



# Fuzzy Logic and NeuroFuzzy Applications in Business and Finance

*Constantin von Altrock*

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59151-1 Make sharper business decisions with fuzzy logic! What's it worth to your business to make better decisions about: \*Credit? \*R&D? \*Investments? \*Direct marketing? \*Suppliers? \*Quality control? You can do all that, and a whole lot more, with fuzzy logic, the first technology that allows computers to make decisions with human-like judgment. Long proven in engineering and scientific applications, fuzzy logic takes into account all the uncertainties of the real world-where "maybe" and "probably" are a whole lot more common than "yes" and "no" Now, internationally-renowned fuzzy logic expert Constantin Von Altrock, author of Fuzzy Logic and NeuroFuzzy Applications Explained, shows you exactly how fuzzy logic works- and gives you tools to use it in your business. In this hands-on, practical guide, you'll walk through powerful fuzzy logic business applications for business, including supplier evaluation, customer targeting, scheduling, choosing R&D projects, and forecasting. You'll watch fuzzy logic at work analyzing credit, evaluating leases, making stock market decisions, and uncovering fraud. Then model your own fuzzy logic applications with fuzzyTECHaA A for Business simulation software for WindowsaA A . It's included on the CD-ROM- along with working applications you can adapt for your own needs. You'll even learn how to integrate fuzzy logic decision-making with your existing data, using Microsoft's Visual Basic, Access, Excel, OLE, and DDE. If you need to make the best possible decisions, make them fast, and make plenty of them, you've come to the right book: Fuzzy Logic and NeuroFuzzy Applications in Business and Finance.

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