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## Data Mining in Marketing

International Workshop on Data Mining in  
Marketing DMM 2019

New York, USA, July 19, 2019

Proceedings

Volume Editor

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# **Data Mining in Marketing DMM**

## **Intern. Workshop on Data Mining in Marketing DMM'2019**

July 19, 2019, New York, USA

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## Preface

The International Workshop on Data Mining in Marketing DMM was held in connection with the Industrial Conference on Data Mining ICDM and the International Conference on Machine Learning and Data Mining MLDM.

Although the number of presenters were small the audience was large. That gave the presenters the possibility to present long the talks. The discussion afterwards was long and raised a lot of issue concerned with the subject of online marketing. It gave important impulses of thing that should be considered with online marketing.

We would like to thank all reviewers for their highly professional work and their effort in reviewing the papers.

We also thank the members of the Institute of Applied Computer Sciences, Leipzig, Germany ([www.ibai-institut.de](http://www.ibai-institut.de)), who handled the conference as secretariat. We appreciate the help and understanding of the ibai-publishing publishing house ([www.ibai-publishing.org](http://www.ibai-publishing.org)) that handled the papers and published the proceedings.

Last, but not least, we wish to thank all the speakers and participants who contributed to the success of the workshop.

We hope to see you in 2020 in New York at the next World Congress on “The Frontiers in Intelligent Data and Signal Analysis, DSA 2020” ([www.worldcongressdsa.com](http://www.worldcongressdsa.com)), which combines under its roof the following three events: International Conferences Machine Learning and Data Mining MLDM ([www.mldm.de](http://www.mldm.de)) , the Industrial Conference on Data Mining ICDM ([www.datamining-forum.de](http://www.datamining-forum.de)), and the International Conference on Mass Data Analysis of Signals and Images in Artificial Intelligence and Pattern Recognition with Applications in Medicine, Biotechnology, Chemistry and Food Industry, MDA-AI&PR ([www.mda-signals.de](http://www.mda-signals.de)). In connection with these conferences runs the workshop on Data Mining in Marketing DMM ([http://www.data-mining-forum.de/w\\_marketing.php](http://www.data-mining-forum.de/w_marketing.php)) again.

July 2019

Petra Perner

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