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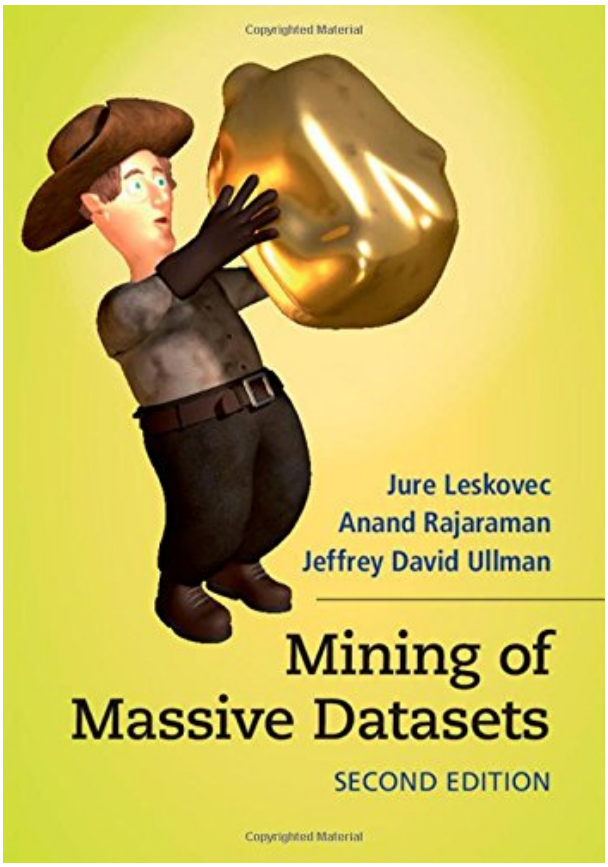

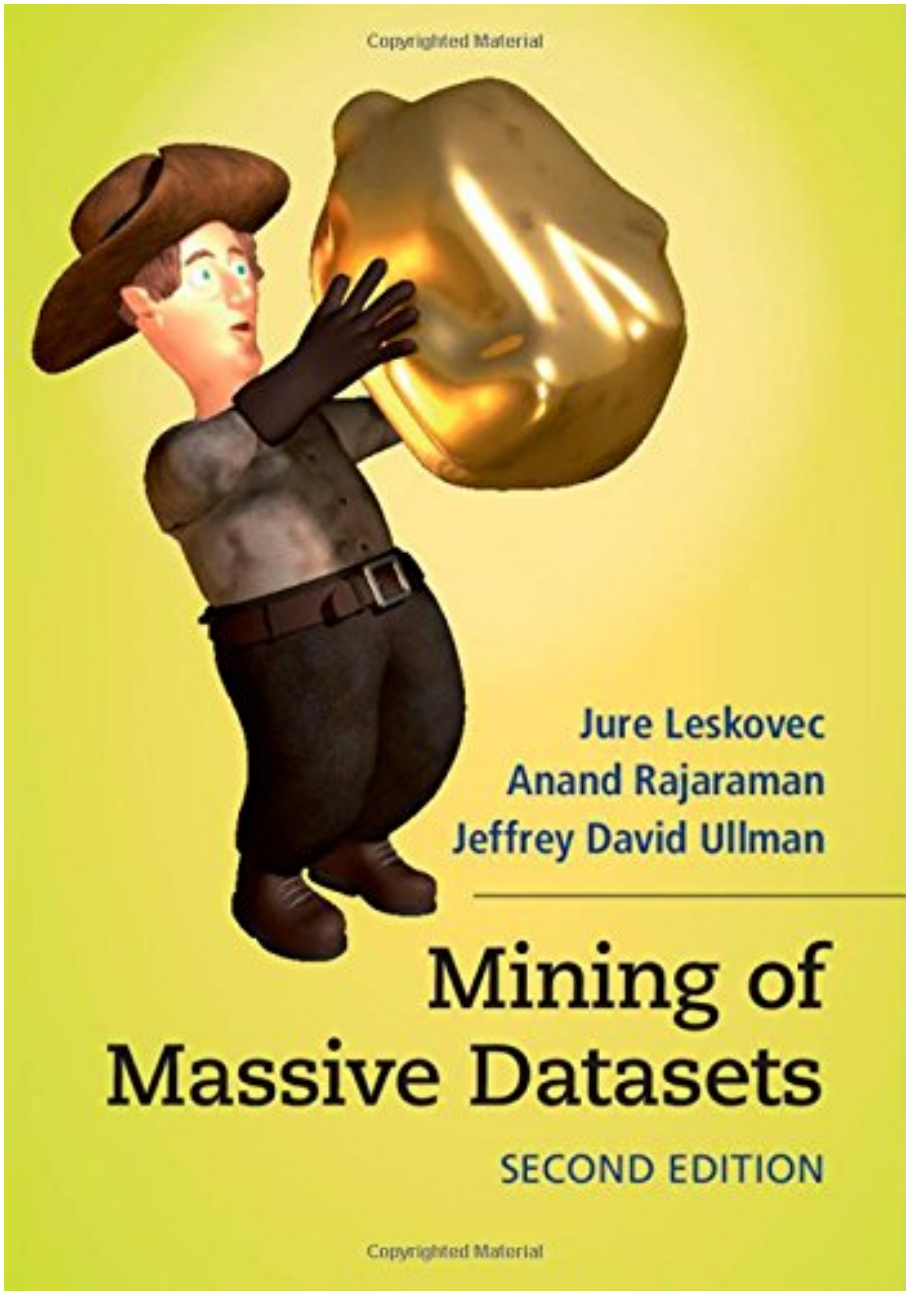

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Jure Leskovec is Assistant Professor of Computer Science at Stanford University. His research focuses on mining large social and information networks. Problems he investigates are motivated by large scale data, the Web and on-line media. This research has won several awards including a Microsoft Research Faculty Fellowship, the Alfred P. Sloan Fellowship, Okawa Foundation Fellowship, and numerous best paper awards. His research has also been featured in popular press outlets such as the New York Times, the Wall Street Journal, the Washington Post, MIT Technology Review, NBC, BBC, CBC and Wired. Leskovec has also authored the Stanford Network Analysis Platform (SNAP, http://snap.stanford.edu), a general purpose network analysis and graph mining library that easily scales to massive networks with hundreds of millions of nodes and billions of edges. You can follow him on Twitter at @jure.

Anand Rajaraman is a serial entrepreneur, venture capitalist, and academic based in Silicon Valley. He is a Founding Partner of two early-stage venture capital firms, Milliways Labs and Cambrian Ventures. His investments include Facebook (one of the earliest angel investors in 2005), Aster Data Systems (acquired by Teradata), Efficient Frontier (acquired by Adobe), Neoteris (acquired by Juniper), Transformic (acquired by Google), and several others. Anand was, until recently, Senior Vice President at Walmart Global eCommerce and co-head of @WalmartLabs, where he worked at the intersection of social, mobile, and commerce. He came to Walmart when Walmart acquired Kosmix, the startup he co-founded, in 2011. Kosmix pioneered semantic search technology and semantic analysis of social media. In 1996, Anand co-founded Junglee, an e-commerce pioneer. As Chief Technology Officer, he played a key role in developing Junglee's award-winning Virtual Database technology. In 1998, Amazon.com acquired Junglee, and Anand helped launch the transformation of Amazon.com from a retailer into a retail platform, enabling third-party retailers to sell on Amazon.com's website. Anand is also a co-inventor of Amazon Mechanical Turk, which pioneered the concepts of crowdsourcing and hybrid Human-Machine computation. As an academic, Anand's research has focused at the intersection of database systems, the World-Wide Web, and social media. His research publications have won several awards at prestigious academic conferences, including two retrospective 10-year Best Paper awards at ACM SIGMOD and VLDB. In 2012, Fast Company magazine named Anand to its list of '100 Most Creative People in Business'. In 2013, he was named a Distinguished Alumnus by his alma

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Written by leading authorities in database and Web technologies, this book is essential reading for students and practitioners alike. The popularity of the Web and Internet commerce provides many extremely large datasets from which information can be gleaned by data mining. This book focuses on practical algorithms that have been used to solve key problems in data mining and can be applied successfully to even the largest datasets. It begins with a discussion of the map-reduce framework, an important tool for parallelizing algorithms automatically. The authors explain the tricks of locality-sensitive hashing and stream processing algorithms for mining data that arrives too fast for exhaustive processing. Other chapters cover the PageRank idea and related tricks for organizing the Web, the problems of finding frequent itemsets and clustering. This second edition includes new and extended coverage on social networks, machine learning and dimensionality reduction.

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The book has a nice compilation of many "greatest hits" algorithms, especially those related to mining graph data. The book treats the theory and the implementation aspects of algorithms with equal importance with

ample consideration for scaling.The examples in the book are very intuitive and the book follows an easy to understand train of thought. The chapter summaries are a pleasant surprise. They are a great resource to help you distill and digest the key points from each chapter. The summaries are succinct enough to be un-intimidating and are descriptive enough to be useful.

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