Web Data Mining and Applications in Business Intelligence and Counter-Terrorism

Bhavani Thuraisingham

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The explosion of Web-based data has created a demand among executives and technologists for methods to identify, gather, analyze, and utilize data that may be of value to corporations and organizations. The emergence of data mining, and the larger field of Web mining, has businesses lost within a confusing maze of mechanisms and strategies for obtaining and managing crucial intelligence.

Web Data Mining and Applications in Business Intelligence and Counter-Terrorism responds by presenting a clear and comprehensive overview of Web mining, with emphasis on CRM and, for the first time, security and counter-terrorism applications. The tools and methods of Web mining are revealed in an easy-to-understand style, emphasizing the importance of practical, hands-on experience in the creation of successful e-business solutions.

The author, a program director for Data and Applications Security at the National Science Foundations, details how both opportunities and dangers on the Web can be identified and managed. Armed with the knowledge contained in this book, businesses can collect and analyze Web-based data to help develop customer relationships, increase sales, and identify existing and potential threats. Organizations can apply these same Web mining techniques to battle the real and present danger of terrorism, demonstrating Web mining's critical role in the intelligence arsenal.

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