



# **Mining Your Own Business: A Primer for Executives on Understanding and Employing Data Mining and Predictive Analytics**

*Jeff Deal, Gerhard Pilcher*

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## **Mining Your Own Business: A Primer for Executives on Understanding and Employing Data Mining and Predictive Analytics** Jeff Deal, Gerhard Pilcher

In this practical guide for organizational leaders and top-level executives, industry experts Jeff Deal and Gerhard Pilcher explain in clear, understandable English...

- What data mining and predictive analytics are,
- Why they are such powerful management tools,
- How and when to use them for greatest positive impact across a broad spectrum of industries.

Complete with solid advice and instructive case histories, it demonstrates how to harness the power of data mining and predictive analytics, while avoiding costly mistakes. Use it to gain a quick overview of the subject and as a handy resource to be referred to again and again.

If you re preparing to lead or participate in a data analytics initiative, this is the one book you must read!

Receiving early, strong praise from business government leaders who are using these powerful management tools to achieve dramatic goals for projects and their organizations.

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