BMI EXHIBIT 35: Failures of artificial intelligence and applications of predictive analytics

[http://link.springer.com/article/10.1007%2Fs10614-012-9332-0#close](http://link.springer.com/article/10.1007/s10614-012-9332-0#close)

<http://blog.hubspot.com/marketing/problem-with-predictive-analytics>

S. Finlay (2014). Predictive Analytics, Data Mining and Big Data: Myths, Misconceptions and Methods, Palgrave Macmillan.

Predictive Models are Not Statistical Models:

<http://jtonedm.com/2011/04/11/predictive-models-are-not-statistical-models/>