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Microsoft Office 365 - Steven M. Freund 2016-02-16

Discover how to maximize the advantages that the latest version of Microsoft Office offers with the focused approach found in MICROSOFT OFFICE 365 & OFFICE 2016: INTRODUCTORY. This new softcover, spiral-bound edition is part of the acclaimed Shelly Cashman Series that has effectively introduced computer skills to millions of students like you. MICROSOFT OFFICE 365 & OFFICE 2016: INTRODUCTORY continues the Series's strong history of innovation with an enhanced learning approach to address your needs, no matter what your learning style. A trademark step-by-step, screen-by-screen approach encourages you to expand your understanding of Microsoft Office 2016 through experimentation, critical thought, and personalization. This new edition delivers the most effective educational materials specifically designed to engage, improve retention, and prepare you for success.

Database System Implementation - Garcia-Molina 2000-09

Database Processing - David M. Kroenke 2011-07

Get straight to the point of database processing. Database Processing reflects a new teaching method that gets readers straight to the point

with its thorough and modern presentation of database processing fundamentals. The twelfth edition has been thoroughly updated to reflect the latest software.

Information Technology for Management - Efraim Turban
2018-01-31

Information technology is ever-changing, and that means that those who are working, or planning to work, in the field of IT management must always be learning. In the new edition of the acclaimed Information Technology for Management, the latest developments in the real world of IT management are covered in detail thanks to the input of IT managers and practitioners from top companies and organizations from around the world. Focusing on both the underlying technological developments in the field and the important business drivers performance, growth and sustainability—the text will help students explore and understand the vital importance of IT's role vis-a-vis the three components of business performance improvement: people, processes, and technology. The book also features a blended learning approach that employs content that is presented visually, textually, and interactively to enable students with different learning styles to easily understand and retain information.

Coverage of next technologies is up to date, including cutting-edged technologies, and case studies help to reinforce material in a way that few texts can.

Oracle 12c: SQL - Joan Casteel 2015-09-08

Introduce the latest version of the fundamental SQL language used in all relational databases today with Casteel's ORACLE 12C: SQL, 3E. Much more than a study guide, this edition helps those who have only a basic knowledge of databases master the latest SQL and Oracle concepts and techniques. Learners gain a strong understanding of how to use Oracle 12c SQL most effectively as they prepare for the first exam in the Oracle Database Administrator or Oracle Developer Certification Exam paths. This edition initially focuses on creating database objects, including tables, constraints, indexes, sequences, and more. The author then explores data query techniques, such as row filtering, joins, single-row functions, aggregate functions, subqueries, and views, as well as advanced query topics. ORACLE 12C: SQL, 3E introduces the latest features and enhancements in 12c, from enhanced data types and invisible columns to new CROSS and OUTER APPLY methods for joins. To help readers transition to further studies, appendixes introduce SQL tuning, compare Oracle's SQL syntax with other databases, and overview Oracle connection interface tools: SQL Developer and SQL Plus. Readers can trust ORACLE 12C: SQL, 3E to provide the knowledge for Oracle certification testing and the solid foundation for pursuing a career as a successful database administrator or developer. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Architecture of a Database System - Joseph M. Hellerstein 2007

Architecture of a Database System presents an architectural discussion of DBMS design principles, including process models, parallel architecture, storage system design, transaction system implementation, query processor and optimizer architectures, and typical shared components and utilities.

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Making Databases Work - Michael L. Brodie 2018-12-14

This book celebrates Michael Stonebraker's accomplishments that led to his 2014 ACM A.M. Turing Award "for fundamental contributions to the concepts and practices underlying modern database systems." The book describes, for the broad computing community, the unique nature, significance, and impact of Mike's achievements in advancing modern database systems over more than forty years. Today, data is considered the world's most valuable resource, whether it is in the tens of millions of databases used to manage the world's businesses and governments, in the billions of databases in our smartphones and watches, or residing elsewhere, as yet unmanaged, awaiting the elusive next generation of database systems. Every one of the millions or billions of databases includes features that are celebrated by the 2014 Turing Award and are described in this book. Why should I care about databases? What is a database? What is data management? What is a database management system (DBMS)? These are just some of the questions that this book answers, in describing the development of data management through the achievements of Mike Stonebraker and his over 200 collaborators. In reading the stories in this book, you will discover core data management concepts that were developed over the two greatest eras (so far) of data management technology. The book is a collection of 36 stories written by Mike and 38 of his collaborators: 23 world-leading database researchers, 11 world-class systems engineers, and 4 business partners. If you are an aspiring researcher, engineer, or entrepreneur you might read these stories to find these turning points as practice to tilt at your own computer-science windmills, to spur yourself to your next step of innovation and achievement.

[Essentials of Database Management](#) - Jeffrey A. Hoffer 2014

Focusing on the topics that leading database practitioners say are most important, Essentials of Database Management presents a concise overview designed to ensure practical success for database professionals. Built upon the strong foundation of Modern Database Management, currently in its eleventh edition, the new Essentials of Database Management is ideal for a less-detailed approach. Like its

comprehensive counterpart, it guides readers into the future by presenting research that could reveal the "next big thing" in database management. And it features up-to-date coverage in the areas undergoing rapid change due to improved managerial practices, database design tools and methodologies, and database technology. KEY TOPICS: The Database Environment and Development Process; Modeling Data in the Organization; The Enhanced E-R Model; Logical Database Design and the Relational Model; Physical Database Design and Performance; Introduction to SQL; Advanced SQL; Database Application Development; Data Warehousing MARKET: Readers who want an up-to-date overview of database development and management.

Database Systems: Design, Implementation, & Management -

Carlos Coronel 2016-01-12

Readers gain a solid foundation in database design and implementation with the practical and easy-to-understand approach in DATABASE SYSTEMS: DESIGN, IMPLEMENTATION, AND MANAGEMENT, 12E. Filled with diagrams, illustrations, and tables, this market-leading text provides in-depth coverage of database design. Readers learn the key to successful database implementation: 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 an outstanding balance of theory and practice. Updates include the latest coverage of cloud data services and a new chapter on Big Data Analytics and NoSQL, including related Hadoop technologies. In addition, new review questions, problem sets, and cases offer multiple opportunities to test understanding and develop useful design skills. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Fundamentals of Database Systems - Ramez Elmasri 2008-09

Relational Database Design and Implementation - Jan L. Harrington 2016-04-15

Relational Database Design and Implementation: Clearly Explained, Fourth Edition, provides the conceptual and practical information

necessary to develop a database design and management scheme that ensures data accuracy and user satisfaction while optimizing performance. Database systems underlie the large majority of business information systems. Most of those in use today are based on the relational data model, a way of representing data and data relationships using only two-dimensional tables. This book covers relational database theory as well as providing a solid introduction to SQL, the international standard for the relational database data manipulation language. The book begins by reviewing basic concepts of databases and database design, then turns to creating, populating, and retrieving data using SQL. Topics such as the relational data model, normalization, data entities, and Codd's Rules (and why they are important) are covered clearly and concisely. In addition, the book looks at the impact of big data on relational databases and the option of using NoSQL databases for that purpose. Features updated and expanded coverage of SQL and new material on big data, cloud computing, and object-relational databases Presents design approaches that ensure data accuracy and consistency and help boost performance Includes three case studies, each illustrating a different database design challenge Reviews the basic concepts of databases and database design, then turns to creating, populating, and retrieving data using SQL

Modern Database Management - Fred R. McFadden 1999

The fifth edition of Modern Database Management has been updated to reflect the most current database content available. It provides sound, clear, and current coverage of the concepts, skills, and issues needed to cope with an expanding organisational resource. While sufficient technical detail is provided, the emphasis remains on management and implementation issues pertinent in a business information systems curriculum.

Textbook of Organic Medicinal and Pharmaceutical Chemistry - Charles Owens Wilson 1977

Handbook of Research on Driving Socioeconomic Development With Big Data - Sun, Zhaohao 2023-02-24

Socioeconomic development has drawn increasing attention in academia, industries, and governments. The relationship between big data and its technologies and socioeconomic development has drawn certain attention in academia. Socioeconomic development depends not only on big data, but also on big data technologies. However, the relationship between big data and socioeconomic development is not adequately covered in current research. The Handbook of Research on Driving Socioeconomic Development With Big Data provides an original and innovative understanding of and insight into how the proposed theories, technologies, and methodologies of big data can improve socioeconomic development and sustainable development in terms of business and services, healthcare, the internet of everything, sharing economy, and more. Covering topics such as corporate social responsibility, management applications, and process mining, this major reference work is an excellent resource for data scientists, business leaders and executives, IT professionals, government officials, economists, sociologists, librarians, students, researchers, and academicians.

Modern Database Management, Global Edition - Jeffrey A. Hoffer
2019-06-17

For courses in database management. A comprehensive text on the latest in database development Focusing on what leading database practitioners say are the most important aspects to database development, Modern Database Management presents sound pedagogy and topics that are critical for the practical success of database professionals. The 13th Edition updates and expands materials in areas undergoing rapid change as a result of improved managerial practices, database design tools and methodologies, and database technology - such as application security, multi-user solutions, and more - to reflect major trends in the field and the skills required of modern information systems graduates. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via

the iPad and Android apps. Upon purchase, you will receive via email the code and instructions on how to access this product. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

System Engineering Analysis, Design, and Development - Charles S. Wasson 2015-11-16

Praise for the first edition: "This excellent text will be useful to every system engineer (SE) regardless of the domain. It covers ALL relevant SE material and does so in a very clear, methodical fashion. The breadth and depth of the author's presentation of SE principles and practices is outstanding." -Philip Allen This textbook presents a comprehensive, step-by-step guide to System Engineering analysis, design, and development via an integrated set of concepts, principles, practices, and methodologies. The methods presented in this text apply to any type of human system -- small, medium, and large organizational systems and system development projects delivering engineered systems or services across multiple business sectors such as medical, transportation, financial, educational, governmental, aerospace and defense, utilities, political, and charity, among others. Provides a common focal point for "bridging the gap" between and unifying System Users, System Acquirers, multi-discipline System Engineering, and Project, Functional, and Executive Management education, knowledge, and decision-making for developing systems, products, or services Each chapter provides definitions of key terms, guiding principles, examples, author's notes, real-world examples, and exercises, which highlight and reinforce key SE&D concepts and practices Addresses concepts employed in Model-Based Systems Engineering (MBSE), Model-Driven Design (MDD), Unified Modeling Language (UMLTM) / Systems Modeling Language (SysMLTM), and Agile/Spiral/V-Model Development such as user needs, stories, and use cases analysis; specification development; system architecture development; User-Centric System Design (UCSD); interface definition & control; system integration & test; and Verification & Validation (V&V) Highlights/introduces a new 21st Century Systems Engineering & Development (SE&D) paradigm that is easy

to understand and implement. Provides practices that are critical staging points for technical decision making such as Technical Strategy Development; Life Cycle requirements; Phases, Modes, & States; SE Process; Requirements Derivation; System Architecture Development, User-Centric System Design (UCSD); Engineering Standards, Coordinate Systems, and Conventions; et al. Thoroughly illustrated, with end-of-chapter exercises and numerous case studies and examples, *Systems Engineering Analysis, Design, and Development, Second Edition* is a primary textbook for multi-discipline, engineering, system analysis, and project management undergraduate/graduate level students and a valuable reference for professionals.

DATABASE PRINCIPLES - CARLOS. MORRIS CORONEL (STEVEN. CROCKETT, KEELEY.) 2020

Systems Analysis and Design in a Changing World - John W. Satzinger 2015-02-01

Refined and streamlined, *SYSTEMS ANALYSIS AND DESIGN IN A CHANGING WORLD, 7E* helps students develop the conceptual, technical, and managerial foundations for systems analysis design and implementation as well as project management principles for systems development. Using case driven techniques, the succinct 14-chapter text focuses on content that is key for success in today's market. The authors' highly effective presentation teaches both traditional (structured) and object-oriented (OO) approaches to systems analysis and design. The book highlights use cases, use diagrams, and use case descriptions required for a modeling approach, while demonstrating their application to traditional, web development, object-oriented, and service-oriented architecture approaches. The Seventh Edition's refined sequence of topics makes it easier to read and understand than ever. Regrouped analysis and design chapters provide more flexibility in course organization. Additionally, the text's running cases have been completely updated and now include a stronger focus on connectivity in applications. Important Notice: Media content referenced within the

product description or the product text may not be available in the ebook version.

ISE Database System Concepts - Abraham Silberschatz 2019-02-28
Database System Concepts by Silberschatz, Korth and Sudarshan is now in its 7th edition and is one of the cornerstone texts of database education. It presents the fundamental concepts of database management in an intuitive manner geared toward allowing students to begin working with databases as quickly as possible. The text is designed for a first course in databases at the junior/senior undergraduate level or the first year graduate level. It also contains additional material that can be used as supplements or as introductory material for an advanced course. Because the authors present concepts as intuitive descriptions, a familiarity with basic data structures, computer organization, and a high-level programming language are the only prerequisites. Important theoretical results are covered, but formal proofs are omitted. In place of proofs, figures and examples are used to suggest why a result is true.

Fundamentals of Database Systems - Ramez Elmasri 2004
This book combines clear explanations of theory and design, broad coverage of models and real systems, and excellent examples with up-to-date introductions to modern database technologies. Now in its third edition, this book has been revised and updated to reflect the latest trends in technological and application development. - Introduces UML modeling and how it is used right alongside ER modeling. - Provides updated and expanded material on SQL including a new chapter, which discusses Web databases and SQL, including JDBC/ODBC. - Applies ideas from the book to a fully-developed case study that implements the data needed to design a bookstore. - Expanded coverage of important database topics like security, data warehousing, and data mining. - A new chapter featuring the relationship to XML and Internet databases keeps students on the edge of database technology. - Gives examples of real database systems. - Provides coverage of the object-oriented and object/relational approach to data management. - Includes discussion of decision support applications of data warehousing and data mining, as well as emerging technologies of web databases, multimedia, and mobile

databases. - Covers a

CMPTR - Katherine T. Pinard 2016-03-14

4LTR Press solutions give students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their main course resource.

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New Perspectives Microsoft Office 365 & Access 2016:

Comprehensive - Mark Shellman 2016-01-15

Now readers can develop the complete Microsoft Access 2016 skills needed to be successful in college or the business world beyond with the emphasis on critical-thinking, problem-solving, and in-depth coverage found in NEW PERSPECTIVES MICROSOFT OFFICE 365 & ACCESS 2016: COMPREHENSIVE. Updated with all-new case-based modules, this thorough edition clearly applies the basic and more advanced skills readers are learning to real-world situations, making the concepts even more relevant. A new Productivity Apps for School and Work module visually introduces Microsoft OneNote, Sway, Office Mix and Edge with fun, hands-on activities. NEW PERSPECTIVES MICROSOFT OFFICE 365 & ACCESS 2016: COMPREHENSIVE immediately demonstrates the importance of the extensive skills highlighted within each module. This edition focuses on strengthening learning outcomes and transferring the complete skills readers are mastering to other applications and disciplines for further success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Database Systems: Design, Implementation, & Management - Carlos Coronel 2016-01-12

Readers gain a solid foundation in database design and implementation with the practical and easy-to-understand approach in DATABASE SYSTEMS: DESIGN, IMPLEMENTATION, AND MANAGEMENT, 12E. Filled with diagrams, illustrations, and tables, this market-leading text provides in-depth coverage of database design. Readers learn the key to successful database implementation: 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 an outstanding balance of theory and practice. Updates include the latest coverage of cloud data services and a new chapter on Big Data Analytics and NoSQL, including related Hadoop technologies. In addition, new review questions, problem sets, and cases offer multiple opportunities to test understanding and develop useful design skills. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Database Management Systems - Raghu Ramakrishnan 2000

Database Management Systems provides comprehensive and up-to-date coverage of the fundamentals of database systems. Coherent explanations and practical examples have made this one of the leading texts in the field. The third edition continues in this tradition, enhancing it with more practical material. The new edition has been reorganized to allow more flexibility in the way the course is taught. Now, instructors can easily choose whether they would like to teach a course which emphasizes database application development or a course that emphasizes database systems issues. New overview chapters at the beginning of parts make it possible to skip other chapters in the part if you don't want the detail. More applications and examples have been added throughout the book, including SQL and Oracle examples. The applied flavor is further enhanced by the two new database applications chapters.

Security+ Guide to Network Security Fundamentals - Mark Ciampa 2012-07-27

Reflecting the latest trends and developments from the information security field, best-selling Security+ Guide to Network Security Fundamentals, Fourth Edition, provides a complete introduction to practical network and computer security and maps to the CompTIA Security+ SY0-301 Certification Exam. The text covers the fundamentals of network security, including compliance and operational security; threats and vulnerabilities; application, data, and host security; access control and identity management; and cryptography. The updated edition

includes new topics, such as psychological approaches to social engineering attacks, Web application attacks, penetration testing, data loss prevention, cloud computing security, and application programming development security. The new edition features activities that link to the Information Security Community Site, which offers video lectures, podcasts, discussion boards, additional hands-on activities and more to provide a wealth of resources and up-to-the minute information.

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Digital Systems Design Using Verilog - Charles Roth 2015-01-01

DIGITAL SYSTEMS DESIGN USING VERILOG integrates coverage of logic design principles, Verilog as a hardware design language, and FPGA implementation to help electrical and computer engineering students master the process of designing and testing new hardware configurations. A Verilog equivalent of authors Roth and John's previous successful text using VHDL, this practical book presents Verilog constructs side-by-side with hardware, encouraging students to think in terms of desired hardware while writing synthesizable Verilog. Following a review of the basic concepts of logic design, the authors introduce the basics of Verilog using simple combinational circuit examples, followed by models for simple sequential circuits. Subsequent chapters ask readers to tackle more and more complex designs. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Management Information Systems - Kenneth C. Laudon 2004

Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

Database Life Cycle - Open University. Relational Databases: Theory and Practice Course Team 2007-04

This block is concerned with the database lifecycle, which describes the stages a database goes through, from the time the need for a database is established until it is withdrawn from use. This block applies the practice developed in Block 3 to systematically develop, implement and maintain a database design that supports the information requirements of an enterprise. It presents a simple framework for database development and maintenance. This is a very practical block and will require you to write and execute SQL statements for which you will need access to a computer installed with the course software (order code M359/CDR01) and database cards Scenarios and Hospital conceptual data model (order code M359/DBCARDS)

Database Principles - Stephen Morris 2012-03-13

Practical and easy to understand Database Principles: Fundamentals of Design, Implementation, and Management, 10/e, International Edition gives readers a solid foundation in database design and implementation. Filled with visual aids such as diagrams, illustrations, and tables, this market-leading book 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, 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 readers have multiple opportunities to test their understanding and develop real and useful design skills.

Spatial Database Systems - Albert K.W. Yeung 2007-05-23

This book places spatial data within the broader domain of information technology (IT) while providing a comprehensive and coherent explanation of the guiding principles, methods, implementation and operational management of spatial databases within the workplace. The text explains the key concepts, issues and processes of spatial data implementation and provides a holistic management perspective.

Valuepack - Thomas Connolly 2005-08-01

Learning MySQL and MariaDB - Russell J.T. Dyer 2015-03-30

"With an easy, step-by-step approach, this guide shows beginners how to install, use, and maintain the world's most popular open source database: MySQL. You'll learn through real-world examples and many practical tips, including information on how to improve database performance. Database systems such as MySQL help data handling for organizations large and small handle data, providing robust and efficient access in ways not offered by spreadsheets and other types of data stores. This book is also useful for web developers and programmers interested in adding MySQL to their skill sets. Topics include: Installation and basic administration ; Introduction to databases and SQL ; Functions, subqueries, and other query enhancements ; Improving database performance ; Accessing MySQL from popular languages"--

Logical Database Design Principles - John Garmany 2005-05-12

Until now, almost all books on logical database design focused exclusively on relational design. However, modern database management systems have added powerful features that have driven a movement away from truly normalized database design. Logical Database Design Principles reflects these recent changes. The book begins by covering traditional lo

SQL by Example - John Russo 2018-11-21

SQL by Example uses one case study to teach the reader basic structured query language (SQL) skills. The author has tested the case study in the classroom with thousands of students. While other SQL texts tend to use examples from many different data sets, the author has found that once students get used to one case study, they learn the material at a much faster rate. The text begins with an introduction to the case study and trains the reader to think like the query processing engine for a relational database management system. Once the reader has a grasp of the case study then SQL programming constructs are introduced with examples from the case study. In order to reinforce concepts, each chapter has several exercises with solutions provided on the book's

website. SQL by Example is designed both for those who have never worked with SQL as well as those with some experience. It is modular in that each chapter can be approached individually or as part of a sequence, giving the reader flexibility in the way that they learn or refresh concepts. This also makes the book a great reference to refer back to once the reader is honing his or her SQL skills on the job.

Principles of Distributed Database Systems - M. Tamer Özsu 2011-02-24

This third edition of a classic textbook can be used to teach at the senior undergraduate and graduate levels. The material concentrates on fundamental theories as well as techniques and algorithms. The advent of the Internet and the World Wide Web, and, more recently, the emergence of cloud computing and streaming data applications, has forced a renewal of interest in distributed and parallel data management, while, at the same time, requiring a rethinking of some of the traditional techniques. This book covers the breadth and depth of this re-emerging field. The coverage consists of two parts. The first part discusses the fundamental principles of distributed data management and includes distribution design, data integration, distributed query processing and optimization, distributed transaction management, and replication. The second part focuses on more advanced topics and includes discussion of parallel database systems, distributed object management, peer-to-peer data management, web data management, data stream systems, and cloud computing. New in this Edition: • New chapters, covering database replication, database integration, multidatabase query processing, peer-to-peer data management, and web data management. • Coverage of emerging topics such as data streams and cloud computing • Extensive revisions and updates based on years of class testing and feedback Ancillary teaching materials are available.

Building Cross-Platform Mobile and Web Apps for Engineers and Scientists: An Active Learning Approach - Pawan Lingras 2016-01-01

This powerful new book introduces cross-platform app design as an excellent starting point for mastering app development. The book contains numerous applications that can be adapted to different projects.

The book introduces HTML5, CSS3, JavaScript, jQuery Mobile, Node.js, JSON, localStorage, sessionStorage, NoSQL using MongoDB, SQL using MySQL, templating using handlebars, and maps. A strong app-centric view emphasizes appropriate subsets of these technologies to help readers develop non-trivial apps. While apps continue to evolve and change, the technologies presented form the backbone of future cross-platform app development. Readers learn to work with all major mobile and web platforms using the book's active learning approach that has users type code in parallel as apps are developed. Exercises further encourage readers to make changes to the code and evaluate resulting app behavior. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Sales Force Management - Mark W. Johnston 2016-04-14

In this latest edition of Sales Force Management, Mark Johnston and Greg Marshall continue to build on the tradition of excellence established by Churchill, Ford, and Walker, increasing the book's reputation globally as the leading textbook in the field. The authors have strengthened the focus on managing the modern tools of selling, such as customer relationship management (CRM), social media and technology-enabled selling, and sales analytics. It's a contemporary classic, fully updated for

modern sales management practice. Pedagogical features include: Engaging breakout questions designed to spark lively discussion Leadership challenge assignments and mini-cases to help students understand and apply the principles they have learned in the classroom Leadership, Innovation, and Technology boxes that simulate real-world challenges faced by salespeople and their managers New Ethical Moment boxes in each chapter put students on the firing line of making ethical choices in sales Role Plays that enable students to learn by doing A selection of comprehensive sales management cases on the companion website A companion website features an instructor's manual, PowerPoints, and other tools to provide additional support for students and instructors.

Systems Analysis and Design - Gary B. Shelly 2011

Systems Analysis and Design, Video Enganced International Edition offers a practical, visually appealing approach to information systems development.

Database Design and Development - Raymond Frost 2006

For students in the introductory course in database who want to learn how to design rather than just manipulate relational databases. The book that balances database theory, business problem solving, and hands-on-practice. This book prepares student for the workplace without sacrificing rigorous academic theory.