



Mining the Web: Transforming Customer Data into Customer Value

Gordon S. Linoff, Michael J. A. Berry

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Introduces business and technical managers to the exciting new frontier in database technology Web sites gather a lot of detailed information about customers. Unfortunately, most companies lack the means to use that information to improve their marketing and customer support functions. Considered by most experts to be the new frontier in the database and data warehousing fields, Web mining solves that problem.

Coauthored by two bestselling data mining authors, Mining the Web explains, for corporate decision makers, IT managers, and database marketers, how data mining principles and techniques can be applied to various types of Web sites. More importantly, they describe techniques for using the resulting goldmine of business data to develop more effective advertising campaigns and better customer service.

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