# Web Data Mining from Wiley

Web Data Mining is a relatively new and rapidly expanding area crossing the boundaries of both Computer Science and Statistics. Nonetheless, it is already being extensively applied in commercial web-based systems, and there is growing demand for innovative approaches to solve practical problems in processing the vast amount of data being generated. In the forthcoming series we hope to provide comprehensive coverage of this exciting area, which apply methods from statistics, machine learning and more broadly from computational intelligence to the web mining area.

## Proposals welcomed in:

- Web usage mining and clickstream analysis.
- Web content mining, including text, audio, image and video mining.
- Web structure mining, including link mining.
- Web search, including methods for ranking and citation analysis.
- Social network analysis, including social bookmarking and tagging.
- Recommender systems and collaborative filtering.
- Opinion and sentiment mining.
- Web advertising.

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## Available now

### Next Generation of Data-Mining Applications

MEHMED KANTARDZIC AND JOZEF ZURADA, UNIV. OF LOUISVILLE, USA

Includes twenty-five novel and diverse contributions from experienced and well-respected data mining scientists and practitioners that describe their recent applications using state-of-the-art methods and algorithms

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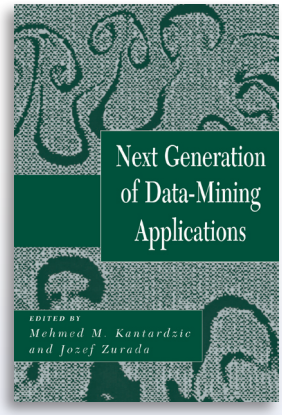
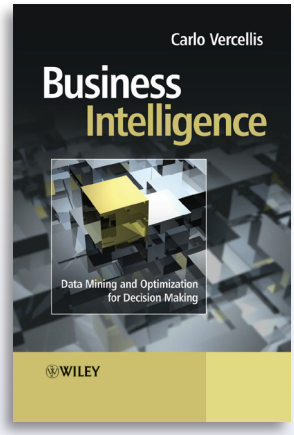
**Wiley-IEEE Press**

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CARLO VERCELLIS

Business Intelligence provides readers with an introduction and practical guide to the mathematical models and analysis methodologies vital to business intelligence.

Covers all the hot topics such as data warehousing, data mining and its applications, machine learning, classification, supply optimization models, decision support systems, and analytical methods for performance evaluation.

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### Mining Graph Data

DIANE J. COOK, UNIVERSITY OF TEXAS, USA

LAWRENCE B. HOLDER, WASHINGTON STATE UNIVERSITY, USA

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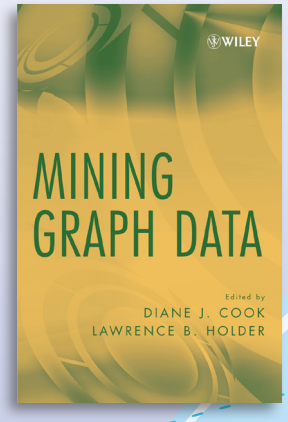
**978-0-471-73190-0 500pp 2006**

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## Applied Data Mining for Business and Industry

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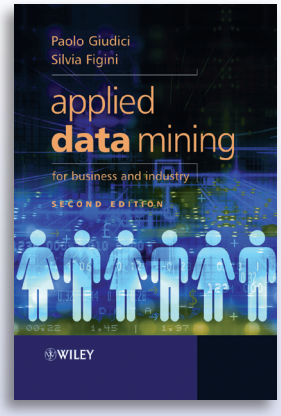


## Data Mining the Web

***Uncovering Patterns in Web Content, Structure, and Usage***

**ZDRAVKO MARKOV AND DANIEL T. LAROSE**
**CENTRAL CONNECTICUT STATE UNIV. USA**

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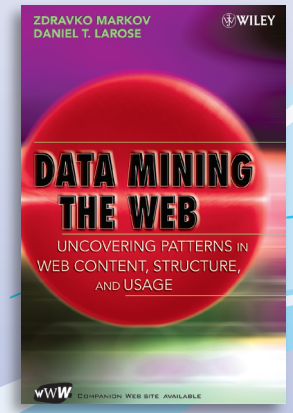
**978-0-471-66655-4 218pp 2007**

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