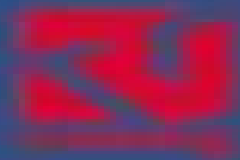


Hajo Hippner
Melanie Merzenich
Klaus D. Wilde (Hrsg.)

Handbuch

Web Mining im Marketing

- Konzepte
- Systeme
- Fallstudien



Handbuch Web Mining Im Marketing Konzepte Systeme Fallstudien Xbusiness Computing German Edition

**Hajo Hippner, Melanie Merzenich, Klaus
D. Wilde**



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Handbuch Web Mining im Marketing Hajo Hippner, Melanie Merzenich, Klaus D. Wilde, 2013-03-08 Das Handbuch deckt alle Facetten des Web Mining ab. Zunächst wird der Prozess des Web Mining ausführlich beschrieben, wobei insbesondere auf den Aspekt des Preprocessing der internetsspezifischen Daten eingegangen wird. Besonderer Wert wird auf die zahlreichen Einsatzpotenziale des Web Mining gelegt, wobei grundsätzliche Überlegungen mit den Ergebnissen bereits realisierter Projekte ergänzt werden.

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