

***Statistical and Machine-Learning Data Mining:  
Techniques for Better Modeling and Analyzing Big Data***

**Ratner, B.** CRC Press, Taylor & Francis, expected January, 2011

Abstract

Predominately, the title of the book suggests the unique feature of ***Statistical and Machine-Learning Data Mining: Techniques for Better Modeling and Analyzing Big Data (SM-DM)***. It is the only apparent book to distinguish between statistical and machine-learning data mining. That feature, in part, makes it possible for *SM-DM* to tackle favorably problems found in the DM Space. *SM-DM* solves common problems, with greater reliability and robustness than the standard approaches, facing the DM Space across virtually all industry sectors, such as: Direct and Database Marketing, Banking, Insurance, Finance, Retail, Telecommunications, Healthcare, Pharmaceutical, Publication & Circulation, Mass & Direct Advertising, Catalog Marketing, Online Marketing, Web-mining, B2B, Human Capital Management, Consumer and Corporate Risk Management, Credit Card Acquisition-Retention-Attrition-Risk Management, Nonprofit Fundraising. Moreover, *SM-DM* provides solutions to uncommon problems, for which the statistics-community has not agreed on a process of solving these problems. *SM-DM* provides stable viable solutions to the uncommon problems. Thus, *SM-DM* serves as a comprehensive textbook providing:

1. A unique distinguish between statistical and machine-learning data mining
2. Solutions to common problems with greater reliability facing the DM Space across virtually all industry sectors
3. Stable viable solutions to uncommon problems facing the DM Space across virtually all industry sectors