

Data Warehousing and Mining: Concepts, Methodologies, Tools, and Applications

John Wang
Montclair State University, USA



INFORMATION SCIENCE REFERENCE

Hershey • New York

Acquisitions Editor: Kristin Klinger
Development Editor: Kristin Roth
Senior Managing Editor: Jennifer Neidig
Managing Editor: Jamie Snavelly
Typesetter: Michael Brehm, Jeff Ash, Carole Coulson, Elizabeth Duke, Jamie Snavelly, Sean Woznicki
Cover Design: Lisa Tosheff
Printed at: Yurchak Printing Inc.

Published in the United States of America by
Information Science Reference (an imprint of IGI Global)
701 E. Chocolate Avenue, Suite 200
Hershey PA 17033
Tel: 717-533-8845
Fax: 717-533-8661
E-mail: cust@igi-global.com
Web site: <http://www.igi-global.com/reference>

and in the United Kingdom by
Information Science Reference (an imprint of IGI Global)
3 Henrietta Street
Covent Garden
London WC2E 8LU
Tel: 44 20 7240 0856
Fax: 44 20 7379 0609
Web site: <http://www.eurospanonline.com>

Library of Congress Cataloging-in-Publication Data

Data warehousing and mining : concepts, methodologies, tools and applications / John Wang, editor.

p. cm.

Summary: "This collection offers tools, designs, and outcomes of the utilization of data mining and warehousing technologies, such as algorithms, concept lattices, multidimensional data, and online analytical processing. With more than 300 chapters contributed by over 575 experts from around the globe, this authoritative collection will provide libraries with the essential reference on data mining and warehousing"--Provided by publisher.

Includes bibliographical references and index.

ISBN 978-1-59904-951-9 (hbk.) -- ISBN 978-1-59904-952-6 (e-book)

1. Data mining. 2. Data warehousing. I. Wang, John, 1955-

QA76.9.D343D398 2008

005.74--dc22

2008001934

Copyright © 2008 by IGI Global. All rights reserved. No part of this publication may be reproduced, stored or distributed in any form or by any means, electronic or mechanical, including photocopying, without written permission from the publisher.

Product or company names used in this set are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark.

British Cataloguing in Publication Data

A Cataloguing in Publication record for this book is available from the British Library.

15 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/translating-advances-data-mining-business/7796

Related Content

Data Mining: A New Arsenal for Strategic Decision-making

Sufi M. Nazem and Bongsik Shin (2002). *Data Warehousing and Web Engineering* (pp. 103-112).
www.irma-international.org/chapter/data-mining-new-arsenal-strategic/7864

Mobile User Data Mining and Its Applications

John Goh and David Taniar (2008). *Data Warehousing and Mining: Concepts, Methodologies, Tools, and Applications* (pp. 1519-1538).
www.irma-international.org/chapter/mobile-user-data-mining-its/7712

Temporal Association Rule Mining in Event Sequences

Sherri K. Harms (2005). *Encyclopedia of Data Warehousing and Mining* (pp. 1098-1102).
www.irma-international.org/chapter/temporal-association-rule-mining-event/10760

Combinatorial Fusion Analysis: Methods and Practices of Combining Multiple Scoring Systems

D. Frank Hsu, Yun-Sheng Chung and Kristal Bruce S. (2008). *Data Warehousing and Mining: Concepts, Methodologies, Tools, and Applications* (pp. 1157-1181).
www.irma-international.org/chapter/combinatorial-fusion-analysis/7692

Handling Structural Heterogeneity in OLAP

Carlos A. Hurtado and Claudio Gutierrez (2007). *Data Warehouses and OLAP: Concepts, Architectures and Solutions* (pp. 27-57).
www.irma-international.org/chapter/handling-structural-heterogeneity-olap/7615