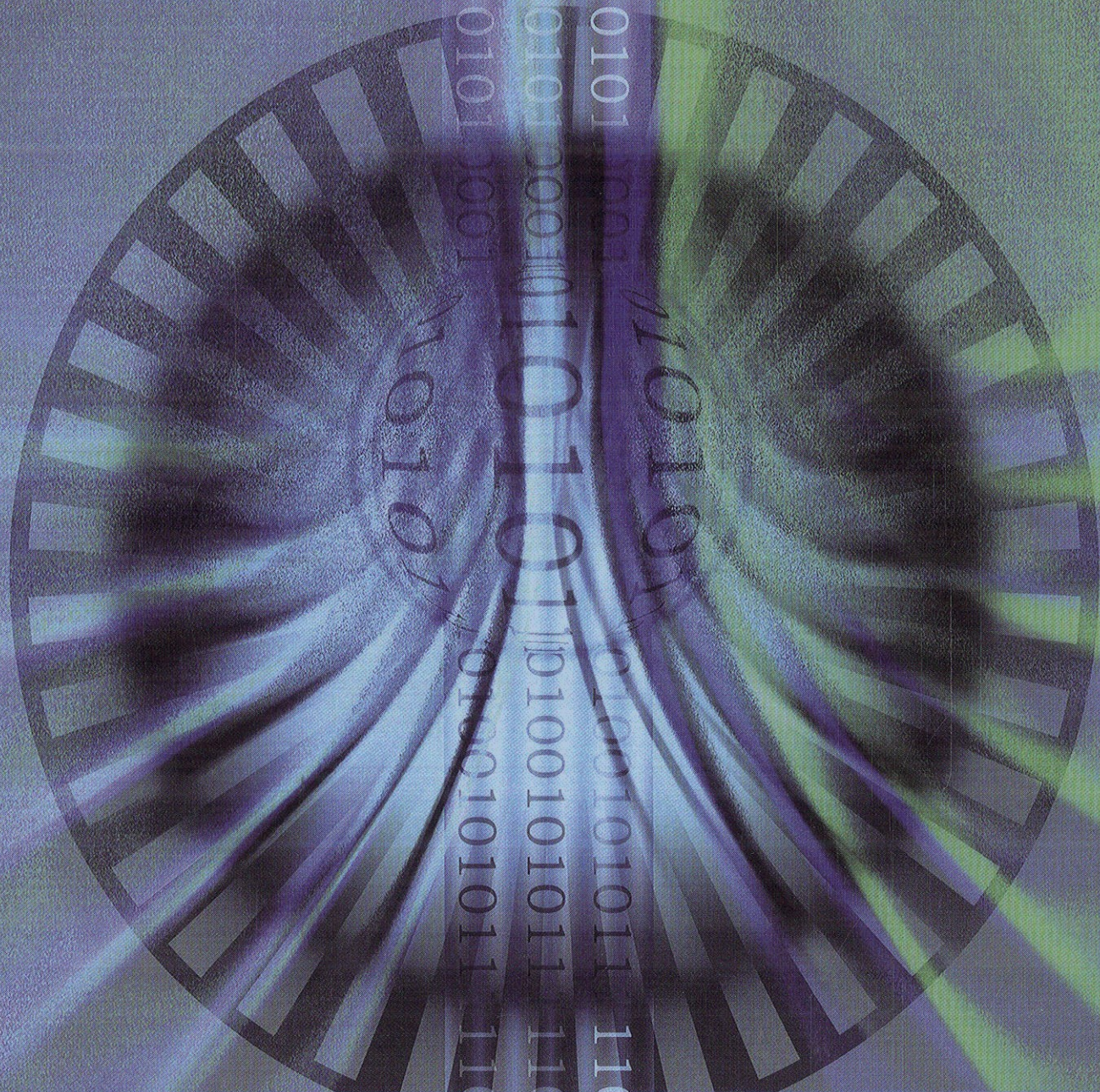


PREMIER REFERENCE SOURCE

DATA WAREHOUSING AND MINING

Concepts, Methodologies, Tools, and Applications



JOHN WANG

VOLUME VI

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by Volume

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Section 1. Fundamental Concepts and Theories

This section serves as the foundation for this exhaustive reference tool by addressing crucial theories essential to the understanding of data mining and warehousing. Chapters found within these pages provide an excellent framework in which to position data mining and warehousing within the field of information science and technology. Individual contributions provide insight into the critical incorporation of data mining and warehousing in the global community and explore crucial stumbling blocks of this field. Within this introductory section, the reader can learn and choose from a compendium of expert research on the elemental theories underscoring the research and application of data mining and warehousing.

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customer behavior are discussed throughout these chapters. Contributions within this section seek to answer the fundamental question of data mining and warehousing implementation in organizations: How can particular techniques best be integrated into businesses and what are the potential obstacles to such integration? Particular chapters provide case studies of data mining and warehousing use in business and address some of the most significant issues that have arisen from data mining and warehousing implementation.

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Section 7. Critical Issues

This section addresses conceptual and theoretical issues related to the field of data mining and warehousing, which include the ethical implications of data collection and the numerous approaches adopted by researchers that aid in making data mining and warehousing more effective. Within these chapters, the reader is presented with an in-depth analysis of the most current and relevant conceptual inquiries within this growing field of study. Particular chapters address data partitioning, data warehouse refreshment, and mining with incomplete data sets. Overall, contributions within this section ask unique, often theoretical questions related to the study of data mining and warehousing and, more often than not, conclude that solutions are both numerous and contradictory.

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Section 8. Emerging Trends

This section highlights research potential within the field of data mining and warehousing while also exploring uncharted areas of study for the advancement of the discipline. Introducing this section are selections providing . Discussions exploring semantic data mining, Web data warehousing and spatio-temporal databases provide insight into forthcoming issues in data mining and warehousing study. These contributions, which conclude this exhaustive, multi-volume set, provide emerging trends and suggestions for future research within this rapidly expanding discipline.

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