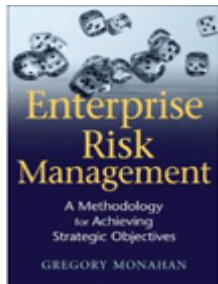


New!



The Little SAS Book: A Primer, Fourth Edition

Now in its fourth edition, The Little SAS Book has become a classic, helping many people to learn SAS programming. Topics include basic SAS concepts such as the DATA and PROC steps, inputting data, modifying and combining data sets, summarizing data, producing reports, and debugging SAS programs.



Enterprise Risk Management: A Methodology for Achieving Strategic Objectives

This new book provides a methodology for effective enterprise risk management, intended to help companies be more successful in achieving strategic objectives. It prescribes a process for measurement of risk associated with the achievement of strategic objectives and addresses the essential aspects of managing risk.

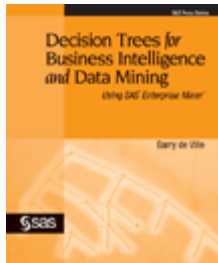
Analytics



Predictive Modeling with SAS Enterprise Miner: Practical Solutions for Business Applications

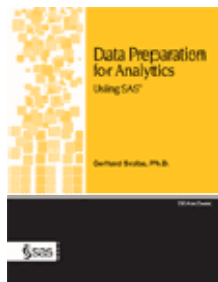
Step by step, you'll be able to compare manual calculations with the calculations that are performed by SAS Enterprise Miner. This book addresses data collection and data cleaning, decision trees and regression trees, logistic regression models, neural networks, variable selection and variable

transformation, and more. Bonus CD-ROM includes data sets, SAS Enterprise Miner project templates, and SAS code.



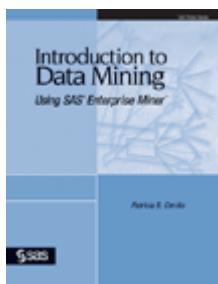
Decision Trees for Business Intelligence and Data Mining: Using SAS Enterprise Miner

Using SAS Enterprise Miner, this book illustrates the application and operation of decision trees in business intelligence, data mining, business analytics, prediction, and knowledge discovery. Examples show how various aspects of decision trees are constructed, how they operate, how to interpret them, and how to use them in a range of predictive and descriptive applications. The examples are drawn from the areas of purchase behavior, risk assessment, and business-to-business marketing.



Data Preparation for Analytics Using SAS

Written for anyone involved in the data preparation process for analytics, this user-friendly text offers practical advice in the form of SAS coding tips and tricks, and provides you with a conceptual background on data structures and considerations from a business point of view. Learn about predictive modeling concepts for data mart creation, data preparation for time series analysis, using powerful SAS macros, and more.



Introduction to Data Mining Using SAS Enterprise Miner

Packed with examples from an array of industries, this introductory text provides excellent starting points and practical guidelines to begin data mining today. Topics include: visualizing and summarizing data, using clustering and association rules, and using SAS Text Miner software for text analysis.

Data Quality



[Cody's Data Cleaning Techniques Using SAS, Second Edition](#)

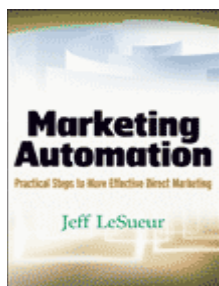
Thoroughly updated for SAS®9, this second edition addresses tasks that nearly every SAS programmer needs to do—that is, make sure that data errors are located and corrected. This book develops and demonstrates data cleaning programs and macros that you can use as written or modify for your own special data cleaning needs.

Customer Intelligence



[CRM Segmentation and Clustering Using SAS Enterprise Miner](#)

In this instructive guide, Randy Collica employs SAS Enterprise Miner and commonly available techniques for customer relationship management (CRM). Step-by-step examples and exercises illustrate the concepts of segmentation and clustering in the context of CRM. A bonus CD-ROM provides example SAS code, data sets, macros, and Enterprise Miner templates.



[Marketing Automation: Practical Steps to More Effective Direct Marketing](#)

Author Jeff LeSueur explains the marketing automation components, their application, and how they benefit the marketing process. Develop more effective and targeted direct-marketing campaigns, from the planning and execution of promotions to the complete leveraging of marketing to increase profits.

Interested in learning more about improving your marketing automation? Tune in to [Jeff LeSueur's podcast](#) and discover why his popular book can help solve your business needs.

Risk Management

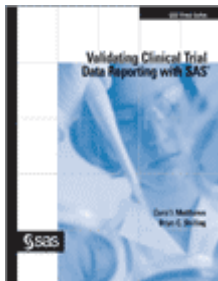


[Fair Lending Compliance: Intelligence and Implications for Credit Risk Management](#)

Understand the importance of the interdependency between HMDA/fair lending compliance and credit risk management. This book demonstrates the need for development of proper risk measurement and feedback mechanisms and continuous monitoring to ensure fair lending compliance and accurate credit risk evaluation.

Listen to SAS experts Clark Abrahams and Mingyuan Zhang delve into the timely topic of their new book in a [podcast interview](#) with SAS Publishing.

HLS/Clinical Trial Data



[Validating Clinical Trial Data Reporting with SAS\(R\)](#)

This indispensable guide focuses on validating programs written to support the clinical trial process from after the data collection stage to generating reports and submitting data and output to the Food and Drug Administration (FDA). The authors provide practical examples and tips for avoiding errors in your output.