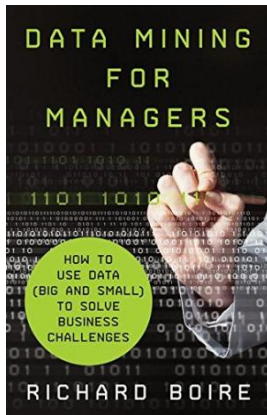


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DATA MINING FOR MANAGERS: HOW TO USE DATA (BIG AND SMALL) TO SOLVE BUSINESS CHALLENGES



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