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For Business and Industry



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Creating Expert Systems For Business And Industry

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Tourism Marketing and Management Handbook Stephen F. Witt, Luiz Moutinho, 1994 This handbook provides a detailed guide to marketing and management in tourism in the 1990s This second edition features 100 contributions from international authorities on the subject new chapters reflecting the issues of increasing importance in tourism greater emphasis on management and internationally applicable topics and major revisions of all existing chapters The contents have been reorganized by subject area for convenience Designed to provide a user friendly reference the topics covered include cost benefit analysis hotel marketing international tourism trends financial analysis and planning quality management and pricing and promotional strategy This edition shows the application of marketing and management techniques within the tourism industry and is appropriate for use in tourism businesses of any size Managing Information Technology in a Global Economy Information Resources Management Association. International Conference, 2001 Today opportunities and

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PC AI. , 1999

Design and Development of Expert Systems and Neural Networks L. R. Medsker, Larry Medsker, Jay Liebowitz, 1994 This book gives readers and practitioners the tools they need to develop appropriate applications and systems It also explores managing and institutionalizing expert system development and usage

Research and Development in Expert Systems British Computer Society. Specialist Group on Expert Systems. Technical Conference, 1990

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