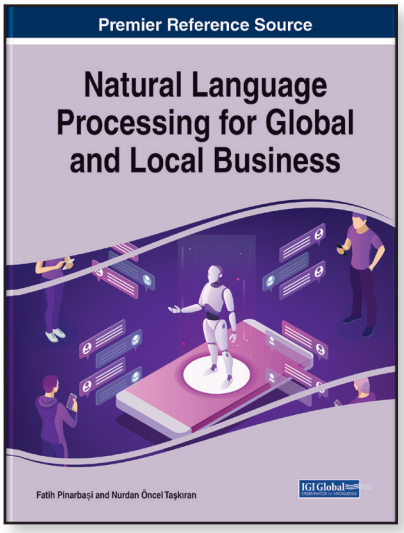
# Natural Language Processing for Global and Local Business




Part of the Advances in Business Information Systems and Analytics Book Series

Fatih Pinarbaşı (Istanbul Medipol University, Turkey) and Nurdan Oncel Taskiran (Istanbul Medipol University, Turkey)

## Description:

The concept of natural language processing has become one of the preferred methods to better understand consumers, especially in recent years when digital technologies and research methods have developed exponentially. It has become apparent that when responding to international consumers through multiple platforms and speaking in the same language in which the consumers express themselves, companies are improving their standings within the public sphere.

**Natural Language Processing for Global and Local Business** provides research exploring the theoretical and practical phenomenon of natural language processing through different languages and platforms in terms of today's conditions. Featuring coverage on a broad range of topics such as computational linguistics, information engineering, and translation technology, this book is ideally designed for IT specialists, academics, researchers, students, and business professionals seeking current research on improving and understanding the consumer experience.

**ISBN:** 9781799842408 **Pages:** 300 **Copyright:** 2020 **Release Date:** June, 2020

**Hardcover:** $225.00 **Softcover:** $170.00 **E-Book:** $225.00 **Hardcover + E-Book:** $270.00

## Topics Covered:

- Artificial Intelligence
- CALL
- Computational Linguistics
- Consumer Behavior
- Digital Technology
- Information Engineering
- Linguistics
- Personality Prediction
- Social Media
- Translation Technology

**Subject:** Business and Management

**Classification:** Edited Reference

**Readership Level:** Advanced-Academic Level (Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

**Order Information**
Phone: 717-533-8845 x100
Toll Free: 1-866-342-6657
Fax: 717-533-8661 or 717-533-7115
Online Bookstore: www.igi-global.com
Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA