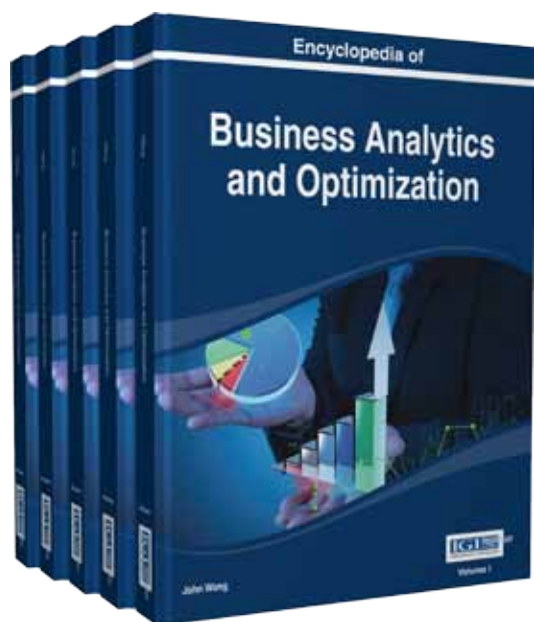


# An Excellent Addition to Your Library!

Released: February 2014

## Encyclopedia of Business Analytics and Optimization



John Wang  
(Montclair State University, USA)

As the age of Big Data emerges, it becomes necessary to take the five dimensions of Big Data- volume, variety, velocity, volatility, and veracity- and focus these dimensions towards one critical emphasis - value.

**The Encyclopedia of Business Analytics and Optimization** confronts the challenges of information retrieval in the age of Big Data by exploring recent advances in the areas of knowledge management, data visualization, interdisciplinary communication, and others. Through its critical approach and practical application, this book will be a must-have reference for any professional, leader, analyst, or manager interested in making the most of the knowledge resources at their disposal.

### Topics Covered:

- Social Network Analysis
- New Technologies
- Big Data Analytics
- Fuzzy Data Sets
- Linear Programming
- MapReduce
- Nature-Inspired Algorithms
- Pattern Frequency
- Shared Services
- Supply Chain Process Modeling

ISBN: 9781466652026; © 2014; 2863 pp.

Print: US \$2,695.00 | Perpetual: US \$4,045.00

Print + Perpetual: US \$5,390.00

**Market:** This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

**John Wang** is a professor in the Department of Information & Operations Management at Montclair State University, USA. Having received a scholarship award, he came to the USA and completed his PhD in operations research from Temple University. Due to his extraordinary contributions beyond a tenured full professor, Dr. Wang has been honored with a special range adjustment in 2006. He has published over 100 refereed papers and seven books. He has also developed several computer software programs based on his research findings. He is the Editor-in-Chief of *International Journal of Applied Management Science*, *International Journal of Operations Research and Information Systems*, and *International Journal of Information Systems and Supply Chain Management*. He is the Editor of *Data Warehousing and Mining: Concepts, Methodologies, Tools, and Applications* (six-volume) and the Editor of the *Encyclopedia of Data Warehousing and Mining*, 1st (two-volume) and 2nd (four-volume). His long-term research goal is on the synergy of operations research, data mining and cybernetics.



www.igi-global.com

Publishing Academic Excellence  
at the Pace of Technology Since 1988

## Order Your Copy Today!

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Enclosed is check payable to IGI Global in  
US Dollars, drawn on a US-based bank

Credit Card  Mastercard  Visa  Am. Express

3 or 4 Digit Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Account #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_