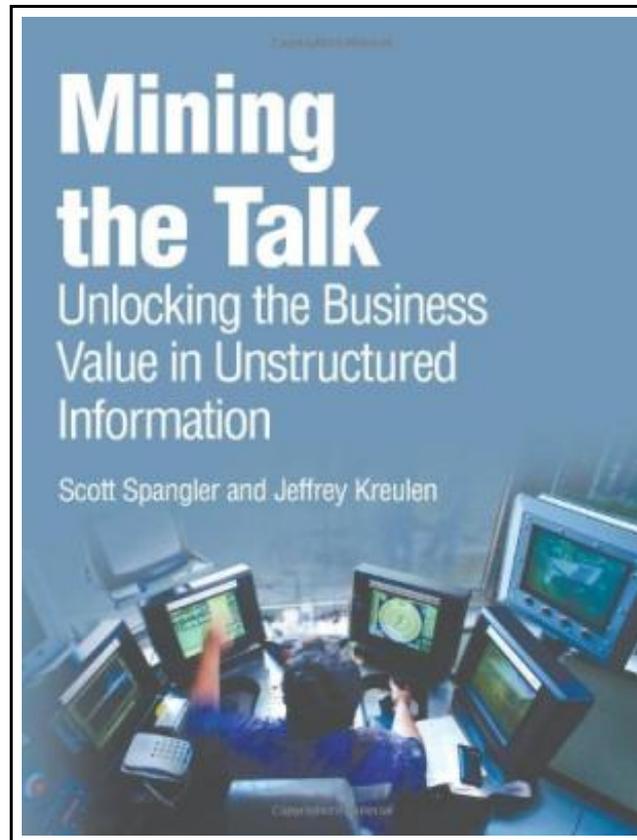


Mining the Talk: Unlocking the Business Value in Unstructured Information



Filesize: 4.06 MB

Reviews

A top quality ebook and the font employed was exciting to read. Of course, it can be enjoy, nonetheless an interesting and amazing literature. Your life span will likely be transform once you full reading this book.

(Phyllis Welch)

MINING THE TALK: UNLOCKING THE BUSINESS VALUE IN UNSTRUCTURED INFORMATION

DOWNLOAD



To get **Mining the Talk: Unlocking the Business Value in Unstructured Information** PDF, make sure you access the hyperlink under and download the ebook or gain access to additional information which are have conjunction with MINING THE TALK: UNLOCKING THE BUSINESS VALUE IN UNSTRUCTURED INFORMATION book.

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 Online](#)



[Download PDF Mining the Talk: Unlocking the Business Value in Unstructured Information](#)

Related PDFs



[PDF] A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Access the web link under to get "A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half" PDF file.

[Read ePub »](#)



[PDF] Weebies Family Halloween Night English Language: English Language British Full Colour

Access the web link under to get "Weebies Family Halloween Night English Language: English Language British Full Colour" PDF file.

[Read ePub »](#)



[PDF] The Curse of the Translucent Monster! (in Color): Warning: Not a Kids Story!!

Access the web link under to get "The Curse of the Translucent Monster! (in Color): Warning: Not a Kids Story!!" PDF file.

[Read ePub »](#)



[PDF] The Best Christmas Ever!: Christmas Stories, Jokes, Games, and Christmas Coloring Book!

Access the web link under to get "The Best Christmas Ever!: Christmas Stories, Jokes, Games, and Christmas Coloring Book!" PDF file.

[Read ePub »](#)



[PDF] Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Access the web link under to get "Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade" PDF file.

[Read ePub »](#)



[PDF] Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade

Access the web link under to get "Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade" PDF file.

[Read ePub »](#)