Effective CRM Using Predictive Analytics — HF5415.5.C46 2016—wiley

The book is organized into three parts. Part one provides a methodological roadmap, covering both the business and the technical aspects. The data mining process is presented in detail along with specific guidelines for the development of optimized acquisition, cross/ deep/ up selling and retention campaigns, as well as effective customer segmentation schemes.

HTML5, JavaScript and jQuery 24-Hour Trainer – QA76.76.H94 C36 2015 – dane Cameron

*HTML, JavaScript and jQuery 24-Hour Trainer* shows programmers how to build real-world HTML and HTML5 apps—both web-based and mobile—in combination with JavaScript, jQuery, and CSS/CSS3. This book consists of a series of hands-on lessons that teach progressively more advanced skills; each lesson is supported by a video-based lesson that demonstrates how to execute each lesson.

Java: A Beginner's Guide, Sixth Edition (INKLING CH) – QA76.73.J38 S327 2014 Herbert schildt-

Fully updated for Java Platform, Standard Edition 8 (Java SE 8), *Java: A Beginner’s Guide*, Sixth Edition gets you started programming in Java right away. Bestselling programming author Herb Schildt begins with the basics, such as how to create, compile, and run a Java program. He then moves on to the keywords, syntax, and constructs that form the core of the Java language.

Discovering Statistics Using R— HA32.F54 2012 ANDY FIELD—

Watch Andy Field's introductory video to Discovering Statistics Using R. Keeping the uniquely humorous and self-deprecating style that has made students across the world fall in love with Andy Field's books, *Discovering Statistics Using R* takes students on a journey of statistical discovery using R, a free, flexible and dynamically changing software tool for data analysis that is becoming increasingly popular across the social and behavioural sciences throughout the world.