



FOR IMMEDIATE RELEASE

Dan O'Connell

Publicity Manager

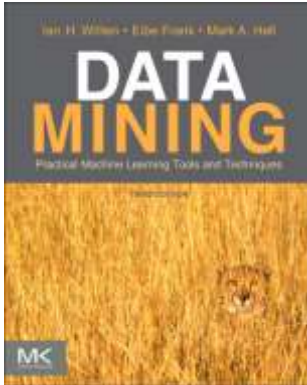
Morgan Kaufmann/Elsevier Science & Technology Books

p: 781-313-4726 / c: 978-944-2879

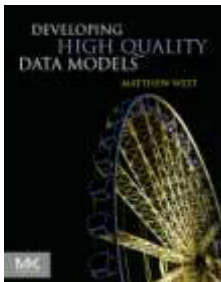
d.oconnell@elsevier.com

MORGAN KAUFMANN EXPERTS SHOW HOW TO LEVERAGE DATA IN UPDATED AND NEW BOOKS

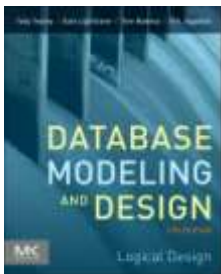
Burlington, MA – March 25th, 2011 – From mining to architecture to governance, Morgan Kaufmann's experts on data management provide data professionals with the best education resources available. Four new and updated titles are required reading to stay abreast of the rapidly evolving field of data management.



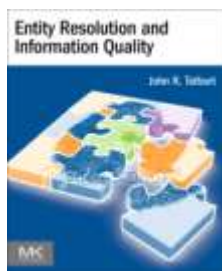
[Data Mining: Practical Machine Learning Tools and Techniques, 3rd Edition](#) by Ian Witten, Eibe Frank, Mark Hall offers a thorough grounding in machine learning concepts as well as practical advice on applying machine learning tools and techniques in real-world data mining situations. Inside, you'll learn all you need to know about preparing inputs, interpreting outputs, evaluating results, and the algorithmic methods at the heart of successful data mining including, i.e., the rule [onions, potatoes] -> [beef] found in the sales data of a supermarket would indicate that if a customer buys onions and potatoes together, he or she is also likely to buy beef. The authors include both tried-and-true techniques of today as well as methods at the leading edge of contemporary research. Complementing the book is a fully functional platform-independent open source Weka software for machine learning, available for free download.



[Developing High Quality Data Models](#) by Matthew West walks the reader through identifying a number of data modeling principles and analysis techniques that enable the development of data models that both meet business requirements and have a consistent basis. The reader is presented with a variety of generic data model patterns that both exemplify the principles and techniques discussed and build upon one another to give a powerful and integrated generic data model. This model has wide applicability across many disciplines in government and industry, including but not limited to energy exploration, healthcare, telecommunications, transportation, military defense, transportation, and more.



[Database Modeling and Design: Logical Design, 5th Edition](#) by Toby J. Teorey, Sam S. Lightstone, Tom Nadeau and H.V. Jagadish clearly explains how to model and design database applications using lots of illustrative examples. The authors take new technology and business needs into consideration as they provide practical advice that can be applied to any SQL, UML or XML-based system. This book will be immediately useful to anyone tasked with the creation of data models for the integration of large-scale enterprise data.



[Entity Resolution and Information Quality](#) by John Talbot covers the process of locating and linking information about the same entity - eliminating duplications - and making crucial business decisions based on the results. This book is an authoritative, vendor-independent technical reference for researchers, graduate students and practitioners, including architects, technical analysts, and solution developers. In short, Entity Resolution and Information Quality gives you the applied level know-how you need to aggregate data from disparate sources and form accurate customer and product profiles that support effective marketing and sales. It is an invaluable guide for succeeding in today's info-centric environment.



[Data Architecture: From Zen to Reality](#) by Charles Tupper explains the principles underlying data architecture, how data evolves with organizations, and the challenges organizations face in structuring and managing their data. It also discusses proven methods and technologies to solve the complex issues dealing with data. The book uses a holistic approach to the field of data architecture by covering the various applied areas of data, including data modeling and data model management, data quality, data governance, enterprise information management, database design, data warehousing, and warehouse design. This book is a core resource for anyone emplacing, customizing or aligning data management systems, taking the Zen-like idea of data architecture to an attainable reality.

About the Authors

Ian H. Witten is a professor of computer science at the University of Waikato in New Zealand. He directs the New Zealand Digital Library research project. His research interests include information retrieval, machine learning, text compression, and programming by demonstration. He received an MA in Mathematics from Cambridge University, England; an MSc in Computer Science from the University of Calgary, Canada; and a PhD in Electrical Engineering from Essex University, England. He is a fellow of the ACM and of the Royal Society of New Zealand. He has published widely on digital libraries, machine learning, text compression, hypertext, speech synthesis and signal processing, and computer typography. He has written several books, the latest being *Managing Gigabytes* (1999) and *Data Mining* (2000), both from Morgan Kaufmann. **Eibe Frank** received his first degree in computer science from the University of Karlsruhe. He moved to New Zealand to pursue his Ph.D. in machine learning under the supervision of Ian H. Witten, and joined the Department of Computer Science at the University of Waikato as a lecturer on completion of his studies. He is now an associate professor at the same institution. As an early adopter of the Java programming language, he laid the groundwork for the Weka software described in this book. He has contributed a number of publications on machine learning and data mining to the literature and has refereed for many conferences and journals in these areas. **Mark A. Hall** holds a bachelor's degree in computing and mathematical sciences and a Ph.D. in computer science, both from the University of Waikato. Throughout his time at Waikato, as a student and lecturer in computer science and more recently as a software developer and data mining consultant for Pentaho, an open source business intelligence software company, Mark has been a core contributor to the Weka software described in the book. He has published a number of articles on machine learning and data mining and has refereed for conferences and journals in these areas.

Matthew West spent over 20 years as a leading data modeler for Shell where he was a key technical contributor to data modeling and data management standards and their application. Matthew was responsible for Shell's Downstream Data Model. He currently serves as the Director of Information Junction, a data architecture and analysis consultancy in the UK. He is also a key contributor to ISO 15926 (Lifecycle integration of process data) and ISO 8000 (Data and Information Quality). Matthew is a Visiting Professor at the University of Leeds

Charles D. Tupper is the Assistant Director of Data Architecture at Boehringer-Ingelheim Pharmaceuticals. He has worked as a consultant specializing in Data Architectures, Data Modeling, Physical Model Translation, CASE design tools, CASE Model Management and Warehouse Modeling and Design. He has also provided project management, consulting, knowledge transfer, retooling consultation, Business Intelligence architecture, mentoring and training in current CASE design methods, and has published several articles in Database Programming and Design.

John Talburt is Professor of Information Science, University of Arkansas at Little Rock; Executive Director of the UALR Laboratory for Advanced Research in Entity Resolution and Information Quality; Associate Director of the Axiom Laboratory for Applied Research; Co-Director of the MIT Information Quality Program's Working Group on Customer-Centric Information Quality Management.

Just Published

Entity Resolution and Data Quality Improvement

By John R. Talburt
ISBN: 9780123819727 | Jan 2011 | Softcover | 272 pp
49.95 USD | 35.95 EUR | 30.99 GBP

Developing High Quality Data Models

By Matthew West
ISBN: 9780123751065 | Jan 2011 | Softcover | 408 pp
64.95 USD | 46.95 EUR | 39.99 GBP

Data Architecture

By Charles Tupper
ISBN: 9780123851260 | Mar 2011 | Softcover | 428 pp
64.95 USD | 46.95 EUR | 39.99 GBP

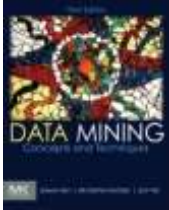
Data Mining, 3rd Edition

Practical Machine Learning Tools and Techniques
By Ian H. Witten, Eibe Frank, and Mark A. Hall
ISBN: 9780123748560 | Feb 2011 | Softcover | 650 pp
69.95 USD | 50.95 EUR | 42.99 GBP

Database Modeling and Design, 5th Edition

By Toby Teorey, Sam Livingstone, Tom Nadeau, H.V. Jagadish
ISBN: 9780123820204 | Feb 2011 | Softcover | 338 pp
64.95 USD | 46.95 EUR | 39.99 GBP

Coming Soon



Data Mining: Concepts and Techniques, 3rd Edition

By Jiawei Han, Micheline Kamber, Jian Pei
ISBN: 9780123814791
July 2011 | Hardcover | 696 pp
74.95 USD | 53.95 EUR | 45.99 GBP

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, it'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 edition'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 today's most powerful data mining techniques to meet real business challenges.

ABOUT MORGAN KAUFMANN

Morgan Kaufmann has been bringing the knowledge of experts to the computing community since 1984. Our goal is to provide timely yet timeless content to research and development professionals, business leaders and IT managers, everyday practitioners, and academia. We publish textbooks and references in Artificial Intelligence, Computer Networking, Computer Architecture, Computer Graphics & Game Development, Data Management & Business Intelligence, Software Engineering, and User Experience & Human Computer Interaction. For more information, visit mkp.com.

ABOUT ELSEVIER

Elsevier Science & Technology Books has provided award-winning, leading-edge data and education resources to information professionals worldwide. By delivering world-class solutions both in print and online, Elsevier S&T Books is proud to play an essential role in some of the most distinguished scientific and technology communities in existence today. From economics and public health to microbiology and genetics, we have a wide variety of books and ebooks online for you to choose from.

Elsevier is a world-leading publisher of scientific, technical and medical information products and services. The company works in partnership with the global science and health communities to publish more than 2,000 journals, including *The Lancet* (www.thelancet.com) and *Cell* (www.cell.com), and close to 20,000 book titles, including major reference works from Mosby and Saunders. Elsevier's online solutions include ScienceDirect (www.sciencedirect.com), Scopus (www.scopus.com), Reaxys (www.reaxys.com), MD Consult (www.mdconsult.com) and Nursing Consult (www.nursingconsult.com), which enhance the productivity of science and health professionals, and the SciVal suite (www.scival.com) and MEDai's Pinpoint Review (www.medai.com), which help research and health care institutions deliver better outcomes more cost-effectively.