

Sql Hacks Tips Tools For Digging Into Your Data

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Hacking the Code has over 400 pages of dedicated exploit, vulnerability, and tool code with corresponding instruction. Unlike other security and programming books that dedicate hundreds of pages to architecture and theory based flaws and exploits, Hacking the Code dives right into deep code analysis. Previously undisclosed security research in combination with superior programming techniques from Foundstone and other respected organizations is included in both the Local and Remote Code sections of the book. The book is accompanied with a FREE COMPANION CD containing both commented and uncommented versions of the source code examples presented throughout the book. In addition to the book source code, the CD also contains a copy of the author-developed Hacker Code Library v1.0. The Hacker Code Library includes multiple attack classes and functions that can be utilized to quickly create security programs and scripts. These classes and functions simplify exploit and vulnerability tool development to an extent never before possible with publicly available software. Learn to quickly create security tools that ease the burden of software testing and network administration Find out about key security issues regarding vulnerabilities, exploits, programming flaws, and secure code development Discover the differences in numerous types of web-based attacks so that developers can create proper quality assurance testing procedures and tools Learn to automate quality assurance, management, and development tasks and procedures for testing systems and applications Learn to write complex Snort rules based solely upon traffic generated by network tools and exploits

With "PSP Hacks," readers can accomplish more than good gaming on the PSP--they'll quickly learn to surf the Web with a PSP, chat in IRC, and use the PSP to read Web comics, ebooks, and RSS feeds.

This guide shows fantasy baseball fanatics--and those who love the game--how to get data, process it, and use it to truly understand baseball.

"Tips and tools for turbocharging the IDE"--Cover.

Get introduced to the world of Docker containers from a SQL Server DBA's perspective. This book explains container technology and how it can improve the deployment of your SQL Server databases without infrastructure lock-in. You will be equipped with the right technical skills to guide stakeholders in your business as they adopt and adapt to new technologies to improve time-to-market and competitiveness. You will learn how to build a lab environment at home on which to build skills that transfer directly into your day job. This book teaches you how to install and configure Docker on both Windows Server and Linux operating systems. You will learn the most common Docker commands that you need to

know as a DBA to deploy and manage SQL Server on containers. Support for SQL Server on Linux is new, and this book has your back with guidance on creating Docker images specifically for deployment to a Linux platform. Included is coverage of key Linux commands needed to manage SQL Server on that operating system. By the end of the book you will have learned how to create your own custom SQL Server container images with configuration settings that are specific to your organization, that are capable of being deployed to both Windows Server and Linux. What You Will Learn

- Create Docker containers for agile deployment of SQL Server
- Run multiple SQL Server instances on a single Linux machine
- Deploy custom images specific to your organization's needs
- Know the benefits and architecture of container technology
- Install and configure Docker on Windows Server and Linux
- Manage and persist SQL Server data in Docker containers

Who This Book Is For Intermediate to senior SQL Server DBAs who are familiar with SQL Server on Windows and want to build their existing skills to deploy and manage SQL Server on Linux and through Docker containers.

Readers should have a grasp of relational database concepts and be comfortable with the Transact-SQL language. Voice over Internet Protocol (VoIP) is gaining a lot of attention these days, as more companies and individuals switch from standard telephone service to phone service via the Internet. The reason is simple: A single network to carry voice and data is easier to scale, maintain, and administer. As an added bonus, it's also cheaper, because VoIP is free of the endless government regulations and tariffs imposed upon phone companies. VoIP is simply overflowing with hack potential, and VoIP Hacks is the practical guide from O'Reilly that presents these possibilities to you. It provides dozens of hands-on projects for building a VoIP network, showing you how to tweak and customize a multitude of exciting things to get the job done. Along the way, you'll also learn which standards and practices work best for your particular environment. Among the quick and clever solutions showcased in the book are those for: gauging VoIP readiness on an enterprise network using SIP, H.323, and other signaling specifications providing low-layer security in a VoIP environment employing IP hardphones, analog telephone adapters, and softPBX servers dealing with and avoiding the most common VoIP deployment mistakes In reality, VoIP Hacks contains only a small subset of VoIP knowledge-enough to serve as an introduction to the world of VoIP and teach you how to use it to save money, be more productive, or just impress your friends. If you love to tinker and optimize, this is the one technology, and the one book, you must investigate.

This unique book offers readers invaluable information from the cream of the crop-Microsoft MVPs-who are now sharing undocumented hacks for the first time Packed with superlative advice on ASP, Microsoft's popular technology for Web sites, this book will help readers become more productive developers, find solutions to problems they thought unsolvable, and develop better applications During their many years of working with ASP.NET, Microsoft MVPs have answered

thousands of questions, putting them in the distinctive position of knowing exactly what readers need to know. Many of the hacks will apply to multiple versions of ASP.NET, not just 2.0 but 1.0 and 1.1 as well. This book is also available as part of the 5-book ASP.NET 2.0 Wrox Box (ISBN: 0-470-11757-5). This 5-book set includes: Professional ASP.NET 2.0 Special Edition (ISBN: 0-470-04178-1) ASP.NET 2.0 Website Programming: Problem - Design - Solution (ISBN: 0764584642) Professional ASP.NET 2.0 Security, Membership, and Role Management (ISBN: 0764596985) Professional ASP.NET 2.0 Server Control and Component Development (ISBN: 0471793507) ASP.NET 2.0 MVP Hacks and Tips (ISBN: 0764597663) CD-ROM with more than 1000 pages of bonus chapters from 15 other .NET 2.0 and SQL Server(TM) 2005 Wrox books DVD with 180-day trial version of Microsoft(r) Visual Studio(r) 2005 Professional Edition. For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

Baseball Hacks isn't your typical baseball book--it's a book about how to watch, research, and understand baseball. It's an instruction manual for the free baseball databases. It's a cookbook for baseball research. Every part of this book is designed to teach baseball fans how to do something. In short, it's a how-to book--one that will increase your enjoyment and knowledge of the game. So much of the way baseball is played today hinges upon interpreting statistical data. Players are acquired based on their performance in statistical categories that ownership deems most important. Managers make in-game decisions based not on instincts, but on probability - how a particular batter might fare against left-handed pitching, for instance. The goal of this unique book is to show fans all the baseball-related stuff that they can do for free (or close to free). Just as open source projects have made great software freely available, collaborative projects such as Retrosheet and Baseball DataBank have made great data freely available. You can use these data sources to research your favorite players, win your fantasy league, or appreciate the game of baseball even more than you do now. Baseball Hacks shows how easy it is to get data, process it, and use it to truly understand baseball. The book lists a number of sources for current and historical baseball data, and explains how to load it into a database for analysis. It then introduces several powerful statistical tools for understanding data and forecasting results. For the uninitiated baseball fan, author Joseph Adler walks readers through the core statistical categories for hitters (batting average, on-base percentage, etc.), pitchers (earned run average, strikeout-to-walk ratio, etc.), and fielders (putouts, errors, etc.). He then extrapolates upon these numbers to examine more advanced data groups like career averages, team stats, season-by-season comparisons, and more. Whether you're a mathematician, scientist, or season-ticket holder to your favorite team, Baseball Hacks is sure to have something for you. Advance praise for Baseball Hacks: "Baseball Hacks is the best book ever written for understanding and practicing baseball analytics. A must-read for baseball professionals and enthusiasts alike." -- Ari Kaplan, database consultant to the Montreal Expos, San Diego Padres, and Baltimore Orioles "The game was born in the 19th century, but the passion for its analysis continues to grow into the 21st. In Baseball Hacks, Joe Adler not only demonstrates that the latest data-mining technologies have useful application to the study of baseball statistics, he also teaches the reader how to do the analysis himself, arming the dedicated baseball fan with tools to take his understanding of the game to a higher level." -- Mark E. Johnson, Ph.D., Founder, SportMetrika, Inc. and Baseball Analyst for the 2004 St. Louis Cardinals

Read Online Sql Hacks Tips Tools For Digging Into Your Data

Provides information on creating Web sites using the PHP scripting language.

Provides information on how to create custom maps from tools available over the Internet.

Provides information on building enterprise applications using Swing.

Ajax, the popular term for Asynchronous JavaScript and XML, is one of the most important combinations of technologies for web developers to know these days. With its rich grouping of technologies, Ajax developers can create interactive web applications with XML-based web services, using JavaScript in the browser to process the web server response. Taking complete advantage of Ajax, however, requires something more than your typical "how-to" book. What it calls for is Ajax Hacks from O'Reilly. This valuable guide provides direct, hands-on solutions that take the mystery out of Ajax's many capabilities. Each hack represents a clever way to accomplish a specific task, saving you countless hours of searching for the right answer. A smart collection of 80 insider tips and tricks, Ajax Hacks covers all of the technology's finer points. Want to build next-generation web applications today? This book can show you how. Among the multitude of topics addressed, it shows you techniques for: Using Ajax with Google Maps and Yahoo Maps Displaying Weather.com data Scraping stock quotes Fetching postal codes Building web forms with auto-complete functionality Ajax Hacks also features a number of advanced hacks for accelerated web developers. Discover how to create huge, maintainable bookmarklets, how to use client-side storage for Ajax applications, and how to call a built-in Java object from JavaScript using Ajax. The book even addresses best practices for testing Ajax applications and improving maintenance, performance, and reliability for JavaScript code. The latest in O'Reilly's celebrated Hacks series, Ajax Hacks smartly complements other O'Reilly titles such as Head Rush Ajax and JavaScript: The Definitive Guide.

Access HacksTips & Tools for Wrangling Your Data"O'Reilly Media, Inc."

Provides advice and tools to help Linux system administrators solve problems, offering hacks devoted to concerns such as controlling the authentication process, running a GUI Linux desktop remotely, and managing storage on the network.

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Bigger in size, longer in length, broader in scope, and even more useful than our original Mac OS X Hacks, the new Big Book of Apple Hacks offers a grab bag of tips, tricks and hacks to get the most out of Mac OS X Leopard, as well as the new line of iPods, iPhone, and Apple TV. With 125 entirely new hacks presented in step-by-step fashion, this practical book is for serious Apple computer and gadget users who really want to take control of these systems. Many of the hacks take you under the hood and show you how to tweak system preferences, alter or add keyboard shortcuts, mount drives and devices, and generally do things with your operating system and gadgets that Apple doesn't expect you to do. The Big Book of Apple Hacks gives you: Hacks for both Mac OS X Leopard and Tiger, their related applications, and the hardware they run on or connect to Expanded tutorials and lots of background material, including informative sidebars "Quick Hacks" for tweaking system and gadget settings in minutes Full-blown hacks for adjusting Mac OS X applications such as Mail, Safari, iCal, Front Row, or the iLife suite Plenty of hacks and tips for the Mac mini, the MacBook laptops, and new Intel desktops Tricks for running Windows on the Mac, under emulation in Parallels or as a standalone OS with

Bootcamp The Big Book of Apple Hacks is not only perfect for Mac fans and power users, but also for recent -- and aspiring -- "switchers" new to the Apple experience. Hacks are arranged by topic for quick and easy lookup, and each one stands on its own so you can jump around and tweak whatever system or gadget strikes your fancy. Pick up this book and take control of Mac OS X and your favorite Apple gadget today!

In the fast-moving world of computers, things are always changing. Since the first edition of this strong-selling book appeared two years ago, network security techniques and tools have evolved rapidly to meet new and more sophisticated threats that pop up with alarming regularity. The second edition offers both new and thoroughly updated hacks for Linux, Windows, OpenBSD, and Mac OS X servers that not only enable readers to secure TCP/IP-based services, but helps them implement a good deal of clever host-based security techniques as well. This second edition of Network Security Hacks offers 125 concise and practical hacks, including more information for Windows administrators, hacks for wireless networking (such as setting up a captive portal and securing against rogue hotspots), and techniques to ensure privacy and anonymity, including ways to evade network traffic analysis, encrypt email and files, and protect against phishing attacks. System administrators looking for reliable answers will also find concise examples of applied encryption, intrusion detection, logging, trending and incident response. In fact, this "roll up your sleeves and get busy" security book features updated tips, tricks & techniques across the board to ensure that it provides the most current information for all of the major server software packages. These hacks are quick, clever, and devilishly effective.

A guide to Firefox covers such topics as security, Web surfing enhancements, and integrating Firefox with other tools. With more than a million dedicated programmers, Perl has proven to be the best computing language for the latest trends in computing and business. While other languages have stagnated, Perl remains fresh, thanks to its community-based development model, which encourages the sharing of information among users. This tradition of knowledge-sharing allows developers to find answers to almost any Perl question they can dream up. And you can find many of those answers right here in Perl Hacks. Like all books in O'Reilly's Hacks Series, Perl Hacks appeals to a variety of programmers, whether you're an experienced developer or a dabbler who simply enjoys exploring technology. Each hack is a short lesson--some are practical exercises that teach you essential skills, while others merely illustrate some of the fun things that Perl can do. Most hacks have two parts: a direct answer to the immediate problem you need to solve right now and a deeper, subtler technique that you can adapt to other situations. Learn how to add CPAN shortcuts to the Firefox web browser, read files backwards, write graphical games in Perl, and much more. For your convenience, Perl Hacks is divided by topic--not according to any sense of relative difficulty--so you can skip around and stop at any hack you like. Chapters include: Productivity Hacks User Interaction Data Munging Working with Modules Object Hacks

Debugging Whether you're a newcomer or an expert, you'll find great value in Perl Hacks, the only Perl guide that offers something useful and fun for everyone.

A guide to getting the most out of Microsoft Access covers such topics as customizing Access, creating slideshows, creating tables, writing code, and importing and exporting XML data.

Programmers love its flexibility and speed; designers love its accessibility and convenience. When it comes to creating web sites, the PHP scripting language is truly a red-hot property. In fact, PHP is currently used on more than 19 million web sites, surpassing Microsoft's ASP .NET technology in popularity. Not surprisingly, this surge in usage has resulted in a number of PHP books hitting the market. Only one, though, takes the language beyond traditional Web programming and into mapping, graphing, multimedia, and beyond: PHP Hacks. In PHP Hacks, author Jack Herrington wrings out his 20 years of code generation experience to deliver hands-on tools ranging from basic PHP and PEAR installation and scripting to advanced multimedia and database optimizing tricks. On the practical side of things, PHP Hacks helps you develop more robust PHP applications by explaining how to improve your database design, automate application testing, and employ design patterns in your PHP scripts and classes. In the category of "cool," Herrington explains how to upgrade your Web interface through the creation of tabs, stickies, popups, and calendars. He even examines how to leverage maps and graphics in PHP. There's also a bounty of image and application hacks, including those that show you how to: Integrate web sites with Google maps and satellite imaging Dynamically display iPhoto libraries online Add IRC, SMS, and Instant Messaging capabilities to your Web applications Drop the latest Wikipedia dictionary onto your Sony PSP Render graphics and user interfaces with SVG, DHTML, and Ajax Whether you're a newcomer or an expert, you'll find great value in PHP Hacks, the only PHP guide that offers something useful and fun for everyone.

This is a practical guide that distills years of ingenious XML hacking into a complete set of tips, tricks and tools for those who want to leverage the untapped power of XML. It includes many real-world projects that illustrate how to define, create, read and manipulate XML documents.

As part of the Microsoft Office suite, Access has become the industry's leading desktop database management program for organizing, accessing, and sharing information. But taking advantage of this product to build increasingly complex Access applications requires something more than your typical how-to book. What it calls for is Access Hacks from O'Reilly. This valuable guide provides direct, hands-on solutions that can help relieve the frustrations felt by users struggling to master the program's various complexities. For experienced users, Access Hacks offers a unique collection of proven techniques and tools that enable them to take their database skills and productivity to the next level. For Access beginners, it helps them acquire a firm grasp of the program's most productive features. A smart collection of

insider tips and tricks, Access Hacks covers all of the program's finer points. Among the multitude of topics addressed, it shows users how to: work with Access in multi-user environments utilize SQL queries work with external data and programs integrate Access with third-party products Just imagine: a learning process without the angst. Well, Access Hacks delivers it with ease, thanks to these down-and-dirty techniques not collected together anywhere else. Part of O'Reilly's best-selling Hacks series, Access Hacks is based on author Ken Bluttman's two decades of real-world experience in database programming and business application building. It's because of his vast experiences that the book is able to offer such a deep understanding of the program's expanding possibilities.

IRC (Internet Relay Chat) may very well turn out to be the world's most successful hack. In 1988, Jarkko Oikarinen wrote the original IRC program at the University of Oulu, Finland. As he says in his foreword, "IRC started as one summer trainee's programming exercise. A hack grew into a software development project that hundreds of people participated in, and then became a worldwide environment where tens of thousands of people now spend time with each other. I have found many of my friends through IRC and learnt a significant part of my present software engineering knowledge while using and working with IRC. That would not have been possible without learning from code examples and hacks from others". IRC has continued to grow in popularity since its inception. Millions of people from all over the world now use IRC to chat with friends, discuss projects and collaborate on research. With a simple, clearly defined protocol, IRC has become one of the most accessible chat environments, with clients written for a multitude of operating systems. And IRC is more than just a simple chat system it is a network of intercommunicating servers, allowing thousands of clients to connect from anywhere in the world using the IRC protocol. While IRC is easy to get into and many people are happy to use it without being aware of what's happening under the hood, there are those who hunger for more knowledge, and this book is for them. IRC Hacks is a collection of tips and tools that cover just about everything needed to become a true IRC master, featuring contributions from some of the most renowned IRC hackers, many of whom collaborated on IRC, grouping together to form the channel #irchacks on the freenode IRC network (irc.freenode.net). Like all of our Hacks books, there are many different ways to use IRC Hacks. You can read the book from cover to cover, but you might be better served by picking an interesting item from the table of contents and just diving in. If you're relatively new to IRC, you should considering starting with a few hacks from each progressive chapter. Chapter 1 starts you off by showing you how to connect to IRC, while Chapter 2 acquaints you with the everyday concepts you'll need to use IRC effectively. Chapter 3 is all about users and channels, and introduces the first pieces of code. Chapter 4 shows you how to make useful enhancements to IRC clients. Chapter 5 is where you will learn the basics about creating IRC bots, with Chapters 6-12 introducing more complex bots that can be used for logging, servicing communities, searching, announcing,

networking, managing channels or simply for having fun. Chapter 13 delves into the IRC protocol in more detail, and Chapter 14 demonstrates some interesting alternative methods for connecting to IRC. Finally, Chapter 15 will move you on to new pastures by showing you how to set up your own IRC server. This book presents an opportunity to learn how IRC works and how to make best use of some of the features that have made it the most successful, most scalable, and most mature chat system on this planet. IRC Hacks delves deep into the possibilities.

If you've bought or sold items through eBay, or through hundreds of other online sites, then you're familiar with PayPal, the online payment service. With PayPal, a valid email address, and a credit card or bank account, you can easily send and receive payments online. Not a bank or financial institution itself, PayPal describes its service as one that builds on the financial infrastructure of bank accounts and credit cards, and using advanced proprietary fraud prevention systems, creates a safe, global, real-time payment solution. Put simply, PayPal provides the means for people to conduct financial transactions online, instantly and securely. But there's more to PayPal than meets the eye. PayPal Hacks shows you how to make the most of PayPal to get the most out of your online business or transactions. Authors Shannon Sofield of Payloadz.com and PayPal evangelist David Nielsen guide you through the rigors of using and developing with PayPal. Whether you're building an ecommerce site using PayPal as a transaction provider, or simply trying to pay for an eBay auction without getting burned, PayPal Hacks will give you the skinny on this leading global online payment service. The collection of tips and tricks in PayPal Hacks shows you how to find or even build the right tools for using PayPal to buy and sell on eBay or as a transaction provider for ecommerce on your own site. Written for all PayPal users, from those just starting out to those developing sophisticated ecommerce sites, this book begins with the basics such as setting up your account, then moves quickly into specific tips and tools for buyers, sellers, and developers. With PayPal Hacks, you can:

- Learn extra steps to help protect yourself while buying or selling on eBay
- Save time and money with advanced tips and undocumented features
- Learn dozens of easy-to-follow procedures to help you request and receive payments and fill orders
- Use PayPal to handle subscriptions, affiliate systems, and donations
- Create and customize your customers' checkout process
- Effortlessly integrate PayPal's shopping cart system into your own website
- Implement digital fulfillment with Instant Payment Notification (IPN) and Payment Data Transfer (PDT)
- Develop and distribute ecommerce applications with the PayPal API

Each hack consists of a task to be accomplished or a creative solution to a problem, presented in a clear, logical, and task-oriented format. PayPal Hacks provides the tools and details necessary to make PayPal more profitable, more flexible, and more convenient.

Millions of users create and share Excel spreadsheets every day, but few go deeply enough to learn the techniques that will make their work much easier. There are many ways to take advantage of Excel's advanced capabilities without

spending hours on advanced study. Excel Hacks provides more than 130 hacks -- clever tools, tips and techniques -- that will leapfrog your work beyond the ordinary. Now expanded to include Excel 2007, this resourceful, roll-up-your-sleeves guide gives you little known "backdoor" tricks for several Excel versions using different platforms and external applications. Think of this book as a toolbox. When a need arises or a problem occurs, you can simply use the right tool for the job. Hacks are grouped into chapters so you can find what you need quickly, including ways to: Reduce workbook and worksheet frustration -- manage how users interact with worksheets, find and highlight information, and deal with debris and corruption. Analyze and manage data -- extend and automate these features, moving beyond the limited tasks they were designed to perform. Hack names -- learn not only how to name cells and ranges, but also how to create names that adapt to the data in your spreadsheet. Get the most out of PivotTables -- avoid the problems that make them frustrating and learn how to extend them. Create customized charts -- tweak and combine Excel's built-in charting capabilities. Hack formulas and functions -- subjects range from moving formulas around to dealing with datatype issues to improving recalculation time. Make the most of macros -- including ways to manage them and use them to extend other features. Use the enhanced capabilities of Microsoft Office 2007 to combine Excel with Word, Access, and Outlook. You can either browse through the book or read it from cover to cover, studying the procedures and scripts to learn more about Excel. However you use it, Excel Hacks will help you increase productivity and give you hours of "hacking" enjoyment along the way.

Whether you're running Access, MySQL, SQL Server, Oracle, or PostgreSQL, this book will help you push the limits of traditional SQL to squeeze data effectively from your database. The book offers 100 hacks -- unique tips and tools -- that bring you the knowledge of experts who apply what they know in the real world to help you take full advantage of the expressive power of SQL. You'll find practical techniques to address complex data manipulation problems. Learn how to: Wrangle data in the most efficient way possible Aggregate and organize your data for meaningful and accurate reporting Make the most of subqueries, joins, and unions Stay on top of the performance of your queries and the server that runs them Avoid common SQL security pitfalls, including the dreaded SQL injection attack Let SQL Hacks serve as your toolbox for digging up and manipulating data. If you love to tinker and optimize, SQL is the perfect technology and SQL Hacks is the must-have book for you.

Updated for Windows 8 and the latest version of Linux The best way to stay safe online is to stop hackers before they attack - first, by understanding their thinking and second, by ethically hacking your own site to measure the effectiveness of your security. This practical, top-selling guide will help you do both. Fully updated for Windows 8 and the latest version of Linux, Hacking For Dummies, 4th Edition explores the malicious hacker's mindset and helps you develop an ethical

hacking plan (also known as penetration testing) using the newest tools and techniques. More timely than ever, this must-have book covers the very latest threats, including web app hacks, database hacks, VoIP hacks, and hacking of mobile devices. Guides you through the techniques and tools you need to stop hackers before they hack you Completely updated to examine the latest hacks to Windows 8 and the newest version of Linux Explores the malicious hackers's mindset so that you can counteract or avoid attacks completely Suggests ways to report vulnerabilities to upper management, manage security changes, and put anti-hacking policies and procedures in place If you're responsible for security or penetration testing in your organization, or want to beef up your current system through ethical hacking, make sure you get Hacking For Dummies, 4th Edition.

Presents a collection of tips and techniques for getting the most out of Microsoft Windows server.

Describes how to get the most out of an iPod and iTunes, covering such topics as replacing the iPod battery, controlling iTunes from a Palm or mobile phone, playing games on the iPod, and reading email on an iPod.

Provides coverage of the security features in Windows Server 2003. This book is useful for network professionals working with a Windows Server 2003 and/or Windows XP system.

A guide to hacks for Halo 2 that covers jumping; skulls; Easter eggs; gameplay tricks; glitches; hacking setup and software; and weapon, vehicle, level, display, and gameplay mods.

Analyzes attacks on computer networks, discusses security, auditing, and intrusion detection procedures, and covers hacking on the Internet, attacks against Windows, e-commerce hacking methodologies, and new discovery tools.

Helps organizations and individual operators in making the most of their Web investment by providing tools, techniques, and strategies for measuring their site's overall effectiveness. Providing the definitions of commonly-used terms, this book teaches how to gather crucial marketing data, how to drive potential customers to action, and more.

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