Volume I

Section 1. Fundamental Concepts and Theories

This section serves as the foundation for this exhaustive reference tool by addressing crucial theories essential to the understanding of data mining and warehousing. Chapters found within these pages provide an excellent framework in which to position data mining and warehousing within the field of information science and technology. Individual contributions provide insight into the critical incorporation of data mining and warehousing in the global community and explore crucial stumbling blocks of this field. Within this introductory section, the reader can learn and choose from a compendium of expert research on the elemental theories underscoring the research and application of data mining and warehousing.

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customer behavior are discussed throughout these chapters. Contributions within this section seek to answer the fundamental question of data mining and warehousing implementation in organizations: How can particular techniques best be integrated into businesses and what are the potential obstacles to such integration? Particular chapters provide case studies of data mining and warehousing use in business and address some of the most significant issues that have arisen from data mining and warehousing implementation.

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