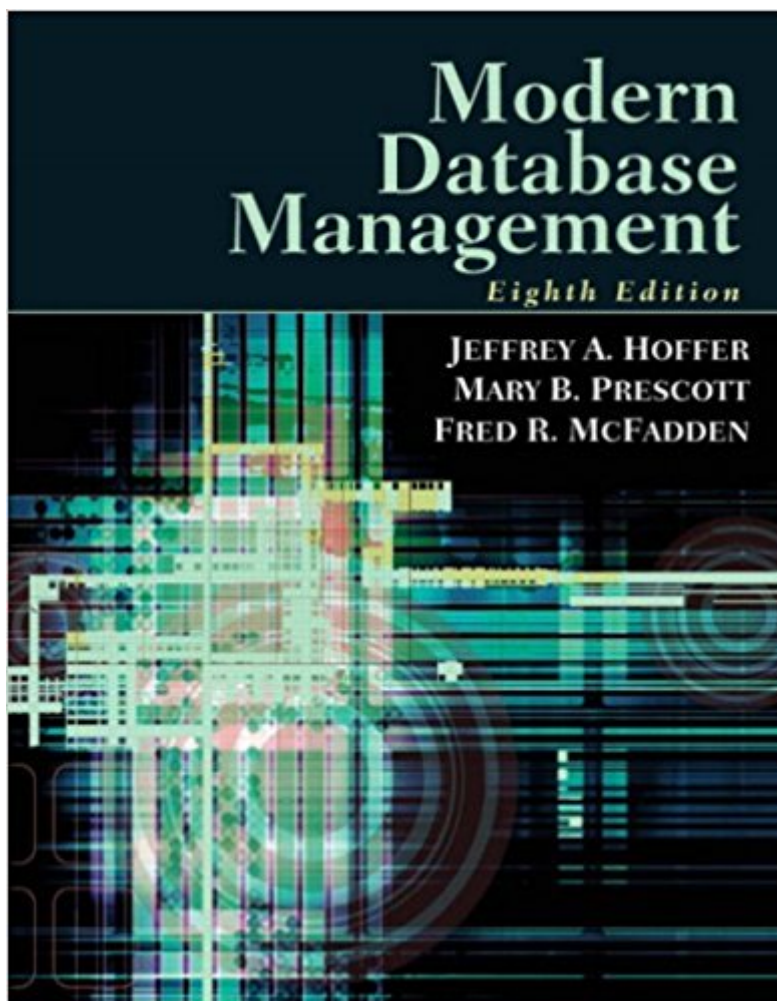The book was found

Modern Database Management (8th Edition)

Synopsis

Modern Database Management is the leading text in the business database market. It's noted for its focus on the latest principles, concepts and technologies andÂ what leading practitioners say is most important for database developers.

Customer Reviews

STUDY.MODERN DATABASE MANAGEMENT WITH THE LATEST COVERAGE! Complete SQL Coverage! Now two full chapters on SQL (Chapters 7 and 8) provide a thorough introduction to SQL, plus advanced material with examples. Internet Database Chapter! Chapter 10 explores the Internet database environment, including Web-based applications, scripting languages, and Web security Examples from ASP and ColdFusion for a shopping cart application are highlighted in the text and on the Web site. Client/Server and Data Warehousing Coverage! Chapter 9 provides strong client/server coverage and lays the technology groundwork for the Internet topics for the rest of the text. Chapter 11 is an extensive update to data warehousing and represents the explosive growth of this form of database.

Jeffrey A. Hoffer (hoffer@udayton.edu) is the Sherman â ” Standard Register Professor of Data Management in the MIS, Operations Management, and Decision Sciences Department at the University of Dayton. He received a PhD from Cornell University in 1973 and was on the faculties of Case Western Reserve University and Indiana University before joining UD. He is a founder of the INFORMS College on Information Systems, the International Conference on Information Systems (and its conference chair in 1985), and the Association for Information Systems. He is author of many scholarly publications in the areas of database management, data warehousing, systems analysis, strategic systems planning, and human-computer interaction. He is co-author of several leading textbooks: Modern Database Management, Modern Systems Analysis and Design, Essentials of Systems Analysis and Design, Object-Oriented Systems Analysis and Design, and Managing Information Technology: What Managers Need to Know, all published by Prentice-Hall. Dr. Hoffer is also an Associate Director of the Teradata University Network, the leading web portal for faculty and students in the data management, data warehousing, decision support, and business intelligence areas.

Download to continue reading...

Modern Database Management (8th Edition) Database Design for Mere Mortals: A Hands-On Guide to Relational Database Design (3rd Edition) Modern Database Management (12th Edition) Modern

Database Management (11th Edition) Database Systems: Design, Implementation, and Management (with Premium Web Site Printed Access Card) (Management Information Systems) Database Concepts (8th Edition) Database Management Systems, 3rd Edition Database Systems: A Practical Approach to Design, Implementation, and Management (6th Edition) Database Systems: Design, Implementation and Management (Book Only) Database Systems: Design, Implementation, & Management Database Systems: Design, Implementation, and Management (with Premium WebSite Printed Access Card and Essential Textbook Resources Printed Access Card) Concepts of Database Management Spatial Database Systems: Design, Implementation and Project Management (GeoJournal Library) Fundamentals of Database Management Systems Database Systems: Design, Implementation, and Management Effective Leadership and Management in Nursing (8th Edition) (Effective Leadership & Management in Nursing (Sull) Financial Institutions Management: A Risk Management Approach, 8th Edition Modern Essentials Bundle 6th - Modern Essentials 6th Edition a Contemporary Guide to the Therapeutic Use of Essential Oils, An Introduction to Modern Essentials, and Modern Essentials Reference Card Infants, Children, and Adolescents (8th Edition) (Berk & Meyers, The Infants, Children, and Adolescents Series, 8th Edition) Infants and Children: Prenatal through Middle Childhood (8th Edition) (Berk & Meyers, The Infants, Children, and Adolescents Series, 8th Edition)