



Text Mining and its Applications to Intelligence, CRM and Knowledge Management (Advances in Management Information)

A. Zanasi

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Organizations generate and collect large volumes of textual data, which they use in daily operations. Unfortunately, many companies are unable to capitalize fully on the value of this data because information implicit within it is not easy to discern. In short, most organizations are unsure of how to extract the underlying business or research knowledge contained in their vast deposits of textual information such as articles, e-mails, web pages, memoranda, and surveys and are unable to integrate the textual information with traditional structured data sources to enrich the overall data mining process.

Primarily intended for business analysts and statisticians across multiple industries such as retail, telecommunications, financial services, government and pharmaceuticals, this book provides an introduction to the types of problems encountered and current available text mining solutions. It will also be suitable for use in undergraduate courses specializing in this area, and in business-oriented graduate and post graduate courses.

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