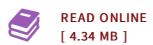# Human-Centered e-Business (Paperback)

By Rajiv Khosla, Ernesto Damiani, William Grosky

Springer-Verlag New York Inc., United States, 2012. Paperback. Book Condition: New. 235 x 155 mm. Language: English . Brand New Book. Human-Centered e-Business focuses on analysis, design and development of human-centered e-business systems. The authors illustrate the benefits of the human-centered approach in intelligent e-sales recruitment application, integrating data mining technology with decision support model for profiling transaction behavior of internet banking customers, user-centered context dependent data organization using XML, knowledge management, and optimizing the search process through human evaluation in an intelligent interactive multimedia application. The applications described in this work, facilitates both e-business analysis from a business professional s perspective, and human-centered system design from a system development perspective. These applications employ a range of internet and soft computing technologies. Softcover reprint of the original 1st ed. 2003.

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