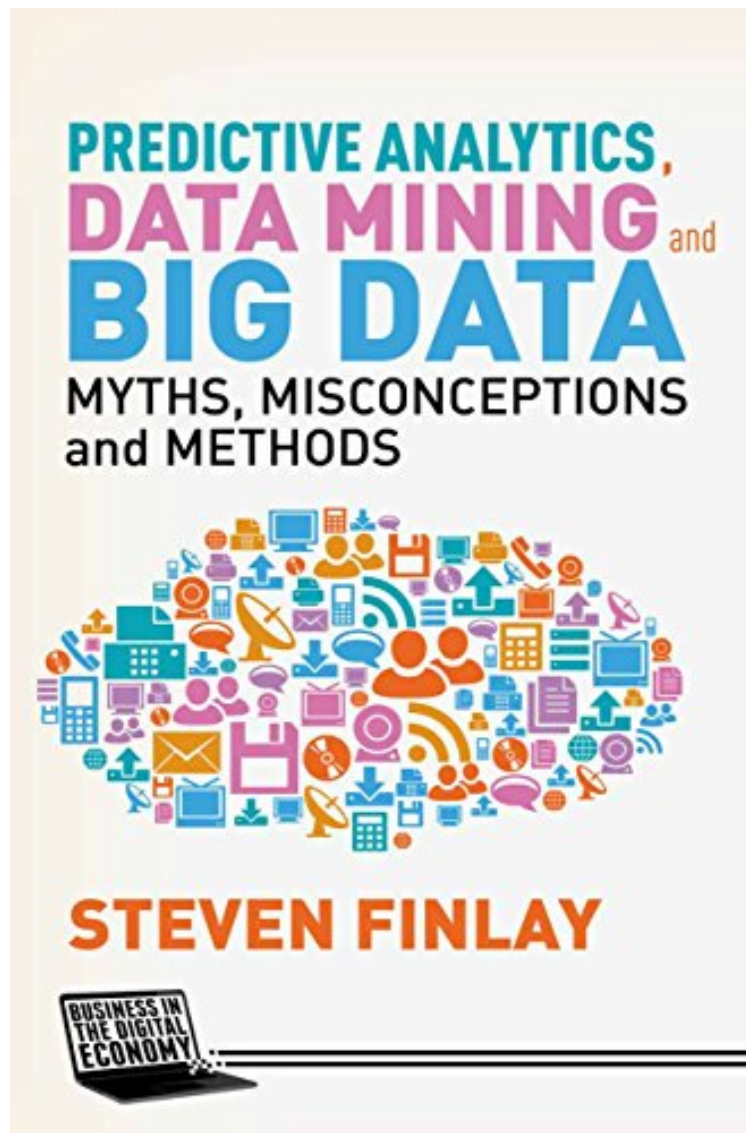


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# Predictive Analytics, Data Mining and Big Data: Myths, Misconceptions and Methods (Business in the Digital Economy)

*S. Finlay*

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