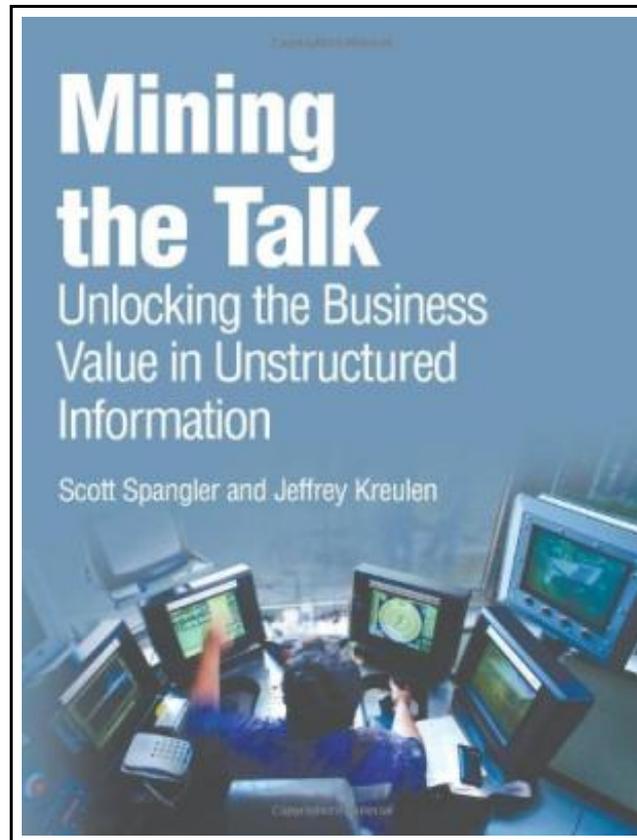


Mining the Talk: Unlocking the Business Value in Unstructured Information



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Reviews

Merely no phrases to describe. Better then never, though i am quite late in start reading this one. Its been written in an extremely easy way which is merely following i finished reading this publication through which in fact transformed me, change the way in my opinion.

(Pedro Renner)

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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...

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