Database Development For Dummies

Check out the supplemental website! www.DrakeDirect.com/OptimalDM/ "Destined to be the definitive guide to database marketing applications, analytical strategies and test design." - Brian Kurtz, Executive Vice President, Boardroom Inc., 2000 DMA List Leader of the Year and DMA Circulation Hall of Fame Inductee "This book is well written with interesting examples and case studies that both illustrate complex techniques and tie the chapters together. The level of detail and treatment of statistical tools and methods provides both understanding and enough detail to begin to use them immediately to target marketing efforts efficiently and effectively. It is perfect for a course in database marketing or as a handy reference for those in the industry. " - C. Samuel Craig, New York University, Stern School of Business "This book should be studied by all who aspire to have a career in direct marketing. It provides a thorough overview of all essential aspects of using customer databases to improve direct marketing results. The material is presented in a style that renders even the technical subjects understandable to the novice direct marketer" Kari Regan, Vice President, Database Marketing Services, The Reader's Digest Association "Finally, practical information on database marketing that tackles this complex subject but makes it clear enough for the novice to understand. This book serves as more than a primer for any senior manager who needs to know the whole story. As one who has spent over 20 years of his career involved in publishing and database marketing, I have a real appreciation for how difficult it is to explain the finer points of this discipline, while keeping it understandable. This book does that admirably. Well done!" - Patrick E. Kenny, Executive Vice President, Qiosk.com "This book is especially effective in describing the breadth and impact of the database marketing field. I highly recommend this book to anyone who has anything to do with database marketing! -- works in or with this dynamic area." - Naomi Bernstein, Vice President, BMG Direct "Ron Drozdenko and Perry Drake have written a guide to database marketing that is thorough and that covers the subject in considerable depth. It presents both the concepts underlying database marketing efforts and the all-important quantitative reasoning behind it. The material is accessible to students and practitioners alike and will be an important contribution to improved understanding of this important marketing discipline. " Mary Lou Roberts, Boston University and author of Direct Marketing Management "I think it is a terrific database marketing book, it's got it all in clear and logical steps. The benefit to the marketing student and professional is that complex database concepts are carefully developed and thoroughly explained. This book is a must for all marketing managers in understanding database issues to successfully manage and structure marketing programs and achieve maximum results. " - Dante Cirille, DMEF Board Member and Retired President, Grolier Direct Marketing "An excellent book on the principles of Direct Marketing and utilization of the customer database to maximize profits. It is one of the best direct marketing books I have seen in years in that it is broad with specific examples. I am going to require new hires to read this (book) to get a better understanding of the techniques used in Database Marketing." - Peter Mueller, Assistant Vice President of Analysis, Scholastic, Grolier Division "This is an amazingly useful book for direct marketers on how to organize and analyze database information. It's full of practical examples that make the technical material easy to understand and apply by yourself. I strongly recommend this book to direct and interactive marketers who want to be able to perform professional database analyses themselves, or be better equipped to review the work of analysts. " - Pierre A. Passavant, Professor of Direct Marketing, Mercy College and Past Director, Center for Direct Marketing, New York University "The most useful database marketing reference guide published today. The authors do an excellent job of laying out all the steps required to plan and implement an effective database marketing strategy in a clear and concise manner. A must have for academics, marketing managers and business executives." - Dave Heneberry, Director, Direct Marketing Certificate programs, Western Connecticut State University and Past Chair, Direct Marketing Association "This book is essential for all direct marketers. It serves as a great introduction to the technical and statistical side of database marketing. It provides the reader with enough information on database marketing and statistics to effectively apply the techniques discussed or manage others in the environment " - Richard Hochhauser, President, Harte-Hanks Direct Marketing Ronald G. Drozdenko, Ph.D., is Professor and Chair of the Marketing Department, Ancell School of Business, Western Connecticut State University. He is also the founding Director of the Center for Business Research at the Ancell School. He has more than 25 years of teaching experience. The courses he teaches include Strategic Marketing Databases, Interactive/Direct Marketing Management, Product Management, Marketing Research, and Consumer Behavior. He is collaborating with the Direct Marketing Education foundation to develop a model curriculum for universities pursing the area of interactive or direct marketing. Working with an advisory board of industry experts, he co-developed the Marketing Database course in model curriculum. Dr. Drozdenko has co-directed more than 100 proprietary research projects since 1978 for the marketing and research and development of several corporations, including major multinationals. These projects were in the areas of strategic planning, marketing research, product development, direct marketing, and marketing database analysis. He also has published several articles and book chapters. He holds a Ph.D. in Experimental Psychology from the University of Missouri and is a member of the American Marketing Association, the Society for Consumer

Psychology, and the Academy of Marketing Sciences. He is also the co-inventor on three U.S. patents. Perry D. Drake has been involved in the direct marketing industry for nearly 15 years. He is currently the Vice President of Drake Direct, a database marketing consulting firm specializing in response modeling, customer file segmentation, lifetime value analysis, customer profiling, database consulting, and market research. Prior to this, Perry worked for approximately 11 years in a variety of quantitative roles at The Reader's Digest Association, most recently as the Director of Marketing Services. In addition to consulting, Perry has taught at New York University in the Direct Marketing Master's Degree program since Fall, 1998, currently teaching "Statistics for Direct Marketers" and "Database Modeling." Perry was the recipient of the NYU Center for Direct and Interactive Marketing's "1998-1999" Outstanding Master's Faculty Award. Perry also lectures on testing and marketing financials for Western Connecticut State University's Interactive Direct Marketing Certificate Program. Along with Ron, he is collaborating with the Direct Marketing Education Foundation to develop a model curriculum for universities pursuing the area of interactive or direct marketing. Perry earned a Masters of Science in Applied Statistics from the University of Iowa and a Bachelor of Science in Economics from the University of Missouri. The book evolved from an outlined developed by an advisory board of industry experts that was established by the Direct Marketing Educational Foundation. Contemporary direct marketing and e-commerce could not exist without marketing databases. Databases allow marketers to reach customers and cultivate relationships more effectively and efficiently. While databases provide a means to establish and enhance relationships, they can also be used incorrectly, inefficiently, and unethically. This book looks beyond the temptation of the quick sale to consider the long-term impact of database marketing techniques on the organization, customers, prospective customers, and society in general. Ron Drozdenko and Perry Drake help the reader gain a thorough understanding of how to properly establish and use databases in order to build strong relationships with customers. There is not another book on the market today that reveals the level of detail regarding database marketing applications - the how's, why's and when's.

Features/Benefits: Draws on numerous examples from real businesses Includes applications to all direct marketing media including the Internet Describes in step-by-step detail how databases are developed, maintained, and mined Considers both business and social issues of marketing databases Contains a sample database allowing the reader to apply the mining techniques Offers access to comprehensive package of academic support materials

Provides all the tools needed to write C++ database programs and explore the full potential of the C++ object-oriented language, including database fundamentals and design, database management, building the software, and more. Original. (Advanced).

Beginning Database Design, Second Edition provides short, easy-to-read explanations of how to get database design right the first time. This book offers numerous examples to help you avoid the many pitfalls that entrap new and not-so-new database designers. Through the help of use cases and class diagrams modeled in the UML, you'll learn to discover and represent the details and scope of any design problem you choose to attack. Database design is not an exact science. Many are surprised to find that problems with their databases are caused by poor design rather than by difficulties in using the database management software. Beginning Database Design, Second Edition helps you ask and answer important questions about your data so you can understand the problem you are trying to solve and create a pragmatic design capturing the essentials while leaving the door open for refinements and extension at a later stage. Solid database design principles and examples help demonstrate the consequences of simplifications and pragmatic decisions. The rationale is to try to keep a design simple, but allow room for development as situations change or resources permit. Provides solid design principles by which to avoid pitfalls and support changing needs Includes numerous examples of good and bad design decisions and their consequences Shows a modern method for documenting design using the Unified Modeling Language

If you want to build dynamic Web sites that encourage users to interact with them, PHP and MySQL are among the best tools you'll find. PHP is a scripting language designed specifically for use on the Web, while MySQL is a database management system that works with it perfectly. Best of all, they're free. It's hard to beat that combination! PHP & MySQL Web Development All-in-One Desk Reference For Dummies is kind of one-stop shopping for the information you need to get up and running with these tools and put them to good use. It's divided into six handy minibooks that cover setting up your environment, PHP programming, using MySQL, security, PHP extensions, and PHP Web applications. They make it easy to create a Web site where visitors can sign on, use shopping carts, complete forms, and do business with your business. It's easy to find what you need in this handy guide. You'll discover how to: Find and acquire all the tools you need and set up your development environment Build PHP scripts to make your Web site work Create a MySQL database that visitors can access Summarize and sort data results Design and implement user access control Build a shopping cart application Create extensions that make your site more useful With PHP & MySQL Web Development All-in-One Desk Reference For Dummies by your side, you'll be a Web site guru before you know it!

Strategy, Development, and Data Mining

Wiley Pathways Introduction to Database Management

Beginning Database Design
Teach Yourself Oracle 8 Database Development in 21 Days
Learning MySQL
Database Design for Mere Mortals

Get up to speed on the nuances of NoSQL databases and what they mean for your organization This easy to read guide to NoSQL databases provides the type of no-nonsense overview and analysis that you need to learn, including what NoSQL is and which database is right for you. Featuring specific evaluation criteria for NoSQL databases, along with a look into the pros and cons of the most popular options, NoSQL For Dummies provides the fastest and easiest way to dive into the details of this incredible technology. You'll gain an understanding of how to use NoSQL databases for mission-critical enterprise architectures and projects, and real-world examples reinforce the primary points to create an action-oriented resource for IT pros. If you're planning a big data project or platform, you probably already know you need to select a NoSQL database to complete your architecture. But with options flooding the market and updates and add-ons coming at a rapid pace, determining what you require now, and in the future, can be a tall task. This is where NoSQL For Dummies comes in! Learn the basic tenets of NoSQL databases and why they have come to the forefront as data has outpaced the capabilities of relational databases Discover major players among NoSQL databases, including Cassandra, MongoDB, MarkLogic, Neo4J, and others Get an in-depth look at the benefits and disadvantages of the wide variety of NoSQL database options Explore the needs of your organization as they relate to the capabilities of specific NoSQL databases Big data and Hadoop get all the attention, but when it comes down to it, NoSQL databases are the engines that power many big data analytics initiatives. With NoSQL For Dummies, you'll go beyond relational databases to ramp up your enterprise's data architecture in no time.

*See how SQL interfaces with today's environments Start building and using relational databases with SQL's newest features The database may be the twenty-first century filing cabinet, but building one is a little more complex than sliding drawers into a metal box. With this book to guide you through all the newest features of SQL, you'll soon be whipping up relational databases, using SQL with XML to power data-driven Web sites, and more! Discover how to * Use SQL in a client/server system * Build a multitable relational database * Construct nested and recursive queries * Set up database security * Use SQL within applications * Map SQL to XML*

As Web-based systems and e-commerce carry businesses into the 21st century, databases are becoming workhorses that shoulder each and every online transaction. For organizations to have effective 24/7 Web operations, they need powerhouse databases that deliver at peak performance-all the time. High Performance Web Databases: Design, Development, and

Get ready to make SQL easy! Updated for the latest version of SQL, the new edition of this perennial bestseller shows programmers and web developers how to use SQL to build relational databases and get valuable information from them. Covering everything you need to know to make working with SQL easier than ever, topics include how to use SQL to structure a DBMS and implement a database design; secure a database; and retrieve information from a database; and much more. SQL is the international standard database language used to create, access, manipulate, maintain, and store information in relational database management systems (DBMS) such as Access, Oracle, SQL Server, and MySQL. SQL adds powerful data manipulation and retrieval capabilities to conventional languages—and this book shows you how to harness the core element of relational databases with ease. Server platform that gives you choices of development languages, data types, on-premises or cloud, and operating systems Find great examples on the use of temporal data Jump right in—without previous knowledge of database programming or SQL As database-driven websites continue to grow in popularity—and complexity—SQL For Dummies is the easy-to-understand, go-to resource you need to use it seamlessly.

Database Application Development and Design
The Complete Guide to Practices and Procedures
SQL For Dummies
Delphi Database Development
Access Database Design & Programming
Database Administration

Presents instructions on using MySQL, covering such topics as installation, querying, user management, security, and backups and recovery.

Would you read information presented like this? No. It’s just not natural. Sometimes presentation is almost as important as content. When you create a report, the goal is to provide information for readers in a format they can readily understand. Crystal Reports 10 For Dummies, the latest version of the most popular report writer in the world, shows you how to create simple or sophisticated reports, turning data into interactive, actionable reports that convey what’s happening in your business. You can progress cover-to-cover or use the index to find out how to: Give your reports more pizzazz by using the correct fonts, color, drop shadows, graphic elements, and more Integrate elements from multiple, non-database sources Group sort, total result sets, cross-tab reports, and add formulas, charts, or maps Print reports Use customized Business Views gleaned from the same information to provide each reader with information he or she needs to know without spilling all the beans, sales figures, marketing information, or whatever Present multi-dimensional data in OLAP (Online Analytical Processing) cubes Get ideas from sample reports on the companion Web site Written by Allen G. Taylor, nationally known lecturer, teacher, and author of over 20 books, including Database Development for Dummies, Crystal Reports 10 For Dummies makes it crystal clear how to: Store your information securely in Crystal Repository Use Crystal Analysis 10 to display OLAP data so you and your report’s readers can analyze the information in an online environment Use Crystal Enterprise to put Crystal Reports online for viewing by hundreds or thousands of people in your organization Whether you want to dazzle your company’s CEO and shareholders, motivate the sales force, or simply share database information cogently, with Crystal Reports 10 For Dummies you not only make your point, you an impression. When your reports look professional, you look professional.

Beginning SQL Server for Developers is the perfect book for developers new to SQL Server and planning to create and deploy applications against Microsoft’s market-leading database system for the Windows platform. Now in its fourth edition, the book is enhanced to cover the very latest developments in SQL Server, including the in-memory features that are introduced in SQL Server 2014. Within the book, there are plenty of examples of tasks that developers routinely perform. You’ll learn to create tables and indexes, and be introduced to best practices for securing your valuable data. You’ll learn design tradeoffs and find out how to make sound decisions resulting in scalable databases and maintainable code. SQL Server 2014 introduces in-memory tables and stored procedures. It's now possible to accelerate applications by creating tables (and their indexes) that reside entirely in memory, and never on disk. These new, in-memory structures differ from caching mechanisms of the past, and make possible the extraordinarily swift execution of certain types of queries such as are used in

business intelligence applications. Beginning SQL Server for Developers helps you realize the promises of this new feature set while avoiding pitfalls that can occur when mixing in-memory tables and code with traditional, disk-based tables and code. Beginning SQL Server for Developers takes you through the entire database development process, from installing the software to creating a database to writing the code to connect to that database and move data in and out. By the end of the book, you'll be able to design and create solid and reliable database solutions using SQL Server. Takes you through the entire database application development lifecycle Includes brand new coverage of the in-memory features Introduces the freely-available Express Edition

Zygiaris provides an accessible walkthrough of all technological advances of databases in the business environment. Readers learn how to design, develop, and use databases to provide business analytical reports with the three major database management systems: Microsoft Access, Oracle Express and MariaDB (formerly MySQL).

From Novice to Professional

Design, Development, and Deployment

A Business-Oriented Approach Using ORACLE, MySQL and MS Access

A Practical Guide to Database Design

Database Management Systems

Database Development for Dummies

From ATMs to the personal finance, online shopping to networked information management, databases permeate every nook and cranny of our highly-connected, information-intensive world. Databases have become so integral to the business environment that, nowadays, it's next to impossible to stay competitive without the assistance of some sort of database technology—no matter what type or size of business you run. But developing your own database can be very tricky. In fact, whether you want to keep records for a small business or run a large e-commerce website, developing the right database system can be a major challenge. Which is where this friendly guide comes in. From data modeling methods and development tools to Internet accessibility and security, Database Development For Dummies shows you, step-by-step, everything you need to know about building a custom system from the ground up. You'll discover how to: Model data accurately Design a reliable functional database Deliver robust relational databases on time and on budget Build a user-friendly database application Put your database on the Web In plain English, author Allen Taylor acquaints you with the most popular data modeling methods, and he shows you how to systematically design and develop a system incorporating a database and one or more applications that operate on it. Important topics he explores include: Understanding database architecture and how it has evolved Recognizing how database technology affects everyday life Using a structured approach to database development Creating an appropriate data model Developing a reliable relational design Understanding the complexities you're likely to encounter in designing a database and how to simplify them Implementing your design using Microsoft Access 2000, SQL Server and other powerful database development tools Keeping your database secure Putting your database on the Internet Today's powerful, low-cost database development tools make it possible for virtually anybody to create their own database. Get Database Development For Dummies and discover what it takes to design, develop and implement a sophisticated database system tailored to you and your company's current and future data storage and management needs.

Uncover the secrets of SQL and start building better relational databases today! This fun and friendly guide will help you demystify database management systems so you can create more powerful databases and access information with ease. Updated for the latest SQL functionality, SQL For Dummies, 8th Edition covers the core SQL language and shows you how to use SQL to structure a DBMS, implement a database design, secure your data, and retrieve information when you need it. Includes new enhancements of SQL:2011, including temporal data functionality which allows you to set valid times for transactions to occur and helps prevent database corruption Covers creating, accessing, manipulating, maintaining, and storing information in relational database management systems like Access, Oracle, SQL Server, and MySQL Provides tips for keeping your data safe from theft, accidental or malicious corruption, or loss due to equipment failures and advice on eliminating errors in your work Don't be daunted by database development anymore - get SQL For Dummies, 8th Edition, and you'll be on your way to SQL stardom.

The only complete, proven, start-to-finish blueprint for successful 'just-in-time' agile database development! * *Knowledge virtually every agile shop needs, because nearly all of them must build and run databases *New agile approaches to ensuring that databases are consistent and stable in fast-changing environments, and test-driving designs to identify problems upfront, when they're cheaper to fix *Based on author Max Guernsey III's pioneering NetObjectives course in database agility. Design and build truly agile databases that can be changed frequently, safely, and painlessly, no matter how much existing data they must manage! With this book, you'll finally get past old-fashioned 'batch-and-queue' database development, and construct a truly agile database development environment that works! Pioneering agile database expert Max Guernsey III combines a complete foundation of theoretical knowledge with concrete examples and real solutions to the impediments that have prevented database developers from going agile. Guernsey especially shows how to adapt agile principles to handle massive amounts of existing data that makes database change more difficult. Test-Driven Database Development is based on the training curricula for the author's pioneering NetObjectives course, Database Agility Online Training, which has helped hundreds of database professionals master critical technical skills for designing databases that can be changed frequently, safely, and painlessly. Reflecting his immense experience with agile database development, Guernsey helps you make sure all databases and data remain consistent in agile environments; ensure stability no matter how fast databases change; and test-drive designs to find and fix errors before they're 'baked into' the system. This book will be an invaluable resource for virtually every database analyst and DBA in agile organizations; for many database team, project, and group managers; and for even more agile development team members in organizations that rely on large and complex databases.

The soup-to-nuts guide on all things SQL! SQL, or structured query language, is the international standard language for creating and maintaining relational databases. It is the basis of all major databases in use today and is essential for the storage and retrieval of database information. This fun and friendly guide takes SQL and all its related topics and breaks it down into easily digestible pieces for you to understand. You'll get the goods on relational database design, development, and maintenance, enabling you to start working with SQL right away! Provides an overview of the SQL language and examines how it is integral for the storage and retrieval of database information Includes updates to SQL standards as well as any new features Explores SQL concepts, relational database development, SQL queries, data security, database tuning, and more Addresses the relationship between SQL and programming as

well as SQL and XML If you’re looking for an up-to-date sequel to the bestelling first edition of SQL All-in-One For Dummies, then this is the book for you!

The Practical Guide to Storing, Managing and Analyzing Big and Small Data

Database-Driven Web Development

Test-Driven Database Development

Beginning SQL Server for Developers

Featuring PARODY, the Persistent Almost-Relational Object Database Management System

Optimal Database Marketing

"This book takes the somewhat daunting process of database design and breaks it into completely manageable and understandable components. Mike's approach whilst simple is completely professional, and I can recommend this book to any novice database designer." --Sandra Barker, Lecturer, University of South Australia, Australia "Databases are a critical infrastructure technology for information systems and today's business. Mike Hernandez has written a literate explanation of database technology--a topic that is intricate and often obscure. If you design databases yourself, this book will educate you about pitfalls and show you what to do. If you purchase products that use a database, the book explains the technology so that you can understand what the vendor is doing and assess their products better." --Michael Blaha, consultant and trainer, author of A Manager's Guide to Database Technology "If you told me that Mike Hernandez could improve on the first edition of Database Design for Mere Mortals I wouldn't have believed you, but he did! The second edition is packed with more real-world examples, detailed explanations, and even includes database-design tools on the CD-ROM! This is a must-read for anyone who is even remotely interested in relational database design, from the individual who is called upon occasionally to create a useful tool at work, to the seasoned professional who wants to brush up on the fundamentals. Simply put, if you want to do it right, read this book!" --Matt Greer, Process Control Development, The Dow Chemical Company "Mike's approach to database design is totally common-sense based, yet he's adhered to all the rules of good relational database design. I use Mike's books in my starter database-design class, and I recommend his books to anyone who's interested in learning how to design databases or how to write SQL queries." --Michelle Poolet, President, MVDS, Inc. "Slapping together sophisticated applications with poorly designed data will hurt you just as much now as when Mike wrote his first edition, perhaps even more. Whether you're just getting started developing with data or are a seasoned pro; whether you've read Mike's previous book or this is your first; whether you're happier letting someone else design your data or you love doing it yourself--this is the book for you. Mike's ability to explain these concepts in a way that's not only clear, but fun, continues to amaze me." --From the Foreword by Ken Getz, MCW Technologies, coauthor ASP.NET Developer's JumpStart "The first edition of Mike Hernandez's book Database Design for Mere Mortals was one of the few books that survived the cut when I moved my office to smaller quarters. The second edition expands and improves on the original in so many ways. It is not only a good, clear read, but contains a remarkable quantity of clear, concise thinking on a very complex subject. It's a must for anyone interested in the subject of database design." --Malcolm C. Rubel, Performance Dynamics Associates "Mike's excellent guide to relational database design deserves a second edition. His book is an essential tool for fledgling Microsoft Access and other desktop database developers, as well as for client/server pros. I recommend it highly to all my readers." --Roger Jennings, author of Special Edition Using Access 2002 "There are no silver bullets! Database technology has advanced dramatically, the newest crop of database servers perform operations faster than anyone could have imagined six years ago, but none of these technological advances will help fix a bad database design, or capture data that you forgot to include! Database Design for Mere Mortals(TM), Second Edition, helps you design your database right in the first place!" --Matt Nunn, Product Manager, SQL Server, Microsoft Corporation "When my brother started his professional career as a developer, I gave him Mike's book to help him understand database concepts and make real-world application of database technology. When I need a refresher on the finer points of database design, this is the book I pick up. I do not think that there is a better testimony to the value of a book than that it gets used. For this reason I have wholeheartedly recommended to my peers and students that they utilize this book in their day-to-day development tasks." --Chris Kunicki, Senior Consultant, OfficeZealot.com "Mike has always had an incredible knack for taking the most complex topics, breaking them down, and explaining them so that anyone can 'get it.' He has honed and polished his first very, very good edition and made it even better. If you're just starting out building database applications, this book is a must-read cover to cover. Expert designers will find Mike's approach fresh and enlightening and a source of great material for training others." --John Viescas, President, Viescas Consulting, Inc., author of Running Microsoft Access 2000 and coauthor of SQL Queries for Mere Mortals "Whether you need to learn about relational database design in general, design a relational database, understand relational database terminology, or learn best practices for implementing a relational database, Database Design for Mere Mortals(TM), Second Edition, is an indispensable book that you'll refer to often. With his many years of real-world experience designing relational databases, Michael shows you how to analyze and improve existing databases, implement keys, define table relationships and business rules, and create data views, resulting in data integrity, uniform access to data, and reduced data-entry errors." --Paul Cornell, Site Editor, MSDN Office Developer Center Sound database design can save hours of development time and ensure functionality and reliability. Database Design for Mere Mortals(TM), Second Edition, is a straightforward, platform-independent tutorial on the basic principles of relational database design. It provides a commonsense design methodology for developing databases that work. Database design expert Michael J. Hernandez has expanded his best-selling first edition, maintaining its hands-on approach and accessibility while updating its coverage and including even more examples and illustrations. This edition features a CD-ROM that includes diagrams of sample databases, as well as design guidelines, documentation forms, and examples of the database design process. This book will give you the knowledge and tools you need to create efficient and effective relational databases.

SQL is the international standard language for creating and maintaining relational databases. This book is a compendium of information about SQL and relational database design, development, and maintenance. The nine mini-books cover the full spectrum of issues that arise in building, using, and maintaining relational database systems. Book I: SQL Concepts Book II: Relational Database Development Book III: SQL Queries Book IV: Data Security Book V: SQL and Programming Book VI: SQL and XML Book VII: Database Tuning Overview Book VIII: Appendixes

This is the eBook version of the printed book. The past few years have seen the rise of agile or evolutionary methods in software development. These methods embrace change in requirements even late in the project. The ability to change software is because of certain practices that are followed within teams, such as Test Driven Development, Pair Programming, and Continuous Integration. Continuous Integration provides a way for software teams to integrate their work more than once a day, and promotes confidence in the software that is being developed by the team. It is thought that this practice is difficult to apply when continuously integrating the database with application code; hence, Evolutionary Database Development is considered a mismatch with agile methods. Pramod Sadalage shows that this is not necessarily true. Continuous Integration changed the way software is written. Why not extend and make the database part of the same Continuous Integration cycle so that you can see integrated results of your application as well as your database? Delivered in PDF format for quick and easy access, Recipes for Continuous Database Integration shows how the database can be brought under the preview of Continuous Integration, allowing all teams to integrate not only their application code, but also their database. This Short Cut presents a recipe for each task that needs to be done. Each recipe starts with a statement of a problem, followed by an explanation and solution. It provides concrete ways and examples to implement ideas in Refactoring Databases: Evolutionary Database Design by Scott W Ambler and

Pramod Sadalage. Table of Contents What This Short Cut Covers Introduction Recipe 1 Continuously Integrating? Recipe 2 Extracting Your Database in Scripts Recipe 3 Using Version Control for Your Database Recipe 4 Automating Database or Schema Creation Recipe 5 Creating Objects in Your Database Recipe 6 Removing Database Objects Recipe 7 Removing Your Database Recipe 8 Using the Build Property Files Recipe 9 Re-Creating Your Application Database for Any Build Recipe 10 Making It Easy for New Developers to Join the Team Recipe 11 Integrating on Every Check-In Recipe 12 Naming Upgrade Scripts Recipe 13 Automating Database Change Script Creation Recipe 14 Implementing Database Version Checking Recipe 15 Sending Upgrades to Customers Sample Code Further Reading About the Author What's in the Companion Book Related Publication

From ATMs to the personal finance, online shopping to networkedinformation management, databases permeate every nook and cranny ofour highly-connected, information-intensive world. Databases havebecome so integral to the business environment that, nowadays,it's next to impossible to stay competitive without theassistance of some sort of database technology—no matter whattype or size of business you run. But developing your own databasecan be very tricky. In fact, whether you want to keep records for asmall business or run a large e-commerce website, developing theright database system can be a major challenge. Which is where thisfriendly guide comes in. From data modeling methods and development tools to Internetaccessibility and security, Database Development For Dummiesshows you, step-by-step, everything you need to know about buildinga custom system from the ground up. You'll discover howto: Model data accurately Design a reliable functional database Deliver robust relational databases on time and on budget Build a user-friendly database application Put your database on the Web In plain English, author Allen Taylor acquaints you with themost popular data modeling methods, and he shows you how tosystematically design and develop a system incorporating a databaseand one or more applications that operate on it. Important topicshe explores include: Understanding database architecture and how it has evolved Recognizing how database technology affects everyday life Using a structured approach to database development Creating an appropriate data model Developing a reliable relational design Understanding the complexities you're likely to encounterin designing a database and how to simplify them Implementing your design using Microsoft Access 2000, SQLServer and other powerful database development tools Keeping your database secure Putting your database on the Internet Today's powerful, low-cost database development tools makeit possible for virtually anybody to create their own database. GetDatabase Development For Dummies and discover what it takesto design, develop and implement a sophisticated database systemtailored to you and your company's current and future datastorage and management needs.

Open Source Database Driven Web Development
A Deep Dive into How Distributed Data Systems Work
SQL All-in-One For Dummies
C++ Database Development
A Guide for Information Professionals
Principles of Database Management

Essential Database Skills--Made Easy! Learn standard database design and management techniques applicable to any type of database. Featuring clear examples using both Microsoft Access and Oracle, Databases: A Beginner's Guide begins by showing you how to use Structured Query Language (SQL) to create and access database objects. Then, you'll discover how to implement logical design using normalization, transform the logical design into a physical database, and handle data and process modeling. You'll also get details on database security, online analytical processing (OLAP), connecting databases to applications, and integrating XML and object content into databases. Designed for Easy Learning Key Skills & Concepts--Chapter-opening lists of specific skills covered in the chapter Ask the Expert--Q&A sections filled with bonus information and helpful tips Try This--Hands-on exercises that show you how to apply your skills Notes--Extra information related to the topic being covered Self Tests--Chapter-ending quizzes to test your knowledge

Introductory, theory-practice balanced text teaching the fundamentals of databases to advanced undergraduates or graduate students in information systems or computer science.

Almost every organization seeks a simple means of managing, publishing and/or providing searchable web access to information. Written by a knowledgeable web developer, this book demonstrates the simplicity, cost-effectiveness, and versatility of designing database driven web applications with Open Source resources. Case studies of 'real world' implementations address both theoretical aspects and practical considerations of developing applications with the easy-to-use PHP scripting language and powerful MySQL relational database. Project organization and design issues are considered along with basic coding examples, accessibility standards and implementation advice. Introduces popular Open Source database tools (MySQL/PHP) and basic development skills, bringing database driven technology within the reach of any web developer Explores strategies for improving content management, web publishing and information access Uses non-technical language and presents seven university library web database case studies

Author Tiffany takes an in-depth look at all aspects of SQL Server CE 2.0 and the .NET Compact Framework, the most significantly updated area of Visual Studio 2003.

PHP and MySQL Web Development All-in-One Desk Reference For Dummies
Database Development and Management
Unlocking Agility
SQL All-in-One Desk Reference For Dummies
Cloud Database Development and Management
NoSQL For Dummies

Learn the basics of Oracle database objects for versions 7.x through the new Oracle8; explore the structure of client/server computing and the new Network Computing Architecture implemented by Oracle; build Oracle database objects in a relational model; develop an intuitive user interface with Developer/2000 and Oracle Forms or Oracle Power Objects; master PL/SQL for improving performance and error handling; create easy-to-read visual output with Oracle Reports and Oracle Graphics; enhance user interactivity using triggers; leverage the NCA and Oracle Cartridges for cross-platform Web applications; and connect your

database to the Web with Oracle Web Application Server 3.0, Developer/2000 for the Web, and Java.

To help students gain the skills for application development, database design, and managing databases, Database Application Development and Design adheres to three guiding principles: (1) Combine concepts and practice. The textbook and the accompanying supplements have been designed to provide close integration between concepts and practice. (2) Emphasize problem-solving skills. This book features problem-solving guidelines to help students master the fundamental skills of data modeling, normalization, query formulation, and application development. (3) Provide introductory and advanced material: Business students who use this book may have a variety of backgrounds. This book provides enough depth to satisfy more advanced courses, but the advanced parts are placed so that they can be skipped by the less inclined.

Database Development For DummiesFor Dummies

Learn to operate at a professional level with HTML, CSS, DOM, JavaScript, PERL and the MySQL database. With plain language explanations and step-by-step examples, you will understand the key facets of web development that today ' s employers are looking for. Encapsulating knowledge that is usually found in many books rather than one, this is your one-stop tutorial to becoming a web professional. You will learn how to use the PERL scripting language and the MySQL database to create powerful web applications. Each chapter will become progressively more challenging as you progress through experimentation and ultimately master database-driven web development via the web applications studied in the last chapters. Including practical tips and guidance gleaned from 20+ years of working as a web developer, Thomas Valentine provides you with all the information you need to prosper as a professional database-driven web professional. What You'll Learn Leverage standard web technologies to benefit a database-driven approach Create an effective web development workstation with databases in mind Use the PERL scripting language and the MySQL database effectively Maximize the Apache Web Server Who This Book Is For The primary audience for this book are those who know already know web development basics and web developers who want to master database driven web development. The skills required to understand the concepts put forth are a working knowledge of PERL and basic MySQL.

Evolutionary Database Development (Digital Short Cut)

SQL Server CE Database Development with the .NET Compact Framework

Crystal Reports 10 For Dummies

An Essential Guide for IT Professionals

High-Performance Web Databases

Learn to Operate at a Professional Level with PERL and MySQL

Today's database professionals must understand how to apply database systems to business processes and how to develop database systems for both business intelligence and Web-based applications. Database Development and Management explains all aspects of database design, access, implementation, application development, and management, as well

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)

When it comes to choosing, using, and maintaining a database, understanding its internals is essential. But with so many distributed databases and tools available today, it's often difficult to understand what each one offers and how they differ. With this practical guide, Alex Petrov guides developers through the concepts behind modern database and storage engine internals. Throughout the book, you'll explore relevant material gleaned from numerous books, papers, blog posts, and the source code of several open source databases. These resources are listed at the end of parts one and two. You'll discover that the most significant distinctions among many modern databases reside in subsystems that determine how storage is organized and how data is distributed. This book examines: Storage engines: Explore storage classification and taxonomy, and dive into B-Tree-based and immutable Log Structured storage engines, with differences and use-cases for each Storage building blocks: Learn how database files are organized to build efficient storage, using auxiliary data structures such as Page Cache, Buffer Pool and Write-Ahead Log Distributed systems: Learn step-by-step how nodes and processes connect and build complex communication patterns Database clusters: Which consistency models are commonly used by modern databases and how distributed storage systems achieve consistency

Although today's job market requires IT professionals to understand cloud computing theories and have hands-on skills for developing real-world database systems, there are few books available that integrate coverage of both. Filling this void, Cloud Database Development and Management explains how readers can take advantage of the cloud environment to develop their own fully functioning database systems without any additional investment in IT infrastructure. Filled with step-by-step instructions, examples, and hands-on projects, the book begins by providing readers with the required foundation in database systems and cloud-based database development tools. It supplies detailed instructions on setting up data storage on Windows Azure and also explains how readers can develop their own virtual machines with Windows Server 2012 as the guest operating system. The book's wide-ranging coverage includes database design, database implementation, database deployment to the cloud environment, SQL Database, Table Storage service, Blob Storage service, Queue Storage service, and database application development. The text deals with all three aspects of database design: conceptual design, logical design, and physical design. It introduces the SQL language, explains how to use SQL to create database objects, and introduces the migration of the database between Windows Azure and the on-premises SQL Server. It also

discusses the management tasks that keep both SQL Database and Windows Azure running smoothly. Detailing how to design, implement, and manage database systems in the cloud, the book provides you with tools that can make your cloud database development much more efficient and flexible. Its easy-to-follow instructions will help you develop the hands-on skills needed to store and manage critical business information and to make that data available anytime through the Internet.

Database Development For Dummies

Databases A Beginner's Guide

Readings in Database Systems

Microsoft SQL Server 2008 For Dummies

Database Design and Development

Since its release in February 1995, Delphi has established itself as both a formidable and popular tool in the Windows development arena. Dozens of books have been written about Delphi. However, none of these contains the comprehensive and complete information found in Delphi Database Development. This book is the result of painstaking research into the inner workings of Delphi's extensive database architecture. It is the only book specifically devoted to providing the complete reference materials required by all Delphi database applications developers. Use of the Borland Database Engine API functions is fully documented, along with some functions and features that have never been documented anywhere before. Clear, understandable Delphi examples are included for each item, with instructions on how to take advantage of Delphi's enormous power. Xbase programmers migrating to Delphi will benefit from the numerous references.

You can get there Where do you want to go? You might already be working in the information technology field and may be looking to expand your skills. You might be setting out on a new career path. Or, you might want to learn more about exciting opportunities in database management. Wherever you want to go, Introduction to Databases will help you get there. Easy-to-read, practical, and up-to-date, this text not only helps you learn fundamental database design and management concepts, it also helps you master the core competencies and skills you need to succeed in the classroom and in the real world. The book's brief, modular format and variety of built-in learning resources enable you to learn at your own pace and focus your studies. With this book, you will be able to: * Appreciate the key role of data in daily business operations and strategic decisions. * Understand databases, database management systems, and SQL, the software on which they are based, from the ground up. * Know how to gather and organize critical business information, design a database based on this information, and retrieve and modify that information in a useful manner. * Use accepted data modeling procedures to design a relational database. * Master the concept of data normalization and the use of standard normalization rules. * Explore critical real-world issues including application integration and securing data against disclosure and loss. Wiley Pathways helps you achieve your goals Not every student is on the same path, but every student wants to succeed. The Information Technology series in the new Wiley Pathways imprint helps you achieve your goals. The books in this series--Introduction to Databases, Introduction to Programming Using Visual Basic, Introduction to Operating Systems, Networking Basics, Windows Network Administration, Network Security Fundamentals, and PC Hardware Essentials--offer a coordinated information technology curriculum. Learn more at www.wiley.com/go/pathways

For programmers who prefer content to frills, this guide has succinct and straightforward information for putting Access to its full, individually tailored use.

The first and only database primer for today’s global economy Today’s businesses depend on their databases to provide information essential for their day-to-day operations and to help them take advantage of today’s rapidly growing and maturing electronic commerce opportunities. The primary responsibility for the design and maintenance of these databases rests with a company’s information technology department. Unlike other IT resources currently available that tend to focus on a particular product, Database Design and Development: An Essential Guide for IT Professionals was created to give today’s IT directors and other IT staff a solid basic knowledge of database design and development to help them make educated decisions about the right database environment for their companies. Today’s IT professionals must understand the fundamentals in order to determine their next steps for specializing in the vast field of database technology. Database Design and Development: An Essential Guide for IT Professionals answers such common questions as: What is the purpose of a database system? What are the components of a database system? What type of data does your company need to capture? How do you design a database for a particular goal? How do you capture information through data modeling? How do you determine which database will best meet your business objectives? What’s involved in effective database management and maintenance? How are database systems used to interface with the Internet? With more than twenty-five years of experience teaching IT courses and designing databases for some of America’s top institutions, the author has succeeded in creating an essential resource for today’s IT managers as well as for students planning a career in information technology.

A Hands-on Guide to Relational Database Design

Database Internals

Recipes for Continuous Database Integration

If you’re a database administrator, you know Microsoft SQL Server 2008 is revolutionizing database development. Get up to speed on SQL Server 2008, impress your boss, and improve your company’s data management — read Microsoft SQL Server 2008 For Dummies! SQL Server 2008 lets you build powerful databases and create database queries that give your organization the information it needs to excel. Microsoft SQL Server 2008 For Dummies helps you build the skills you need to set up, administer, and troubleshoot SQL Server 2008. You’ll be able to: Develop and maintain a SQL Server system Design databases with integrity and efficiency Turn data into information with SQL Server Reporting Services Organize query results, summarizing data with aggregate functions

and formatting output Import large quantities of data with SSIS Keep your server running smoothly Protect data from prying eyes Develop and implement a disaster recovery plan Improve performance with database snapshots Automate SQL Server 2008 administration Microsoft SQL Server 2008 For Dummies is a great first step toward becoming a SQL Server 2008 pro!

Fully updated and expanded from the previous edition, A Practical Guide to Database Design, Second Edition, is intended for those involved in the design or development of a database system or application. It begins by focusing on how to create a logical data model where data is stored "where it belongs." Next, data usage is reviewed to transform the logical model into a physical data model that will satisfy user performance requirements. Finally, it describes how to use various software tools to create user interfaces to review and update data in a database. Organized into 11 chapters, the book begins with an overview of the functionality of database management systems and how they guarantee the accuracy and availability of data. It then describes how to define and normalize data requirements to create a logical data model, then map them into an initial solution for a physical database. The book next presents how to use an industry-leading data modeling tool to define and manage logical and physical data models. After that, it describes how to implement a physical database using either Microsoft Access or SQL Server and how to use Microsoft Access to create windows interfaces to query or update data in tables. The last part of the book reviews software tools and explores the design and implementation of a database using as an example a much more complex data environment for a University. The book ends with a description of how to use PHP to build a web-based interface to review and update data in a database.

The latest edition of a popular text and reference on database research, with substantial new material and revision; covers classical literature and recent hot topics. Lessons from database research have been applied in academic fields ranging from bioinformatics to next-generation Internet architecture and in industrial uses including Web-based e-commerce and search engines. The core ideas in the field have become increasingly influential. This text provides both students and professionals with a grounding in database research and a technical context for understanding recent innovations in the field. The readings included treat the most important issues in the database area--the basic material for any DBMS professional. This fourth edition has been substantially updated and revised, with 21 of the 48 papers new to the edition, four of them published for the first time. Many of the sections have been newly organized, and each section includes a new or substantially revised introduction that discusses the context, motivation, and controversies in a particular area, placing it in the broader perspective of database research. Two introductory articles, never before published, provide an organized, current introduction to basic knowledge of the field; one discusses the history of data models and query languages and the other offers an architectural overview of a database system. The remaining articles range from the classical literature on database research to treatments of current hot topics, including a paper on search engine architecture and a paper on application servers, both written expressly for this edition. The result is a collection of papers that are seminal and also accessible to a reader who has a basic familiarity with database systems.