Book Review

Recommender Systems: An Introduction
By Dietmar Jannach, Markus Zanker, Alexander Felfernig, Gerhard Friedrich
ISBN 978-0-521-49336-9 Hardback
Cambridge University Press
New York, 2011

Computing systems become increasingly applied for many human activities and the paradigm is expanding without any bounds. The traditional management concept Decision Making is felt as very important for the end users for the best selection among available alternatives. Computing systems now focus on aiding the decision making systems more objective and scientific. The application of these systems in decision making process particularly online is evolving as Recommender Systems.

The book on Recommender systems by Dietmar Jannach, Markus Zanker, Alexander Felfernig and Gerhard Friedrich can be used as good references not just to understand the recommender system but to gain understa ding the technologies and related computing concepts involved in it.

This book has two parts. First part addresses the implementation systems for recommender systems including the pros and cons. This will benefit the readers to know the scope of the field. Besides, it explains how the recommender systems aer built. This involves the methodologies deployed and their scope.

Then it shows the methods of evaluation of the systems which is essential before the users apply in practice. Secondly, the new developments in this field such as trust, Web 2.0 and semantic technologies and thier relations are explained.The first two chapters describe the collaborative and content based recommender system where in the authors have presented the relation between not only the users but the components. The application of knowledge management is presented in the Knowledge based recommendation systems. In the hybrid recommendation system, the design of a combined recommender system is detailed. Explanations and evaluation of recommender system is also further given in the succeeding chapters. The firt part ends with the chapters on case studies which helps the users to know the potential of recommender systems.

The second part even is brief addersses a few issues such as online customer decision making. Before the evolution of recommender systems, users tend to believe in subjective approaches. The potential of the recommender system is now well presented in the last chapter. Social and semantic web have potential in enabling to fix recommender accuracy as they exploit the trust strutures. The role of semantic web in receommender system is breifed in it. Finally the modern ubiquitous applications is dealt with the concepts such as mobile solutions are presented.

This book is primier in terms of the description of scope and context. The main feature of this text is building the relations between concepts, methodologies and applications in the area Recommender Systems.

Daisy Jacobs
University of Zululand
South Africa