



# **Document Warehousing and Text Mining: Techniques for Improving Business Operations, Marketing, and Sales**

*Dan Sullivan*

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# Document Warehousing and Text Mining: Techniques for Improving Business Operations, Marketing, and Sales

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What developers need to know about the rapidly growing technologies of document warehousing and text mining This unique book shows warehouse developers and managers how to build this new type of warehouse, how to organize free-form text for easy access, and, most importantly, how to exploit text mining techniques to provide timely and accurate information for decision-makers. The author covers the complete process of building and managing a document warehouse, including examples of actual implementations, a review of security issues and tools such as XML and Wide Area Information Servers and their selection criteria, and how text mining techniques are different from data mining techniques.

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