



SAS FINANCIAL SERVICES NEWS

Wanted: SAS® Experts

Are you ready to put your SAS experience down on paper? Ever wanted to write a book, but didn't know how to get started? Have a multitude of ideas floating around and need to corral them into a cohesive thought? If you answered yes to any of these questions, SAS Press wants to talk to you!

As an experienced SAS user, you have knowledge that is invaluable to your peers. With more than 25 years of publishing experience, SAS can help you share that knowledge.

SAS provides a variety of ways for you to share your expertise in using SAS software. Our books provide readers with advice to help them adapt, evolve and continuously improve their use of SAS. The applications discussed by our authors represent some of the best ideas in the SAS user community. Isn't it time you shared your knowledge?

We're looking for books related to the financial services and insurance industries. Topics can include:

- Business intelligence
- Credit scoring
- Customer relationship management
- Customer retention
- Data mining
- Fraud detection
- Forecasting
- Market research
- Predictive modeling
- Risk management
- Statistical analysis

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