

Instructors teaching tools include: Instructor's Manual, written by the authors, to help instructors make their classes informative and interesting; It includes notes about alternative approaches; SQL and ColdFusion Script files, tested by Course Technology to ensure accuracy; Detailed solutions to all Review Questions and Problems; PowerPoint Presentations for each chapter; Figure files; WebTutor premium online content for distance learning. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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This textbook presents the essential tools and core concepts of data science to public officials, policy analysts, and economists among others in order to further their application in the public sector. An expansion of the quantitative economics frameworks presented in policy and business schools, this book emphasizes the process of asking relevant questions to inform public policy. Its techniques and approaches emphasize data-driven practices, beginning with the basic programming paradigms that occupy the majority of an analysts time and advancing to the practical applications of statistical learning and machine learning. The text considers two divergent, competing perspectives to support its applications, incorporating techniques from both causal inference and prediction. Additionally, the book includes open-sourced data as well as live code, written in R and presented in notebook form, which readers can use and modify to practice working with data.

Practical and easy to understand, DATABASE SYSTEMS: DESIGN, IMPLEMENTATION, AND MANAGEMENT, Tenth Edition, gives students a solid foundation in database design and implementation. Filled with visual aids such as diagrams, illustrations, and tables, this market-leading text provides in-depth coverage of database design, demonstrating that the key to successful database implementation is in proper design of databases to fit within a larger strategic view of the data environment. Renowned for its clear, straightforward writing style, this text provides students with an outstanding balance of theory and practice. The tenth edition has been thoroughly updated to include hot topics such as green computing/sustainability for modern data centers, the role of redundant relationships, and examples of web-database connectivity and code security. In addition, new review questions, problem sets, and cases have been added throughout the book so that students have multiple opportunities to test their understanding and develop real and useful design skills. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

* Teaches Web development using real world tutorials. * Approach to subject is no nonsense, wastes little time on history and unnecessary information; therefore it is very concise and results driven. * Covers vital Web development subjects such as Web standards principles and implementation. * Several authors are members of Team Macromedia and the Web Standars project.

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Unless you are working at a very advanced level, this is the only SQL book you will ever need. The authors have taken the mystery out of complex queries and explained principles and techniques with such clarity that a "Mere Mortal" will indeed be empowered to perform the superhuman. Do not walk past this book! --Graham Mandeno, Database Consultant SQL Queries for Mere Mortals provides a step-by-step, easy-to-read introduction to writing SQL queries. It includes hundreds of examples with detailed explanations. This book provides the tools you need to understand, modify, and create SQL queries --Keith W. Hare, Convenor, ISO/IEC JTC1 SC32 WG3--the International SQL Standards Committee I learned SQL primarily from the first edition of this book, and I am pleased to see a second edition of this book so that others can continue to benefit from its organized presentation of the language. Starting from how to design your tables so that SQL can be effective (a common problem for database beginners), and then continuing through the various aspects of SQL construction and capabilities, the reader can become a moderate expert upon completing the book and its samples. Learning how to convert a question in English into a meaningful SQL statement will greatly facilitate your mastery of the language. Numerous examples from real life will help you visualize how to use SQL to answer the questions about the data in your database. Just one of the "watch out for this trap" items will save you more than the cost of the book when you avoid that problem when writing your queries. I highly recommend this book if you want to tap the full potential of your database. --Kenneth D. Snell, Ph. D., Database Designer/Programmer I don't think they do this in public schools any more, and it is a shame, but do you remember in the seventh and eighth grades when you learned to diagram a sentence? Those of you who do may no longer remember how you did it, but all of you do write better sentences because of it. John Viescas and Mike Hernandez must have remembered because they take everyday English queries and literally translate them into SQL. This is an important book for all database designers. It takes the complexity of mathematical Set Theory and of First Order Predicate Logic, as outlined in E.F. Codd's original treatise on relational database design, and makes it easy for anyone to understand. If you want an elementary- through intermediate-level course on SQL, this is the one ...

*The most updated PostgreSQL book on the market, covering version 8.0 *Highlights the most popular PostgreSQL APIs, including C, Perl, PHP, and Java *This is two books in one; it simultaneously covers key relational database design principles, while teaching PostgreSQL

This work has been revised and updated to provide a comprehensive treatment of database design for commercial database products and their applications. The book covers the basic foundation of design as well as more advanced techniques, and also incorporates coverage of data warehousing and OLAP (On-Line Analytical Processing), data mining, object-relational, multimedia, and temporal/spatial design.

A thorough reference on database administration outlines a variety of DBA roles and responsibilities and discusses such topics as data modeling and normalization, database/application design, change management, database security and data integrity, performance issues, disaster planning, and other essentials. Original. (Advanced)

Gain a solid foundation in database design and implementation using the practical, easy-to understand approach in DATABASE SYSTEMS: DESIGN, IMPLEMENTATION, AND

MANAGEMENT, 13E. This market-leading resource provides in-depth coverage of database design, balancing theory and practice with supporting visuals. Completely revised and reorganized coverage of SQL makes the purchase of supplementary SQL programming books unnecessary. SQL is introduced with more examples and simpler explanations that focus on the points most important for a career in the database field. In addition, coverage of Big Data Analytics and NoSQL, including related Hadoop technologies, is now expanded to include a stronger hands-on approach. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Demonstrates ways to create and maintain quality in library databases to serve the needs of the community, including advice on selecting software tools, indexing data, and designing content. ??????????:????:????????????;SELECT?:????????????;????????:????????;?????????:????????.

While many architects use PHP for projects, they are often not aware of the power of PHP in creating enterprise-level applications. This book covers the latest version of PHP – version 5 -- and focuses on its capabilities within a multi-tier application framework. It contains numerous coding samples and commentaries on them. A chapter discusses object orientation in PHP as it applies to the multi-tier architecture and other chapters discuss HTTP and SOAP, the two communication protocols most useful in tying together multiple layers. There is also coverage of database design and query construction as well as information about tricks you can use in generating user interfaces. Covers PHP as it relates to developing software in a multi-tier environment—a crucial aspect of developing robust software with low cost and ease of use as design goals. Makes extensive use of Simple Object Access Protocol (SOAP) and Web Services as implemented in PHP and NuSOAP. Shows precisely how to make use of the InnoDB table type newly available in MySQL. InnoDB supports true referential integrity and row-level locking. An application example (a multi-currency bookkeeping application) runs throughout the book, showing various PHP capabilities as well as the database interaction.

Provides information on designing effective interfaces for desktops and Web applications.

The Easy, Common-Sense Guide to Solving Real Problems with NoSQL The Mere Mortals® tutorials have earned worldwide praise as the clearest, simplest way to master essential database technologies. Now, there's one for today's exciting new NoSQL databases. NoSQL for Mere Mortals guides you through solving real problems with NoSQL and achieving unprecedented scalability, cost efficiency, flexibility, and availability. Drawing on 20+ years of cutting-edge database experience, Dan Sullivan explains the advantages, use cases, and terminology associated with all four main categories of NoSQL databases: key-value, document, column family, and graph databases. For each, he introduces pragmatic best practices for building high-value applications. Through step-by-step examples, you'll discover how to choose the right database for each task, and use it the right way. Coverage includes --Getting started: What NoSQL databases are, how they differ from relational databases, when to use them, and when not to Data management principles and design criteria: Essential knowledge for creating any database solution, NoSQL or relational --Key-value databases: Gaining more utility from data structures --Document databases: Schemaless databases, normalization and denormalization, mutable documents, indexing, and design patterns --Column family databases: Google's BigTable design, table design, indexing, partitioning, and Big Data Graph databases: Graph/network modeling, design tips, query methods, and traps to avoid Whether you're a database developer, data modeler, database user, or student, learning NoSQL can open up immense new opportunities. As thousands of database professionals already know, For Mere Mortals is the fastest, easiest route to mastery.

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The #1 Easy, Common-Sense Guide to SQL Queries—Updated for Today's Databases, Standards, and Challenges SQL Queries for Mere Mortals® has earned worldwide praise as the clearest, simplest tutorial on writing effective SQL queries. The authors have updated this hands-on classic to reflect new SQL standards and database applications and teach valuable new techniques. Step by step, John L. Viescas and Michael J. Hernandez guide you through creating reliable queries for virtually any modern SQL-based database. They demystify all aspects of SQL query writing, from simple data selection and filtering to joining multiple tables and modifying sets of data. Three brand-new chapters teach you how to solve a wide range of challenging SQL problems. You'll learn how to write queries that apply multiple complex conditions on one table, perform sophisticated logical evaluations, and think “outside the box” using unlinked tables. Coverage includes -- Getting started: understanding what relational databases are, and ensuring that your database structures are sound -- SQL basics: using SELECT statements, creating expressions, sorting information with ORDER BY, and filtering data using WHERE -- Summarizing and grouping data with GROUP BY and HAVING clauses -- Drawing data from multiple tables: using INNER JOIN, OUTER JOIN, and UNION operators, and working with subqueries -- Modifying data sets with UPDATE, INSERT, and DELETE statements Advanced queries: complex NOT and AND, conditions, if-then-else using CASE, unlinked tables, driver tables, and more Practice all you want with downloadable sample databases for today's versions of Microsoft Office Access, Microsoft SQL Server, and the open source MySQL database. Whether you're a DBA, developer, user, or student, there's no better way to master SQL.

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The #1 Easy, Commonsense Guide to Database Design! Michael J. Hernandez's best-selling Database Design for Mere Mortals® has earned worldwide respect as the clearest, simplest way to learn relational database design. Now, he's made this hands-on, software-independent tutorial even easier, while ensuring that his design methodology is still relevant to the latest databases, applications, and best practices. Step by step, Database Design for Mere Mortals®, Third Edition, shows you how to design databases that are soundly structured, reliable, and flexible, even in modern web applications. Hernandez guides you through everything from database planning to defining tables, fields, keys, table relationships, business rules, and views. You'll learn practical ways to improve data integrity, how to avoid common mistakes, and when to break the rules. Coverage includes Understanding database types, models, and design terminology Discovering what good database design can do for you—and why bad design can make your life miserable Setting objectives for your database, and transforming those objectives into real designs Analyzing a current database so you can identify ways to improve it Establishing table structures and relationships, assigning primary keys, setting field specifications, and setting up views Ensuring the appropriate level of data integrity for each application Identifying and establishing business rules Whatever relational database systems you use, Hernandez will help you design databases that are robust and trustworthy. Never designed a database before? Settling for inadequate generic designs? Running existing databases that need improvement? Start here.

A guide to relational database design covers such topics as setting objectives, establishing table structures, and identifying and establishing business rules.

Profit with Amazon Web Services—as a Buyer, Seller, or Independent Developer In a few short years, Amazon has evolved from an online bookstore into a complex marketplace comprised of thousands of vendors, millions of customers, and an ever-widening selection of products. With the launch of Amazon Web Services, buyers and sellers have unprecedented access to the immense body of data underpinning this marketplace. Mining Amazon Web Services: Building Applications with the Amazon API shows you what you can do with these powerful tools, and exactly how to do it. As a buyer, you'll build applications that let you comparison-shop far more effectively, consistently saving money and finding exactly the right product. As a seller, you'll leverage Amazon Web Services in ways that help you attract more customers, make more commissioned referrals, and improve your bottom line. This book is also a great resource for independent developers who want to create and publish—even make money with—applications for others. Here's some of what you'll find covered inside: Performing complex product searches Analyzing the data obtained in your searches Connecting Amazon Web Services to a local database Building a Web Services-based shopping cart Using Amazon-supported search technologies, including XML over HTTP and SOAP Improving speed and reliability Building applications for mobile devices Building and publishing applications for others All that's required is some basic experience with any one of several programming languages, including VBA, Visual Basic 6, Visual C++ 6, Visual Basic .NET, Visual C# .NET, Java, and PHP, all of which are fully represented in the book's downloadable code.

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