Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data (Data-Centric Systems and Applications)

By Bing Liu

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This book provides a comprehensive text on Web data mining. Key topics of structure mining, content mining, and usage mining are covered. The book brings together all the essential concepts and algorithms from related areas such as data mining, machine learning, and text processing to form an authoritative and coherent text. The book offers a rich blend of theory and practice. It is suitable for students, researchers and practitioners interested in Web mining. Lecturers can readily use it for classes on data mining, Web mining, and Web search. Internet support with lecture slides and project problems is available online.

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