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Mining the Talk: Unlocking the Business Value in Unstructured Information

By Scott Spangler, Jeffrey T. Kreulen

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...



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