

COURSE LITERATURE

Text Mining 7.5 credits D7058E

Text Mining

Course literature admitted: Autumn 2022 Sp 2 - Present

**DECISION DATE
2022-08-22**

Title: Practical Text Analytics: Interpreting Text and Unstructured Data for Business Intelligence (Marketing Science)
Author: Steven Struhl
Publisher: Kogan Page, 1st edition, 2015
ISBN: 978-07499474010

Title: Deep Text: Using Text Analytics to Conquer Information Overload, Get Real Value from Social Media, and Add Bigger Text to Big Data
Author: Tom Reamy
Publisher: Information Today Inc, 2016
ISBN 9781573875295

Title: Text Mining and Analysis: Practical Methods, Examples, and Case Studies Using SAS
Author: Goutam Chakraborty, Murali Pagolu, & Satish Garla
Publisher: SAS Institute, 2014
ISBN 9781612905518

Examiner

Hamam Mokayed