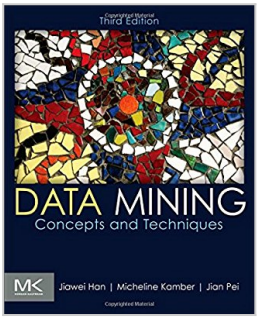

Data Mining: Concepts and Techniques, Third Edition (The Morgan Kaufmann Series in Data Management Systems)

By Jiawei Han, Micheline Kamber, Jian Pei

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The increasing volume of data in modern business and science calls for more complex and sophisticated tools. Although advances in data mining technology have made extensive data collection much easier, itâ€™s still always evolving and there is a constant need for new techniques and tools that can help us transform this data into useful information and knowledge.

Since the previous editionâ€™s publication, great advances have been made in the field of data mining. Not only does the third of edition of *Data Mining: Concepts and Techniques* continue the tradition of equipping you with an understanding and application of the theory and practice of discovering patterns hidden in large data sets, it also focuses on new, important topics in the field: data warehouses and data cube technology, mining stream, mining social networks, and mining spatial, multimedia and other complex data. Each chapter is a stand-alone guide to a critical topic, presenting proven algorithms and sound implementations ready to be used directly or with strategic modification against live data. This is the resource you need if you want to apply todayâ€™s most powerful data mining techniques to meet real business challenges.

* Presents dozens of algorithms and implementation examples, all in pseudo-code and suitable for use in real-world, large-scale data mining projects. * Addresses advanced topics such as mining object-relational databases, spatial databases, multimedia databases, time-series databases, text databases, the World Wide Web, and applications in several fields. *Provides a comprehensive, practical look at the concepts and techniques you need to get the most out of your data

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Editorial Review

Amazon.com Review

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Read a Sample Chapter from *Data Mining: Concepts and Techniques*

Method	General Characteristics
Partitioning methods	– Find mutually exclusive clusters of spherical shape – Distance-based – May use mean or medoid (etc.) to represent cluster center – Effective for small- to medium-size data sets
Hierarchical methods	– Clustering is a hierarchical decomposition (i.e., multiple levels) – Cannot correct erroneous merges or splits – May incorporate other techniques like microclustering or consider object "linkages"
Density-based methods	– Can find arbitrarily shaped clusters – Clusters are dense regions of objects in space that are separated by low-density regions – Cluster density: Each point must have a minimum number of points within its "neighborhood" – May filter out outliers
Grid-based methods	– Use a multiresolution grid data structure – Fast processing time (typically independent of the number of data objects, yet dependent on grid size)

Read a sample chapter from *Data Mining: Concepts and Techniques*

Review

"A well-written textbook (2nd ed., 2006; 1st ed., 2001) on data mining or knowledge discovery. The text is supported by a strong outline. The authors preserve much of the introductory material, but add the latest techniques and developments in data mining, thus making this a comprehensive resource for both beginners and practitioners. The focus is data-all aspects. The presentation is broad, encyclopedic, and comprehensive, with ample references for interested readers to pursue in-depth research on any technique. Summing Up: Highly recommended. Upper-division undergraduates through professionals/practitioners." **--CHOICE**

"This interesting and comprehensive introduction to data mining emphasizes the interest in multidimensional data mining--the integration of online analytical processing (OLAP) and data mining. Some chapters cover basic methods, and others focus on advanced techniques. The structure, along with the didactic presentation, makes the book suitable for both beginners and specialized readers." **--ACM's Computing Reviews.com**

"We are living in the data deluge age. The Data Mining: Concepts and Techniques shows us how to find useful knowledge in all that data. Thise 3rd editionThird Edition significantly expands the core chapters on data preprocessing, frequent pattern mining, classification, and clustering. The bookIt also comprehensively covers OLAP and outlier detection, and examines mining networks, complex data types, and important application areas. The book, with its companion website, would make a great textbook for analytics, data mining, and knowledge discovery courses." **--Gregory Piatetsky, President, KDnuggets**

"Jiawei, Micheline, and Jian give an encyclopaedic coverage of all the related methods, from the classic topics of clustering and classification, to database methods (association rules, data cubes) to more recent and advanced topics (SVD/PCA , wavelets, support vector machines)…. Overall, it is an excellent book on classic and modern data mining methods alike, and it is ideal not only for teaching, but as a reference book." **--From the foreword by Christos Faloutsos, Carnegie Mellon University**

"A very good textbook on data mining, this third edition reflects the changes that are occurring in the data mining field. It adds cited material from about 2006, a new section on visualization, and pattern mining with the more recent cluster methods. It's a well-written text, with all of the supporting materials an instructor is likely to want, including Web material support, extensive problem sets, and solution manuals. Though it serves as a data mining text, readers with little experience in the area will find it readable and enlightening. That being said, readers are expected to have some coding experience, as well as database design and statistics analysis knowledge…Two additional items are worthy of note: the text's bibliography is an excellent reference list for mining research; and the index is very complete, which makes it easy to locate information. Also, researchers and analysts from other disciplines--for example, epidemiologists, financial analysts, and psychometric researchers--may find the material very useful." **--Computing Reviews**

"Han (engineering, U. of Illinois-Urbana-Champaign), Micheline Kamber, and Jian Pei (both computer science, Simon Fraser U., British Columbia) present a textbook for an advanced undergraduate or beginning graduate course introducing data mining. Students should have some background in statistics, database systems, and machine learning and some experience programming. Among the topics are getting to know the data, data warehousing and online analytical processing, data cube technology, cluster analysis, detecting outliers, and trends and research frontiers. Chapter-end exercises are included." **--SciTech Book News**

"This book is an extensive and detailed guide to the principal ideas, techniques and technologies of data mining. The book is organised in 13 substantial chapters, each of which is essentially standalone, but with useful references to the book's coverage of underlying concepts. A broad range of topics are covered, from

an initial overview of the field of data mining and its fundamental concepts, to data preparation, data warehousing, OLAP, pattern discovery and data classification. The final chapter describes the current state of data mining research and active research areas." **--BCS.org**

From the Back Cover

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Users Review

From reader reviews:

Maria Tate:

This Data Mining: Concepts and Techniques, Third Edition (The Morgan Kaufmann Series in Data Management Systems) are reliable for you who want to be described as a successful person, why. The reason why of this Data Mining: Concepts and Techniques, Third Edition (The Morgan Kaufmann Series in Data Management Systems) can be one of the great books you must have is usually giving you more than just simple examining food but feed you with information that probably will shock your before knowledge. This book is actually handy, you can bring it almost everywhere and whenever your conditions in the e-book and printed ones. Beside that this Data Mining: Concepts and Techniques, Third Edition (The Morgan Kaufmann Series in Data Management Systems) giving you an enormous of experience such as rich vocabulary, giving you tryout of critical thinking that we realize it useful in your day exercise. So , let's have it appreciate reading.

James Robicheaux:

People live in this new day of lifestyle always try to and must have the spare time or they will get large amount of stress from both day to day life and work. So , once we ask do people have time, we will say absolutely indeed. People is human not a robot. Then we ask again, what kind of activity do you have when the spare time coming to an individual of course your answer will certainly unlimited right. Then ever try this one, reading guides. It can be your alternative throughout spending your spare time, typically the book you have read is usually Data Mining: Concepts and Techniques, Third Edition (The Morgan Kaufmann Series in Data Management Systems).

Willie Quinones:

Reading can called head hangout, why? Because when you are reading a book particularly book entitled Data Mining: Concepts and Techniques, Third Edition (The Morgan Kaufmann Series in Data Management Systems) the mind will drift away trough every dimension, wandering in every aspect that maybe not known for but surely can become your mind friends. Imaging each and every word written in a e-book then become one type conclusion and explanation in which maybe you never get previous to. The Data Mining: Concepts and Techniques, Third Edition (The Morgan Kaufmann Series in Data Management Systems) giving you yet another experience more than blown away your mind but also giving you useful facts for your better life with this era. So now let us present to you the relaxing pattern this is your body and mind will likely be pleased when you are finished looking at it, like winning a casino game. Do you want to try this extraordinary wasting spare time activity?

Walter Knight:

This Data Mining: Concepts and Techniques, Third Edition (The Morgan Kaufmann Series in Data Management Systems) is new way for you who has intense curiosity to look for some information mainly because it relief your hunger of knowledge. Getting deeper you into it getting knowledge more you know or you who still having tiny amount of digest in reading this Data Mining: Concepts and Techniques, Third Edition (The Morgan Kaufmann Series in Data Management Systems) can be the light food for you because the information inside this specific book is easy to get by simply anyone. These books develop itself in the form and that is reachable by anyone, yeah I mean in the e-book application form. People who think that in e-book form make them feel drowsy even dizzy this reserve is the answer. So there isn't any in reading a guide especially this one. You can find actually looking for. It should be here for an individual. So , don't miss it! Just read this e-book variety for your better life as well as knowledge.

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