

Corrections to Ledolter: Data Mining and Business Analytics with R. Wiley 2013 (as of May 29, 2014)

Page 196, line 4: better to write: so as to minimize the sum of the within-cluster sums of squares,

Page 221, last line: Hence, one screens for combinations that result in a good lift and a reasonable large support for the consequent.

Page 223, line 22: We look for artists (or groups of artists) who give to another artist confidence larger than 0.50 (50%) and support larger than 0.01 (1%).

Page 237, line 21: Lengths of the loading vectors are always constrained to one.

Page 238, line 12: Replace v_2 with v_1 .

Pages 7, 31, 39, 78, 82, and 340: Montgomery, A.L.: Creating micro-marketing pricing strategies using supermarket scanner data. *Marketing Science*, Vol. 16 (**1997**), 315–337.