

# Data Mining for Managers: How to Use Data (Big and Small) to Solve Business Challenges

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**Data Mining for Managers: How to Use Data (Big and Small) to Solve Business Challenges** Boire Big Data is a growing business trend, but there little advice available on how to use it practically. Written by a data mining expert with over 30 years of experience, this book uses case studies to help marketers, brand managers and IT professionals understand how to capture and measure data for marketing purposes.

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