Discriminative Clustering For Market Segmentation

Modern marketing techniques in industrialized countries cannot be implemented without segmentation of the potential market. Goods are no longer produced and sold without a significant consideration of customer needs combined with a recognition that these needs are heterogeneous. Since first emerging in the late 1950s, the concept of segmentation has been one of the most researched topics in the marketing literature. Segmentation has become a central topic to both the theory and practice of marketing, particularly in the recent development of finite mixture models to better identify market segments. This second edition of Market Segmentation updates and extends the integrated examination of segmention theory and methodology begun in the first edition. A chapter on mixture model analysis of paired comparison data has been added, together with a new chapter on the pros and cons of the mixture model. The book starts with a framework for considering the various bases and methods available for conducting segmentation studies. The second section contains a more detailed discussion of the methodology for market segmentation, from traditional clustering algorithms to more recent developments in finite mixtures and latent class models. Three types of finite mixture models are discussed in this second section: simple mixtures, mixtures of regressions and mixtures of unfolding models. The third main section is devoted to special topics in market segmentation such as joint segmentation, segmentation using tailored interviewing and segmentation with structural equation models. The fourth part covers four major approaches to applied market segmentation: geo-demographic, lifestyle, response-based, and conjoint analysis. The final concluding section discusses directions for further research.

Written by renowned data science experts Foster Provost and Tom Fawcett, Data Science for Business introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, Data Science for Business provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you're to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates

Tinnitus is the perception of a sound when no external sound is present. The severity of tinnitus varies but it can be debilitating for many patients. With more than 100 million people with chronic tinnitus worldwide, tinnitus is a disorder of high prevalence. The increased knowledge in the neuroscience of tinnitus has led to the emergence of promising treatment approaches, but no uniformly effective treatment for tinnitus has been identified. The large patient heterogeneity is considered to be the major obstacle for the development of effective treatment strategies against tinnitus. This eBook provides an inter- and multi-disciplinary collection of tinnitus research with the aim to better understand tinnitus heterogeneity and improve therapeutic outcomes.

This three-volume set, LNAI 10937, 10938, and 10939, constitutes the thoroughly refereed proceedings of the 22nd Pacific-Asia Conference on Advances in Knowledge Discovery and Data Mining, PAKDD 2018, held in Melbourne, VIC, Australia, in June 2018. The 164 full papers were carefully reviewed and selected from 592 submissions. The volumes present papers focusing on new ideas, original research results and practical development experiences from all KDD related areas, including data mining, data warehousing, machine learning, artificial intelligence, databases, statistics, knowledge engineering, visualization, decision-making systems and the emerging applications.

With Applications in R

First International Conference, BlockSys 2019, Guangzhou, China, December 7–8, 2019, Proceedings

Global Perspective for Competitive Enterprise, Economy and Ecology

Process, Methods and Application

Multi-disciplinary Trends in Artificial Intelligence

The Impact of Artificial Intelligence on Governance, Economics and Finance, Volume 2

Homeland Security Technology Challenges

In the United States, some populations suffer from far greater disparities in health than others. Those disparities are caused not only by fundamental differences in health status across segments of the population, but also because of inequities in factors that impact health status, so-called determinants of health. Only part of an individual's health status depends on his or her behavior and choice; community-wide problems like poverty, unemployment, poor education, inadequate housing, poor public transportation, interpersonal

violence, and decaying neighborhoods also contribute to health inequities, as well as the historic and ongoing interplay of structures, policies, and norms that shape lives. When these factors are not optimal in a community, it does not mean they are intractable: such inequities can be mitigated by social policies that can shape health in powerful ways. Communities in Action: Pathways to Health Equity seeks to delineate the causes of and the solutions to health inequities in the United States. This report focuses on what communities can do to promote health equity, what actions are needed by the many and varied stakeholders that are part of communities or support them, as well as the root causes and structural barriers that need to be overcome.

As customer orientation continues to gain importance in the marketing field, there has been a growing concern for organizations to implement effective customer centric policies. Customer-Centric Marketing Strategies: Tools for Building Organizational Performance provides a more conceptual understanding on customer-centric marketing strategies as well as revealing the success factors of these concepts. This book will discuss how to improve the organization�s financial and marketing performance.

Da estratégia à tática comercial, este livro aborda de forma acessível os grandes temas do Marketing Bancário, uma área assaz especializada e muito profissionalizada. Como segmentar o mercado? Que características devem ter os segmentos? Que segmentos servir? Como desenvolver ofertas únicas para cada segmento? Como rentabilizar um conjunto de Clientes? Como reforçar o cross-selling? Como apresentar ofertas de upselling? Como reter os Clientes já conquistados? Como preparar um Plano de Marketing? Como organizar um Departamento de Marketing? Perguntas essenciais e cuja resposta separa o êxito do fracasso. Indispensável para os profissionais de marketing do setor bancário, quadros do setor financeiro e alunos e professores de gestão e de marketing.

A hands-on approach to tasks and techniques in data stream mining and real-time analytics, with examples in MOA, a popular freely available open-source software framework. Today many information sources—including sensor networks, financial markets, social networks, and healthcare monitoring—are so-called data streams, arriving sequentially and at high speed. Analysis must take place in real time, with partial data and without the capacity to store the entire data set. This book presents algorithms and techniques used in data stream mining and real-time analytics. Taking a hands-on approach, the book demonstrates the techniques using MOA (Massive Online Analysis), a popular, freely available open-source software framework, allowing readers to try out the techniques after reading the explanations. The book first offers a brief introduction to the topic, covering big data mining, basic methodologies for mining data streams, and a simple example of MOA. More detailed discussions follow, with chapters on sketching techniques, change, classification, ensemble methods, regression, clustering, and frequent pattern mining. Most of these chapters include exercises, an MOA-based lab session, or both. Finally, the book discusses the MOA software, covering the MOA graphical user interface, the command line, use of its API, and the development of new methods within MOA. The book will be an essential reference for readers who want to use data stream mining as a tool, researchers in innovation or data stream mining, and programmers who want to create new algorithms for MOA.

Industrial and Managerial Solutions for Tourism Enterprises
Customer-Centric Marketing Strategies: Tools for Building Organizational Performance
Understanding It, Doing It, and Making It Useful
Learning Deep Architectures for AI
Marketing Bancário
Market Segmentation
Transactions on Computational Collective Intelligence XXIV

Data Mining: Concepts and Techniques, Fourth Edition provides the theories and methods for processing data or information used in various applications. Specifically, it explains data mining and the tools used in discovering knowledge from collected data, known as KDD. The book focuses on the feasibility, usefulness, effectiveness and scalability of techniques of large datasets. After describing data mining, the authors explain the methods of knowing, preprocessing, processing and warehousing data. They then present information about data warehouses, online analytical processing (OLAP), and data cube technology. Then, the methods involved in mining frequent patterns, associations, and correlations for large data sets are described. The book details the methods for data classification and introduces the concepts and methods for data clustering. The remaining chapters discuss the outlier detection and the trends, applications, and research frontiers in data mining. Users from computer science students, application developers, business professionals, and researchers who seek information on data mining will find this resource very helpful. Presents dozens of algorithms and implementation examples, all in pseudo-code and suitable for use in real-world, large-scale data mining projects Addresses advanced topics such as mining object-relational databases, spatial databases, multimedia databases, time-series databases, text databases, the World Wide Web, and applications in several fields Provides a comprehensive, practical look at the concepts and techniques needed to get the most out of your data

Annotation E-marketing is intrinsically interdisciplinary with academic researchers in many fields conducting research in the area. This book brings the work being conducted in many disciplines to one outlet, encouraging cross-fertilisation of ideas and greater dissemination of key research concepts.

This book brings together current innovative methods and approaches to segmentation and outlines why segmentation is needed to support more effective social marketing program design. It presents a variety of segmentation approaches alongside case studies of their application in various social marketing contexts. The book extends the use of segmentation in social marketing, which will ultimately lead to more effective and better-tailored programs that deliver change for the better. As such, it offers a detailed handbook on how to conduct state-of-the-art segmentation, and provides a valuable resource for academics, social marketers, educators, and advanced students alike.

Health Economics and Financing Encapsulates different case studies where green-IOT and machine learning can be used for making significant progress towards improvising the quality of life

and sustainable environment. The Internet of Things (IoT) is an evolving idea which is responsible for connecting billions of devices that acquire, perceive, and communicate data from their surroundings. Because this transmission of data uses significant energy, improving energy efficiency in IOT devices is a significant topic for research. The green internet of things (G-IoT) makes it possible for IoT devices to use less energy since intelligent processing and analysis are fundamental to constructing smart IOT applications with large data sets. Machine learning (ML) algorithms that can predict sustainable energy consumption can be used to prepare guidelines to make IoT device implementation easier. Green Internet of Things and Machine Learning lays the foundation of in-depth analysis of principles of Green-Internet of Things (G-IoT) using machine learning. It outlines various green ICT technologies, explores the potential towards diverse real-time areas, as well as highlighting various challenges and obstacles towards the implementation of G-IoT in the real world. Also, this book provides insights on how the machine learning and green IOT will impact various applications: It covers the Green-IOT and ML-based smart computing, ML techniques for reducing energy consumption in IOT devices, case studies of G-IOT and ML in the agricultural field, smart farming, smart transportation, banking industry and healthcare. Audience The book will be helpful for research scholars and researchers in the fields of computer science and engineering, information technology, electronics and electrical engineering. Industry experts, particularly in R&D divisions, can use this book as their problem-solving guide.

Conceptual and Methodological Foundations
Concepts, Methodologies, Tools, and Applications
From Sensing and Encrypting to Mining and Modeling
Advances in Algorithms, Theory, and Applications
Data Analysis, Machine Learning and Knowledge Discovery
Contemporary Research in E-marketing
Green Internet of Things and Machine Learning

This book constitutes the thoroughly refereed post conference papers of the First International Conference on Blockchain and Trustworthy Systems, Blocksys 2019, held in Guangzhou, China, in De regular papers and the 19 short papers were carefully reviewed and selected from 130 submissions. The papers are focus on Blockchain and trustworthy systems can be applied to many fields, su social management and supply chain management.

When it comes to food selection, consumers are very reliant on their senses. No matter the date on a carton of milk or the seal on the package of meat, how that milk smells and the color of tha any official factors. And when it comes to meal time, all the senses must conspire to agree that taste, smell, color, and texture are appealing. Fidel Toldrá was named 2010 American Meat Science Research Award recipient Compiled by two of the most esteemed researchers in the food science industry, Leo M.L. Nollet and Fidel Toldrá, Sensory Analysis of Foods of Animal Origin identifies an attributes to help those in the industry understand the importance of perceived sensory quality. This book is divided into four parts: meat; processed meats and poultry; fish and seafood products products. In all four parts, the authors – Describe the analysis of color and texture of the different foods of animal origin, as well as recent advances in texture measurement Discuss techniques f volatile compounds Detail and quantify a number of sensory aspects including descriptors, perception, and aroma Include subjective quality index methods that have recently been developed Each o discussion of the parameter in question, and as necessary, sample preparation methods are reviewed in depth. This is followed by a discussion and assessment of the sensory qualities, or a detaile detection methods. Finally, a brief summary covers the presence of these parameters in different end products, regions, and countries. With all the chapters written by experts in their fields, only and related literature is included.

Cluster analysis finds groups in data automatically. Most methods have been heuristic and leave open such central questions as: how many clusters are there? Which method should I use? How sh Classification assigns new observations to groups given previously classified observations, and also has open questions about parameter tuning, robustness and uncertainty assessment. This book classification in terms of statistical models, thus yielding principled estimation, testing and prediction methods, and sound answers to the central questions. It builds the basic ideas in an accessib extensive data examples and R code; describes modern approaches to high-dimensional data and networks; and explains such recent advances as Bayesian regularization, non-Gaussian model-based merging, variable selection, semi-supervised and robust classification, clustering of functional data, text and images, and co-clustering. Written for advanced undergraduates in data science, as wel practitioners, it assumes basic knowledge of multivariate calculus, linear algebra, probability and statistics.

The success of any organization is largely dependent on positive feedback and repeat business from patrons. By utilizing acquired marketing data, business professionals can more accurately asses products that their customers find appealing. The Handbook of Research on Intelligent Techniques and Modeling Applications in Marketing Analytics features innovative research and implementatio in marketing research. Highlighting various techniques in acquiring and deciphering marketing data, this publication is a pivotal reference for professionals, managers, market researchers, and pract the observation and utilization of data on marketing trends to promote positive business practices.

Blockchain and Trustworthy Systems
From Theory to Algorithms
6th International Workshop, NFMCP 2017, Held in Conjunction with ECML-PKDD 2017, Skopje, Macedonia, September 18-22, 2017, Revised Selected Papers
Towards an Understanding of Tinnitus Heterogeneity
Data Mining
Sensory Analysis of Foods of Animal Origin
Advances in Knowledge Discovery and Data Mining

Text mining applications have experienced tremendous advances because of web 2.0 and social networking applications. Recent advances in hardware and software technology have lead to a number of unique scenarios where text mining algorithms are learned. Mining Text Data introduces an important niche in the text analytics field, and is an edited volume contributed by leading

international researchers and practitioners focused on social networks & data mining. This book contains a wide swath in topics across social networks & data mining. Each chapter contains a comprehensive survey including the key research content on the topic, and the future directions of research in the field. There is a special focus on Text Embedded with Heterogeneous and Multimedia Data which makes the mining process much more challenging. A number of methods have been designed such as transfer learning and cross-lingual mining for such cases. Mining Text Data simplifies the content, so that advanced-level students, practitioners and researchers in computer science can benefit from this book. Academic and corporate libraries, as well as ACM, IEEE, and Management Science focused on information security, electronic commerce, databases, data mining, machine learning, and statistics are the primary buyers for this reference book.

Theoretical results suggest that in order to learn the kind of complicated functions that can represent high-level abstractions (e.g. in vision, language, and other AI-level tasks), one may need deep architectures. Deep architectures are composed of multiple levels of non-linear operations, such as in neural nets with many hidden layers or in complicated propositional formulae re-using many sub-formulae. Searching the parameter space of deep architectures is a difficult task, but learning algorithms such as those for Deep Belief Networks have recently been proposed to tackle this problem with notable success, beating the state-of-the-art in certain areas. This paper discusses the motivations and principles regarding learning algorithms for deep architectures, in particular those exploiting as building blocks unsupervised learning of single-layer models such as Restricted Boltzmann Machines, used to construct deeper models such as Deep Belief Networks.

Data analysis, machine learning and knowledge discovery are research areas at the intersection of computer science, artificial intelligence, mathematics and statistics. They cover general methods and techniques that can be applied to a vast set of applications such as web and text mining, marketing, medicine, bioinformatics and business intelligence. This volume contains the revised versions of selected papers in the field of data analysis, machine learning and knowledge discovery presented during the 36th annual conference of the German Classification Society (GfKl). The conference was held at the University of Hildesheim (Germany) in August 2012.

Coffee is one of the most popular drinks in the world but how does the production influence chemistry and quality? This book covers coffee production, quality and chemistry from the plant to the cup. Written by an international collection of contributors in the field who concentrate on coffee research, it is edited expertly to ensure quality of content, consistency and organization across the chapters. Aimed at advanced undergraduates, postgraduates and researchers and accompanied by a sister volume covering how health is influenced by the consumption of coffee, these titles provide an impactful and accessible guide to the current research in the field.

Understanding Machine Learning
Tools for Building Organizational Performance
Data Mining and Knowledge Discovery
22nd Pacific-Asia Conference, PAKDD 2018, Melbourne, VIC, Australia, June 3-6, 2018, Proceedings, Part I
Proceedings of the Third SIAM International Conference on Data Mining
A Shifting Paradigm
New Frontiers in Mining Complex Patterns

The 2016 International Conference on Civil, Architecture and Environmental Engineering (ICCAE 2016), November 4-6, 2016, Taipei, Taiwan, is organized by China University of Technology and Taiwan Society of Construction Engineers, aimed to bring together professors, researchers, scholars and industrial pioneers from all over the world. ICCAE 2016 is the premier forum for the presentation and exchange of experience, progress and research results in the field of theoretical and industrial experience. The conference consists of contributions promoting the exchange of ideas between researchers and educators all over the world. Mathematical finance plays a vital role in many fields within finance and provides the theories and tools that have been widely used in all areas of finance. Knowledge of mathematics, probability, and statistics is essential to develop finance theories and test their validity through the analysis of empirical, real-world data. For example, mathematics, probability, and statistics

could help to develop pricing models for financial assets such as equities, bonds, currencies, and derivative securities.

This book examines emerging theories, frameworks, and applications of global marketing for the 21st century. It highlights how global marketing is changing in a globalized and digital economy that is fast increasing in complexity and uncertainty. The traditional approach to global marketing is no longer sufficient to address the emerging issues in global markets. Global companies need to challenge traditional assumptions in global marketing in an era of shifting political, cultural, economic, and technological changes. They need to take a fresh look at the contemporary threats and opportunities in markets, institutions, and technology and how they affect entry and expansion strategies through careful re-calibration of the marketing-mix. This book offers new insights for global marketing that addresses these issues. This book should be an ideal resource to both academic scholars and reflective practitioners globally such as CEOs and chief marketing officers as well as government officials and policy makers interested in formulating strategies/policies for global marketing activities in the face of a globalized and digitized economy. This well-crafted research volume is an excellent addition to the growing literature on new trends in international marketing. The authors present the latest insight on the impact of phenomena such as cross-border e-commerce and digital markets, and they discuss new tools for political risk assessment, international branding and more broadly the reconfiguring of marketing-mix strategies – A powerful reminder that the new global market remains a rugged landscape. - Alain Verbeke, McCaig Research Chair in Management and Editor-in-Chief Journal of International Business Studies, University of Calgary, Canada. Emerging trends in institutions, markets, and societies, along with new technological advances, are redefining the scope and strategy in global marketing. Professors Agarwal and Wu have assembled a remarkable collection of cutting-edge topics and issues that capture the shifting paradigm and contemporary developments in the global marketing field. This is an informative and timely resource that makes a valuable contribution, useful for both scholars and business practitioners of global marketing. - Constantine S. Katsikeas, Arnold Ziff Endowed Research Chair in Marketing & International Management, Editor-in-Chief Journal of International Marketing, University of Leeds, UK. This book presents new and cutting-edge thinking at a time when the traditional views of international marketing need to be scrapped. Convergence forces are creating new opportunities as well as threats on a daily basis, and marketing practitioners as well as scholars must be forewarned as well as forearmed on how to deal with these changes. The real growth is coming from the emerging nations, and the theories that provided sufficient insights ten years ago have been completely outmoded by the ever-accelerating rate of innovation and technological change as well as the pressures to address the needs of all of the firm's relevant stakeholders. The strategic insights provided here are absolutely invaluable. Don't miss an opportunity to read this book!! - John B. Ford, Professor of Marketing & International Business, Eminent Scholar & Haislip-Rohrer Fellow, Editor-in-Chief, Journal of Advertising Research, Old Dominion University, USA.

These transactions publish research in computer-based methods of computational collective intelligence (CCI) and their applications in a wide range of fields such as the semantic Web, social networks, and multi-agent systems. TCCI strives to cover new methodological, theoretical and practical aspects of CCI understood as the form of intelligence that emerges from the collaboration and competition of many individuals (artificial and/or natural). The application of multiple computational intelligence technologies, such as fuzzy systems, evolutionary computation, neural systems, consensus theory, etc., aims to support human and other collective intelligence and to create new forms of CCI in natural and/or artificial systems. This twenty-forth issue contains 9 carefully selected and revised contributions.p>

Coffee

Proceedings of the International Conference ICCAE, Taipei, Taiwan, November 4-6, 2016

with Practical Examples in MOA

Data Science for Business

What You Need to Know about Data Mining and Data-Analytic Thinking

Model-Based Clustering and Classification for Data Science

Production, Quality and Chemistry

The third SIAM International Conference on Data Mining provided an open forum for the presentation, discussion and development of innovative algorithms, software and theories for data mining applications and

data intensive computation. This volume includes 21 research papers.

Penetrates the human computer interaction (HCI) field with breadth and depth of comprehensive research.

This volume constitutes the refereed proceedings of the 6th Multi-disciplinary International Workshop On Artificial Intelligence, MIWAI 2012, held in Ho Chi Minh City, Vietnam, in December 2012. The 29 revised full papers presented were carefully reviewed and selected from numerous submissions. The papers are organized in topical sections in AI-GIS for climate change, computer vision, decision theory, e-commerce and AI, multiagent planning and learning, game theory, industrial applications of AI, multiagent systems and evolving intelligence, robotics and Web services.

This exciting collection of papers represents some of the finest communications research published during the last decade. To mark the 20th anniversary of the European Journal of Communication, a leading international journal, the editors have selected 21 papers, all of which make significant and valuable interventions in the field of media and communications. The volume is prefaced with an introduction by the editors and will be a central research text for scholars in this field.

Segmentation in Social Marketing

Handbook of Research on Intelligent Techniques and Modeling Applications in Marketing Analytics

Constrained Clustering

Concepts and Techniques

Mining Text Data

Theory, Tools, and Technology

Discriminant Analysis and Clustering

The tourism and hospitality industries are seeing continued success, which is why so many new businesses are trying to find a foothold in the field. However, the functions and responsibilities of management differ heavily between organizations within the tourism industry, such as the differences faced by big chain hotels, family owned hotels, and individually owned hotels. Understanding the methods of managing such companies is vital to ensuring their success. Industrial and Managerial Solutions for Tourism Enterprises is a pivotal reference source that focuses on the latest developments on management in the tourism and hospitality industries. Highlighting a range of topics including core competency, customer relationship management, and departmental relationships, this book is ideally designed for managers, restaurateurs, tour developers, destination management professionals, travel agencies, tourism media journalists, hotel managers, management consulting companies, human resources professionals, performance evaluators, researchers, academicians, and students.

This book features a collection of revised and significantly extended versions of the papers accepted for presentation at the 6th International Workshop on New Frontiers in Mining Complex Patterns, NFMCP 2017, held in conjunction with ECML-PKDD 2017 in Skopje, Macedonia, in September 2017. The book is composed of five parts: feature selection and induction; classification prediction; clustering; pattern discovery; applications. The workshop was aimed at discussing and introducing new algorithmic foundations and representation formalisms in complex pattern discovery. Finally, it encouraged the integration of recent results from existing fields, such as Statistics, Machine Learning and Big Data Analytics.

"This reference book penetrates the human computer interaction (HCI) field a wide variety of comprehensive research papers aimed at expanding the knowledge of HCI"--Provided by publisher.

Since the initial work on constrained clustering, there have been numerous advances in methods, applications, and our understanding of the theoretical properties of constraints and constrained clustering algorithms. Bringing these developments together, Constrained Clustering: Advances in Algorithms, Theory, and Applications presents an extensive collection of the latest innovations in clustering data analysis methods that use background knowledge encoded as constraints. Algorithms The first five chapters of this volume investigate advances in the use of instance-level, pairwise constraints for partitional and hierarchical clustering. The book then explores other types of constraints for clustering, including cluster size balancing, minimum cluster size,and cluster-level relational constraints. Theory It also describes variations of the traditional clustering under constraints problem as well as approximation algorithms with helpful performance guarantees. Applications The book ends by applying clustering with constraints to relational data, privacy-preserving data publishing, and video surveillance data. It discusses an interactive visual clustering approach, a distance metric learning approach, existential constraints, and automatically generated constraints. With contributions from industrial researchers and leading academic experts who pioneered the field, this volume delivers thorough coverage of the capabilities and limitations of constrained clustering methods as well as introduces new types of constraints and clustering algorithms.

Human Computer Interaction
Civil, Architecture and Environmental Engineering Volume 2
Communities in Action
Emerging Issues in Global Marketing
Market Segmentation Analysis
Communication Theory and Research
6th International Workshop, MIWAI 2012, Ho Chin Minh City, Vietnam, December 26-28, 2012, Proceedings

Global Perspective for Competitive Enterprise, Economy and Ecology addresses the general theme of the Concurrent Engineering (CE) 2009 Conference - the need for global advancements in the areas of competitive enterprise, economy and ecology. The proceedings contain 84 papers, which vary from the theoretical and conceptual to the practical and industrial. The content of this volume reflects the genuine variety of issues related to current CE methods and phenomena. Global Perspective for Competitive Enterprise, Economy and Ecology will therefore enable researchers, industry practitioners, postgraduate students and advanced undergraduates to build their own view of the inherent problems and methods in CE.

Introduces machine learning and its algorithmic paradigms, explaining the principles behind automated learning approaches and the considerations underlying their usage.

This practical book offers you expert guidance on sensors and the preprocessing of sensed data, the handling of sensed data with secure and safe procedures, and the design, modeling and simulation of complex HS systems. You learn how to store, encrypt and mine sensitive data. Further, the book shows how data is transmitted and received along wired or wireless networks, operating on electromagnetic channels.

This book is published open access under a CC BY 4.0 license. This open access book offers something for everyone working with market segmentation: practical guidance for users of market segmentation solutions; organisational guidance on implementation issues; guidance for market researchers in charge of collecting suitable data; and guidance for data analysts with respect to the technical and statistical aspects of market segmentation analysis. Even market segmentation experts will find something new, including an approach to exploring data structure and choosing a suitable number of market segments, and a vast array of useful visualisation techniques that make interpretation of market segments and selection of target segments easier. The book talks the reader through every single step, every single potential pitfall, and every single decision that needs to be made to ensure market segmentation analysis is conducted as well as possible. All calculations are accompanied not only with a detailed explanation, but also with R code that allows readers to replicate any aspect of what is being covered in the book using R, the open-source environment for statistical computing and graphics.

Mathematical Finance with Applications
Proceedings of the 16th ISPE International Conference on Concurrent Engineering
Machine Learning for Data Streams
Towards a Smart Sustainable World
Sentiment Analysis for Social Media
Pathways to Health Equity

Sentiment analysis is a branch of natural language processing concerned with the study of the intensity of the emotions expressed in a piece of text. The automated analysis of the multitude of messages delivered through social media is one of the hottest research fields, both in academy and in industry, due to its extremely high potential applicability in many different domains. This Special Issue describes both technological contributions to the field, mostly based on deep learning techniques, and specific applications in areas like health insurance, gender classification, recommender systems, and cyber aggression detection.