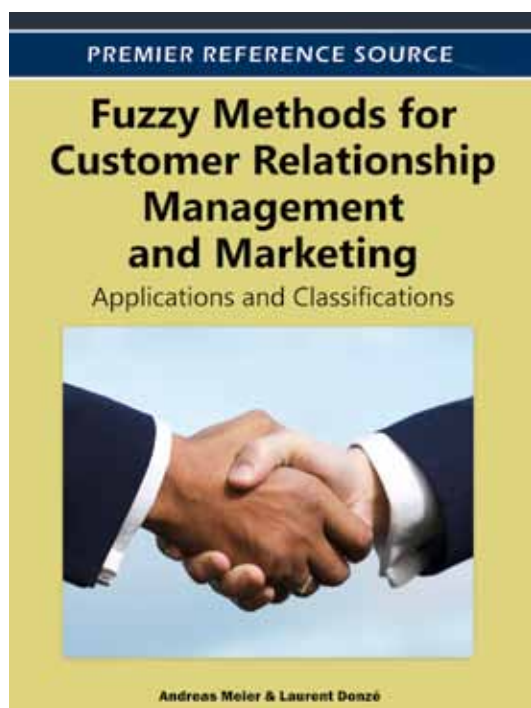


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## Fuzzy Methods for Customer Relationship Management and Marketing: Applications and Classifications



Andreas Meier (University of Fribourg, Switzerland) and  
Laurent Donzé (University of Fribourg, Switzerland)

Information overload has made it increasingly difficult to analyze large amounts of data and generate appropriate management decisions. Furthermore, data is often imprecise and will include both quantitative and qualitative elements. For these reasons, it is important to extend traditional decision making processes by adding intuitive reasoning, human subjectivity, and imprecision.

**Fuzzy Methods for Customer Relationship Management and Marketing: Applications and Classifications** explores the possibilities and advantages created by fuzzy methods through the presentation of thorough research and case studies. This book covers a variety of possible fuzzy logic approaches to customer relationship management and marketing, making it a valuable resource for not only students and researchers but also executives, managers, marketing experts, and project leaders who are interested in applying fuzzy classification to managerial decisions.

### Topics Covered:

- Customer Relationship Management
- Fuzzy Clustering of Web User Profiles
- Fuzzy Data Warehouse
- Fuzzy Dynamic Groups
- Fuzzy Logic and Marketing
- Fuzzy Online Reputation Analysis Framework
- Fuzzy Segmentation
- Fuzzy Set Theory Models
- Fuzzy Social Network Modeling
- Marketing Planning Models

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**Andreas Meier** is professor at the University of Fribourg (Switzerland) and head of the research center for Fuzzy Marketing Methods ([www.FMSquare.org](http://www.FMSquare.org)). His research interests include electronic business and government, information management, and data mining. He is a member of GI Europe, IEEE, and ACM. After studies at the Music Academy of Vienna he received a diploma in mathematics and a PhD in computer science from the Swiss Federal Institute of Technology (ETH) in Zurich. He was a system engineer at IBM, a researcher at the IBM research lab in California USA, a director at the international bank UBS, and a member of the executive board of the CSS insurance company before he joined the University of Fribourg.

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