Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die by Eric Siegel

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PREDICTIVE ANALYTICS

AN INTRODUCTION FOR EVERYONE
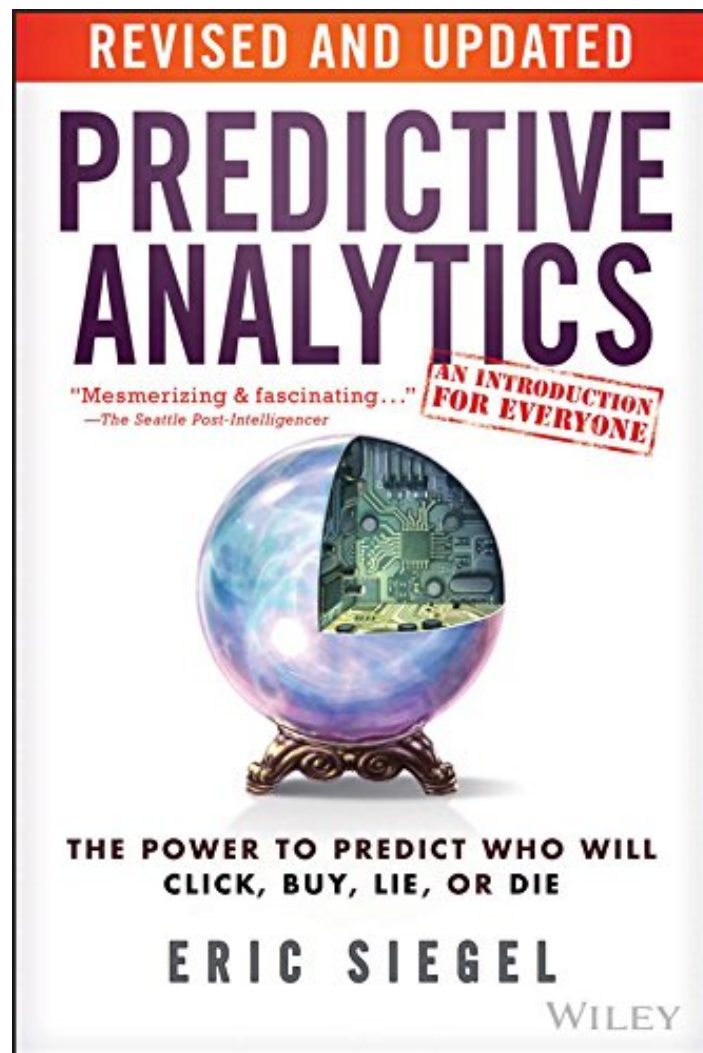
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