REVISED AND UPDATED

PREDICTIVE ANALYTICS

AN INTRODUCTION FOR EVERYONE

"Mesmerizing & fascinating..."
—*The Seattle Post-Intelligencer*

THE POWER TO PREDICT WHO WILL CLICK, BUY, LIE, OR DIE

ERIC SIEGEL

WILEY

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This book's Notes—120 pages of citations and comments pertaining to the chapters above—are available online at www.PredictiveNotes.com.

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