

# 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](mailto: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.

16 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/privacy-implications-organizational-data-mining/7807](http://www.igi-global.com/chapter/privacy-implications-organizational-data-mining/7807)

## Related Content

---

### Graph Transformations and Neural Networks

Ingrid Fischer (2005). *Encyclopedia of Data Warehousing and Mining* (pp. 534-539).

[www.irma-international.org/chapter/graph-transformations-neural-networks/10655](http://www.irma-international.org/chapter/graph-transformations-neural-networks/10655)

### Data Warehousing and Analytics in Banking: Implementation

L. Venkat Narayanan (2008). *Data Warehousing and Mining: Concepts, Methodologies, Tools, and Applications* (pp. 1840-1854).

[www.irma-international.org/chapter/data-warehousing-analytics-banking/7736](http://www.irma-international.org/chapter/data-warehousing-analytics-banking/7736)

### Privacy-Preserving Data Mining and the Need for Confluence of Research and Practice

Lixin Fu, Hamid Nematian and Fereidoon Sadri (2008). *Data Warehousing and Mining: Concepts, Methodologies, Tools, and Applications* (pp. 2402-2420).

[www.irma-international.org/chapter/privacy-preserving-data-mining-need/7770](http://www.irma-international.org/chapter/privacy-preserving-data-mining-need/7770)

### Agent-Mediated Knowledge Acquisition for User Profiling

A. Andreevskaia, R. Abi-Aad and T. Radhakrishnan (2008). *Data Warehousing and Mining: Concepts, Methodologies, Tools, and Applications* (pp. 1486-1501).

[www.irma-international.org/chapter/agent-mediated-knowledge-acquisition-user/7711](http://www.irma-international.org/chapter/agent-mediated-knowledge-acquisition-user/7711)

### Facilitating and Improving the Use of Web Services with Data Mining

Richi Nayak (2008). *Data Warehousing and Mining: Concepts, Methodologies, Tools, and Applications* (pp. 2022-2035).

[www.irma-international.org/chapter/facilitating-improving-use-web-services/7746](http://www.irma-international.org/chapter/facilitating-improving-use-web-services/7746)