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—Eric Siegel, PhD, Founder, Predictive Analytics World, Text Analytics World and Prediction Impact, Inc.

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Drs. Miner, Delen, Elder, Fast, Hill, and Nisbet have all taught at universities (in Medicine, Business, Engineering, Computer Science, Statistics, Psychology, and Biology) and are skilled at making complex topics understandable. But what makes this book so useful is their long and valuable industry experience—where discovering insight from text has saved their clients and sponsors many millions of dollars.