

Foreword

At no point in recent history has industry and capitalism elicited a more visceral response from the community around them. And while our industry, Intelligent Marketing, is probably one of the lesser evils, we recognize that we are still a business, and that we too can be viewed through the same prism as our more evil contemporaries. Be that as it may, our claim here is that industry (in general) and Intelligent Marketing (in particular) is the natural bedfellow of ANLP. Of course, such a claim is likely to be received with all the warmth that a father bestows upon his only daughter's first date. After all, ANLP is overwhelmingly an academic pursuit that cherishes, at least in principle, the spirit of openness, collaboration, and shared knowledge; whereas an industry, such as ours, acknowledges that commercial interests typically render proprietary the tools and approaches it produces. The reluctance of businesses to share their insights with the academic discourse community should be understandable; if it is not, then professors should consider turning over their tenures to market forces. But in any case, just because businesses aren't going to share what they themselves have developed, doesn't mean that businesses can't share what they would like to see others developing. And businesses do indeed want to share what they would like to see others developing. And as it turns out, the developments that businesses want to see are the very definition of what ANLP comprises: technology and insight from computer science, linguistics, and cognitive science. As such, our claim of mutual interests should at least be considered; because like it or not, the ANLP mantra of "real world issues" refers to events, circumstances, and situations that occur in the "real world." And if academia is to influence the real world, as is surely its goal, then collaboration with receptive industries (like ours) is likely to be a productive conduit. To be sure, we're not asking anyone to sell their intellectual souls, ... no, wait; yes, we are ... but on your terms.

But in all seriousness folks, the current book needs to be seen not just as an inventory of what constitutes ANLP, or what researchers in ANLP are doing, it should also be seen as an opportunity for researchers and enthusiasts to consider how their work can be applied to industry, or for that matter, to any real world application. There is a real and present relationship at hand that mutually benefits the goals of ANLP and industry, and this book highlights some of the interests where ANLP and industry could potentially meet particularly as it pertains to perhaps the most ANLP receptive of industries: Intelligent Marketing. To embrace such a relationship may require casting off the comforts of academic myopia and acknowledging that "marketing" is only one half of "intellectual marketing." The other half screams scholarly interest and, unless researchers have never themselves been customers, then it would seem that a relationship between industry and academia, particularly between intelligent marketing and ANLP, is a relationship that is ripe for exploration and discovery. We hope to see you there!

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David Johnson is CEO and president of the intelligent marketing insights company, Decooda.

Charles Wardell is Chief Technical Officer for Decooda. Decooda's vision is to supply optimal confidence for all market-ers in investment decisions. Decooda's mission is to gather, process, and access vast amounts of data and accurately present those assessments as actionable information. Decooda welcomes the input, experience, and insights of the ANLP community and offers the opportunity of support and collaboration so as to identify, investigate, and resolve the challenges of language related real world issues.