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Master Competitive Analytics with Oracle Endeca Information Discovery *McGraw Hill Professional* **Oracle Endeca Information Discovery Best Practices** Maximize the powerful capabilities of this self-service enterprise data discovery platform. **Master Competitive Analytics with Oracle Endeca Information Discovery** reveals how to unlock insights from any type of data, regardless of structure. The first part of the book is a complete technical guide to the product's architecture, components, and implementation. The second part presents a comprehensive collection of business analytics use cases in various industries, including financial services, healthcare, research, manufacturing, retail, consumer packaged goods, and public sector. Step-by-step instructions on implementing some of these use cases are included in this Oracle Press book. **Install and manage Oracle Endeca Server Design Oracle Endeca Information Discovery Studio visualizations** to facilitate user-driven data exploration and discovery **Enable enterprise-driven data exploration with Oracle Endeca Information Discovery Integrator** Develop and implement a fraud detection and analysis application **Build a healthcare correlation application that integrates claims, patient, and operations analysis; partners; clinical research; and remote monitoring** Use an enterprise architecture approach to incrementally establish big data and analytical capabilities **Enterprise Knowledge Infrastructures** *Springer Science & Business Media* **Success of an organization is increasingly dependent on its capability to create an environment in order to improve productivity of knowledge work.** This book focuses on the concepts, models and technologies that are used to design and implement such an environment. It develops the vision of a modular, yet highly integrated enterprise knowledge infrastructure and presents an idealized architecture replete with current technologies and systems. The most important streams of technological development that are covered in the book are communication, collaboration, document and content management, e-learning, enterprise portals, business process management, information life cycle management, information retrieval and visualization, knowledge management, mobile computing, application and network infrastructure, Semantic Web and social software. It includes learning goals, exercises and case examples that help the reader to easily understand and practice the concepts. **Oracle BI 11g Create Analyses and Dashboards** This textbook offers an exhaustive, step-by-step guide through the powerful features of the Oracle Business Intelligence (BI) product suite. One will learn the concepts, methods and techniques for building sophisticated data analytic modules. Analytic results are then organized into interactive dashboards. A solid foundation is laid for one to progress onto the latest and most advanced data analytic capabilities. The following specific topics are included in this guide book: **Background discussion of data warehousing, business intelligence (BI) and data analytics presented in a form that business professionals can readily understand; Background concepts regarding logical data models, star schema and snowflake schema warehouse models; How to build analytical models using fact tables, dimensions, dimension hierarchies, cubes, measures and other multidimensional data model objects; Use interactive Dashboards to analyze data, uncover trends and make strategic business decisions; Export BI results to productivity software such as Microsoft Office or other external systems; Design customized Dashboards to reflect an individual's role, perspective or business interest; Creating data analyses and dynamically interact with results produced from Oracle BI; Format analyses using sorts, filters and prompts; Format column output, subtotaling, customization of column properties and transforming column data using formulas; Create results with compound layouts, including views such as tabular, chart, pivot table, gauge and others; Manage content, permissions and access within the Presentation Catalog.** This textbook includes dozens of learning exercises, with detailed point-and-click solutions also provided. **Beautiful Data The Stories Behind Elegant Data Solutions** "O'Reilly Media, Inc." In this insightful book, you'll learn from the best data practitioners in the field just how wide-ranging -- and beautiful -- working with data can be. Join 39 contributors as they explain how they developed simple and elegant solutions on projects ranging from the Mars lander to a Radiohead video. With Beautiful Data, you will: Explore the opportunities and challenges involved in working with the vast number of datasets made available by the Web Learn how to visualize trends in urban crime, using maps and data mashups Discover the challenges of designing a data processing system that works within the constraints of space travel Learn how crowdsourcing and transparency have combined to advance the state of drug research Understand how new data can automatically trigger alerts when it matches or overlaps pre-existing data Learn about the massive infrastructure required to create, capture, and process DNA data That's only small sample of what you'll find in Beautiful Data. For anyone who handles data, this is a truly fascinating book. Contributors include: Nathan Yau Jonathan Follett and Matt Holm J.M. Hughes Raghu Ramakrishnan, Brian Cooper, and Utkarsh Srivastava Jeff Hammerbacher Jason Dykes and Jo Wood Jeff Jonas and Lisa Sokol Jud Valeski Alon Halevy and Jayant Madhavan Aaron Koblin with Valdean Klump Michal Migurski Jeff Heer Coco Krumme Peter Norvig Matt Wood and Ben Blackburne Jean-Claude Bradley, Rajarshi Guha, Andrew Lang, Pierre Lindenbaum, Cameron Neylon, Antony Williams, and Egon Willighagen Lukas Biewald and Brendan O'Connor Hadley Wickham, Deborah Swayne, and David Poole Andrew Gelman, Jonathan P. Kastellec, and Yair Ghitza Toby Segaran Siebel Customer Order Management **MOHAMMED AZIZUDDIN AAMER Oracle 11g Anti-Hacker's Cookbook** *Packt Publishing Ltd* This cookbook has recipes written in simple, easy to understand format with lots of screenshots and insightful tips and hints. If you are an Oracle Database Administrator, Security Manager or Security Auditor looking to secure the Oracle Database or prevent it from being hacked, then this book is for you. This book assumes you have a basic understanding of security concepts. **XSS Attacks Cross Site Scripting Exploits and Defense** *Elsevier* A cross site scripting attack is a very specific type of attack on a web application. It is used by hackers to mimic real sites and fool people into providing personal data. XSS Attacks starts by defining the terms and laying out the ground work. It assumes that the reader is familiar with basic web programming (HTML) and JavaScript. First it discusses the concepts, methodology, and technology that makes XSS a valid concern. It then moves into the various types of XSS attacks, how they are implemented, used, and abused. After XSS is thoroughly explored, the next part provides examples of XSS malware and demonstrates real cases where XSS is a dangerous risk that exposes internet users to remote access, sensitive data theft, and monetary losses. Finally, the book closes by examining the ways developers can avoid XSS vulnerabilities in their web applications, and how users can avoid becoming a victim. The audience is web developers, security practitioners, and managers. **XSS Vulnerabilities exist in 8 out of 10 Web sites** The authors of this book are the undisputed industry leading authorities Contains independent, bleeding edge research, code listings and exploits that can not be found anywhere else **Oracle Applications DBA Field Guide** *Apress* Expert guidance on administering the highly complex Oracle E-Business Suite Time-proven best practices Tried and tested scripts, notes, and references Covers all vital admin tasks, including configuration, monitoring, performance tuning, troubleshooting, and patching **Using R to Unlock the Value of Big Data: Big Data Analytics with Oracle R Enterprise and Oracle R Connector for Hadoop** *McGraw Hill Professional* **The Oracle Press Guide to Big Data Analytics using R** Cowritten by members of the Big Data team at Oracle, this Oracle Press book focuses on analyzing data with R while making it scalable using Oracle's R technologies. **Using R to Unlock the Value of Big Data** provides an introduction to open source R and describes issues with traditional R and database interaction. The book then offers in-depth coverage of Oracle's strategic R offerings: Oracle R Enterprise, Oracle R Distribution, ROracle, and Oracle R Connector for Hadoop. You can practice your new skills using the end-of-chapter exercises. **Oracle Essentials** *O'Reilly Media, Incorporated* Written by experienced Oracle insiders, this essential guide distills a vast amount of information into an easy-to-read volume that covers every aspect of the Oracle database. Readers of all technical levels will learn about Oracle's features and technologies, including the product line, architecture, data structures, networking, concurrency, tuning and much more. Augmented with illustrations and helpful hints, the fifth edition of Oracle Essentials offers a valuable one-stop overview of Oracle Database 12c, Oracle's newest database release. More comprehensible than huge complete references, and more detailed than most primers, this book gives current Oracle users the conceptual background they need to understand how the Oracle database truly works. For those new to Oracle, this all-in-one guide provides an essential introduction that will get them up to speed. **Big Data Business Guide** *Lulu.com* **Oracle Essentials Oracle Database 12c** "O'Reilly Media, Inc." Written by Oracle insiders, this indispensable guide distills an enormous amount of information about the Oracle Database into one compact volume. Ideal for novice and experienced DBAs, developers, managers, and users, Oracle Essentials walks you through technologies and features in Oracle's product line, including its architecture, data structures, networking, concurrency, and tuning. Complete with illustrations and helpful hints, this fifth edition provides a valuable one-stop overview of Oracle Database 12c, including an introduction to Oracle and cloud computing. Oracle Essentials provides the conceptual background you need to understand how Oracle truly works. Topics include: A complete overview of Oracle databases and data stores, and Fusion Middleware products and features Core concepts and structures in Oracle's architecture, including pluggable databases Oracle objects and the various datatypes Oracle supports System and database management, including Oracle Enterprise Manager 12c Security options, basic auditing capabilities, and options for meeting compliance needs Performance characteristics of disk, memory, and CPU tuning Basic principles of multiuser concurrency Oracle's online transaction processing (OLTP) Data warehouses, Big Data, and Oracle's business intelligence tools Backup and recovery, and high availability and failover solutions CIO Knowledge Management Concepts and Best Practices *Springer Science & Business Media* **The Fraunhofer Competence Center Knowledge Management** presents in this second edition its up-dated and extended research results. In doing so it describes best practices in knowledge management from leading companies and shows how to integrate such activities into the daily business tasks and processes, how to motivate people and which capabilities and skills are required. It concludes with an overview of the leading knowledge management projects in several European countries. **SCJD Exam with J2SE 5** *Apress* * An update of the popular first edition, the second edition covers changes to the exam per the release of J2SE 5. * Co-authored by Mehran Habibi, member of the official Sun certification team, author of the first edition, and author of the Apress book Java Regular Expressions: Taming the

java.util.regex Engine (Apress, 2004). * Guides the reader through a complete project implementation, familiarizing him with the key concepts, requirements, and pitfalls sure to come up in the exam. **Fundamentals of Information Systems** Cengage Learning Combining the latest research and most current coverage available into a succinct nine chapters, **FUNDAMENTALS OF INFORMATION SYSTEMS, 8E** equips students with a solid understanding of the core principles of IS and how it is practiced. The streamlined 560-page eighth edition features a wealth of new examples, figures, references, and cases as it covers the latest developments from the field—and highlights their impact on the rapidly changing role of today's IS professional. In addition to a stronger career emphasis, the text includes expanded coverage of mobile solutions, energy and environmental concerns, the increased use of cloud computing across the globe, and two cases per chapter. Learning firsthand how information systems can increase profits and reduce costs, students explore new information on e-commerce and enterprise systems, artificial intelligence, virtual reality, green computing, and other issues reshaping the industry. The text introduces the challenges and risks of computer crimes, hacking, and cyberterrorism. It also presents some of the most current research on virtual communities, global IS work solutions, and social networking. No matter where students' career paths may lead, **FUNDAMENTALS OF INFORMATION SYSTEMS, 8E** and its resources can help them maximize their success as employees, decision makers, and business leaders. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version. **Information Retrieval Searching in the 21st Century** John Wiley & Sons This book is an essential reference to cutting-edge issues and future directions in information retrieval Information retrieval (IR) can be defined as the process of representing, managing, searching, retrieving, and presenting information. Good IR involves understanding information needs and interests, developing an effective search technique, system, presentation, distribution and delivery. The increased use of the Web and wider availability of information in this environment led to the development of Web search engines. This change has brought fresh challenges to a wider variety of users' needs, tasks, and types of information. Today, search engines are seen in enterprises, on laptops, in individual websites, in library catalogues, and elsewhere. **Information Retrieval: Searching in the 21st Century** focuses on core concepts, and current trends in the field. This book focuses on: Information Retrieval Models User-centred Evaluation of Information Retrieval Systems Multimedia Resource Discovery Image Users' Needs and Searching Behaviour Web Information Retrieval Mobile Search Context and Information Retrieval Text Categorisation and Genre in Information Retrieval Semantic Search The Role of Natural Language Processing in Information Retrieval: Search for Meaning and Structure Cross-language Information Retrieval Performance Issues in Parallel Computing for Information Retrieval This book is an invaluable reference for graduate students on IR courses or courses in related disciplines (e.g. computer science, information science, human-computer interaction, and knowledge management), academic and industrial researchers, and industrial personnel tracking information search technology developments to understand the business implications. Intermediate-advanced level undergraduate students on IR or related courses will also find this text insightful. Chapters are supplemented with exercises to stimulate further thinking. **Electronic Resource Management in Libraries: Research and Practice** Research and Practice IGI Global A pronounced move from print subscriptions to electronic resources in all types of libraries has fundamentally impacted the library and its users. With the influx of resources such as e-journals; e-books; index, abstract, and/or full-text databases; aggregated databases; and others, the shift to electronic resources is rapidly changing library operational and organizational procedures. **Electronic Resource Management in Libraries: Research and Practice** provides comprehensive coverage of the issues, methods, theories, and challenges connected with the provision of electronic resources in libraries, with emphasis on strategic planning, operational guidelines, and practices. This book primarily focuses on management practices of the life-cycle of commercially acquired electronic resources from selection and ordering to cataloging, Web presentation, user support, usage evaluation, and more. **Business Intelligence A Managerial Perspective on Analytics** Prentice Hall Includes bibliographical references and index **Designing Web Navigation Optimizing the User Experience** "O'Reilly Media, Inc." Thoroughly rewritten for today's web environment, this bestselling book offers a fresh look at a fundamental topic of web site development: navigation design. Amid all the changes to the Web in the past decade, and all the hype about Web 2.0 and various "rich" interactive technologies, the basic problems of creating a good web navigation system remain. **Designing Web Navigation** demonstrates that good navigation is not about technology—it's about the ways people find information, and how you guide them. Ideal for beginning to intermediate web designers, managers, other non-designers, and web development pros looking for another perspective, **Designing Web Navigation** offers basic design principles, development techniques and practical advice, with real-world examples and essential concepts seamlessly folded in. How does your web site serve your business objectives? How does it meet a user's needs? You'll learn that navigation design touches most other aspects of web site development. This book: Provides the foundations of web navigation and offers a framework for navigation design Paints a broad picture of web navigation and basic human information behavior Demonstrates how navigation reflects brand and affects site credibility Helps you understand the problem you're trying to solve before you set out to design Thoroughly reviews the mechanisms and different types of navigation Explores "information scent" and "information shape" Explains "persuasive" architecture and other design concepts Covers special contexts, such as navigation design for web applications Includes an entire chapter on tagging While **Designing Web Navigation** focuses on creating navigation systems for large, information-rich sites serving a business purpose, the principles and techniques in the book also apply to small sites. Well researched and cited, this book serves as an excellent reference on the topic, as well as a superb teaching guide. Each chapter ends with suggested reading and a set of questions that offer exercises for experiencing the concepts in action. **Big Data Application Architecture Q&A A Problem - Solution Approach** Apress **Big Data Application Architecture Pattern Recipes** provides an insight into heterogeneous infrastructures, databases, and visualization and analytics tools used for realizing the architectures of big data solutions. Its problem-solution approach helps in selecting the right architecture to solve the problem at hand. In the process of reading through these problems, you will learn harness the power of new big data opportunities which various enterprises use to attain real-time profits. **Big Data Application Architecture Pattern Recipes** answers one of the most critical questions of this time 'how do you select the best end-to-end architecture to solve your big data problem?'. The book deals with various mission critical problems encountered by solution architects, consultants, and software architects while dealing with the myriad options available for implementing a typical solution, trying to extract insight from huge volumes of data in real-time and across multiple relational and non-relational data types for clients from industries like retail, telecommunication, banking, and insurance. The patterns in this book provide the strong architectural foundation required to launch your next big data application. The architectures for realizing these opportunities are based on relatively less expensive and heterogeneous infrastructures compared to the traditional monolithic and hugely expensive options that exist currently. This book describes and evaluates the benefits of heterogeneity which brings with it multiple options of solving the same problem, evaluation of trade-offs and validation of 'fitness-for-purpose' of the solution. **Intended Evolution How Selection of Intelligence Guides Life Forward** Greenleaf Book Group Discover a new outlook on the process of life—and improve your health as a result In **Intended Evolution**, authors Dongxun and Bob Zhang introduce a different perspective on the theory of evolution: Life is not only selected by nature but intentionally interacts with it, learning how to better its future. They explain that applying this idea to generally accepted principles of biology can have startling results in your ability to affect your own health—and even your evolution. According to the theory of intended evolution, organisms gather information through sensory experience and use that knowledge to effect change in themselves and their environments. The authors propose that organisms use this saved information to make choices projected to enhance their survival. It is through experience, choices, and action, within a given environment, that life changes itself from moment to moment and determines what changes are needed for future generations. Because of humans' unique ability to understand how our own evolution functions, we can effect changes within ourselves to influence and enhance our health and fitness, even to lengthen our lifespan. **The Web at Graduation and Beyond Business Impacts and Developments** Springer This book provides a comprehensive treatment of the rapidly changing world of Web-based business technologies and their often-disruptive innovations. The history of the Web is a short one. Indeed many college graduates today were not even born when the Web first emerged. It is therefore an opportune time to view the Web as having reached the point of graduation. The Web has led to new ways in which businesses connect and operate, and how individuals communicate and socialize; related technologies include cloud computing, social commerce, crowd sourcing, and the Internet of Things, to name but a few. These developments, including their technological foundations and business impacts, are at the heart of the book. It contextualizes these topics by providing a brief history of the World Wide Web, both in terms of the technological evolution and its resultant business impacts. The book was written for a broad audience, including technology managers and students in higher education. It is also intended as a guide for people who grew up with a background in business administration or engineering or a related area but who, in the course of their career paths, have reached a point where IT-related decisions have become their daily business, e.g., in digital transformation. The book describes the most important Web technologies and related business applications, and especially focuses on the business implications of these technologies. As such, it offers a solid technology- and business-focused view on the impact of the Web, and balances rules and approaches for strategy development and decision making with a certain technical understanding of what goes on "behind the scenes." **Information Technology for Managers** Cengage Learning Now today's managers can prepare to successfully oversee and understand information systems with Reynold's **INFORMATION TECHNOLOGY FOR MANAGERS, 2E**. This practical, insightful book prepares current and future managers to understand the critical business implications of information technology. A wealth of actual contemporary examples demonstrate how successful managers can apply information technology to improve their organizations. A new chapter on IT security, hands-on scenarios and practical cases give readers an opportunity to apply what they're learning. This edition's solid framework helps define the manager's important role in information technology and in working effectively with all members of the organization to achieve results. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version. **Electronic Commerce 2018 A Managerial and Social Networks Perspective** Springer This new Edition of **Electronic Commerce** is a complete update of the leading graduate level/advanced undergraduate level textbook on the subject. **Electronic commerce (EC)** describes the manner in which transactions take place over electronic networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications, such as buying and selling stocks and airline tickets online, are reaching maturity, some even exceeding non-Internet trades. However, EC is not just about buying and selling; it also is about electronically communicating, collaborating, and discovering information. It is about e-learning, e-government, social networks, and much more. EC is having an impact on a significant portion of the world, affecting businesses, professions, trade, and of course, people. The most important developments in EC since 2014 are the continuous phenomenal growth of social networks, especially Facebook, LinkedIn and Instagram, and the trend toward conducting EC with mobile devices. Other major developments are the expansion of EC globally, especially in China where you can find the world's largest EC company. Much attention is lately being given to smart commerce and the use of AI-based analytics and big data to enhance the field. Finally, some emerging EC business models are changing industries (e.g., the shared economy models of Uber and Airbnb). The 2018 (9th) edition, brings forth the latest trends in e-commerce, including smart commerce, social commerce, social collaboration, shared economy, innovations, and mobility. **Oracle Essentials Oracle Database 11g** "O'Reilly Media, Inc." Oracle is an enormous system, with myriad technologies, options, and releases. Most users—even experienced developers and database administrators—find it difficult to get a handle on the full scope of the Oracle database. And, as each new Oracle version is released, users find themselves under increasing pressure to learn about a whole range of new technologies. The latest challenge is Oracle Database 11g. This book distills an enormous amount of information about Oracle into a compact, easy-to-read volume filled with focused text, illustrations, and helpful hints. It contains chapters on: Oracle products, options, data structures, and overall architecture for Oracle Database 11g, as well as earlier releases (Oracle Database 10g, Oracle9i, and Oracle8i) Installing, running,

managing, monitoring, networking, and tuning Oracle, including Enterprise Manager (EM) and Oracle's self-tuning and management capabilities; and using Oracle security, auditing, and compliance (a new chapter in this edition) Multiuser concurrency, data warehouses, distributed databases, online transaction processing (OLTP), high availability, and hardware architectures (e.g., SMP, clusters, NUMA, and grid computing) Features beyond the Oracle database: Oracle Application Express, Fusion Middleware (including Oracle Application Server), and database SOA support as a Web services provider The latest Oracle Database 11g features: query result set caching, Automatic Memory Management, the Real Application Testing, Advanced Compression, Total Recall, and Active Data Guard Option Options, changes to the OLAP Option (transparently accessed and managed as materialized views), the Flashback transaction command, transparent data encryption, the Support Workbench (and diagnosability infrastructure), and partitioning enhancements (including interval and new composite types) For new Oracle users, DBAs, developers, and managers, Oracle Essentials provides an invaluable, all-in-one introduction to the full range of Oracle features and technologies, including the just-released Oracle Database 11g features. But even if you already have a library full of Oracle documentation, you'll find that this compact book is the one you turn to, again and again, as your one-stop, truly essential reference. "Oracle Essentials gives a clear explanation of the key database concepts and architecture underlying the Oracle database. It's a great reference for anyone doing development or management of Oracle databases." --Andrew Mendelsohn, Senior Vice President, Database Server Technologies, Oracle Corporation Business Intelligence and Analytics: Systems for Decision Support PDF eBook, Global Edition *Pearson Higher Ed* Appropriate for all courses in Decision Support Systems (DSS), computerised decision making tools, and management support systems. Decision Support and Business Intelligence Systems provides the only comprehensive, up-to-date guide to today's revolutionary management support system technologies, and showcases how they can be used for better decision-making. The 10th edition focuses on Business Intelligence (BI) and analytics for enterprise decision support in a more streamlined book. In addition to traditional decision support applications, this edition expands the reader's understanding of the various types of analytics by providing examples, products, services, and exercises by discussing Web-related issues throughout the text. 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'll gain instant access to this eBook. 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. DocBook 5: The Definitive Guide The Official Documentation for DocBook "O'Reilly Media, Inc." If you need a reliable tool for technical documentation, this clear and concise reference will help you take advantage of DocBook, the popular XML schema originally developed to document computer and hardware projects. DocBook 5.0 has been expanded and simplified to address documentation needs in other fields, and it's quickly becoming the tool of choice for many content providers. DocBook 5: The Definitive Guide is the complete, official documentation of DocBook 5.0. You'll find everything you need to know to use DocBook 5.0's features-including its improved content model-whether you're new to DocBook or an experienced user of previous versions. Learn how to write DocBook XML documents Understand DocBook 5.0's elements and attributes, and how they fit together Determine whether your documents conform to the DocBook schema Learn about options for publishing DocBook to various output formats Customize the DocBook schema to meet your needs Get additional information about DocBook editing and processing IBM DB2 9.7 Advanced Administration Cookbook *Packt Publishing Ltd* This is a practical hands-on book with clear instructions and lot of code examples. It takes a simple approach, guiding you through different architectural topics using realistic sample projects On Startups: Advice and Insights for Entrepreneurs *Hyperink Inc* Note from the Author Hi, my name is Dharmesh, and I'm a startup addict. And, chances are, if you're reading this, you have at least a mild obsession as well. This book is based on content from the OnStartups.com blog. The story behind how the blog got started is sort of interesting—but before I tell you that story, it'll help to understand my earlier story. As a professional programmer, I used to work in a reasonably fun job doing what I liked to do (write code). Eventually, I got a little frustrated with it all, so at the ripe old age of 24, I started my first software company. It did pretty well. It was on the Inc. 500 list of fastest growing companies three times. It reached millions of dollars of sales and was ultimately acquired. I ran that first company for over 10 years working the typical startup hours. When I sold that company, I went back to school to get a master's degree at MIT. I've always enjoyed academics, and I figured this would be a nice "soft landing" and give me some time to figure out what I wanted to do with my life. As part of my degree requirements, I had to write a graduate thesis. I titled my thesis "On Startups: Patterns and Practices of Contemporary Software Entrepreneurs." And, as part of that thesis work, I wanted to get some feedback from some entrepreneurs. So, I figured I'd start a blog. I took the first two words of the thesis title, "On Startups," discovered that the domain name OnStartups.com was available, and was then off to the races. The blog was launched on November 5, 2005. Since then, the blog and associated community have grown quite large. Across Facebook, LinkedIn, and email subscribers, there are over 300,000 people in the OnStartups.com audience. This book is a collection of some of the best articles from over 7 years of OnStartups.com. The articles have been topically organized and edited. I hope you enjoy them. The Business Analyst's Guide to Oracle Hyperion Interactive Reporting 11 Quickly Master this Powerful Business Intelligence Product *Packt Publishing Ltd* Quickly master the extremely robust and powerful Oracle Hyperion Interactive Reporting 11 tool with this book and eBook. Radio Frequency and Microwave Electronics Illustrated *Prentice Hall* Foreword by Dr. Asad Madni, C. Eng., Fellow IEEE, Fellow IEE Learn the fundamentals of RF and microwave electronics visually, using many thoroughly tested, practical examples RF and microwave technology are essential throughout industry and to a world of new applications-in wireless communications, in Direct Broadcast TV, in Global Positioning System (GPS), in healthcare, medical and many other sciences. Whether you're seeking to strengthen your skills or enter the field for the first time, Radio Frequency and Microwave Electronics Illustrated is the fastest way to master every key measurement, electronic, and design principle you need to be effective. Dr. Matthew Radmanesh uses easy mathematics and a highly graphical approach with scores of examples to bring about a total comprehension of the subject. Along the way, he clearly introduces everything from wave propagation to impedance matching in transmission line circuits, microwave linear amplifiers to hard-core nonlinear active circuit design in Microwave Integrated Circuits (MICs). Coverage includes: A scientific framework for learning RF and microwaves easily and effectively Fundamental RF and microwave concepts and their applications The characterization of two-port networks at RF and microwaves using S-parameters Use of the Smith Chart to simplify analysis of complex design problems Key design considerations for microwave amplifiers: stability, gain, and noise Workable considerations in the design of practical active circuits: amplifiers, oscillators, frequency converters, control circuits RF and Microwave Integrated Circuits (MICs) Novel use of "live math" in circuit analysis and design Dr. Radmanesh has drawn upon his many years of practical experience in the microwave industry and educational arena to introduce an exceptionally wide range of practical concepts and design methodology and techniques in the most comprehensible fashion. Applications include small-signal, narrow-band, low noise, broadband and multistage transistor amplifiers; large signal/high power amplifiers; microwave transistor oscillators, negative-resistance circuits, microwave mixers, rectifiers and detectors, switches, phase shifters and attenuators. The book is intended to provide a workable knowledge and intuitive understanding of RF and microwave electronic circuit design. Radio Frequency and Microwave Electronics Illustrated includes a comprehensive glossary, plus appendices covering key symbols, physical constants, mathematical identities/formulas, classical laws of electricity and magnetism, Computer-Aided-Design (CAD) examples and more. About the Web Site The accompanying web site has an "E-Book" containing actual design examples and methodology from the text, in Microsoft Excel environment, where files can easily be manipulated with fresh data for a new design. Information Technology for Management Digital Strategies for Insight, Action, and Sustainable Performance *Wiley* "Information Technology for Management" by Turban, Volonino, and Wood engages students with up-to-date coverage of the most important IT trends today. Over the years, this leading IT textbook had distinguished itself with an emphasis on illustrating the use of cutting edge business technologies for achieving managerial goals and objectives. The 10th Edition continues this tradition with coverage of emerging trends in Mobile Computing and Commerce, IT virtualization, Social Media, Cloud Computing and the Management and Analysis of Big Data along with advances in more established areas of Information Technology. International Online Information Meeting Unstoppable Unstoppable is a word defined as "difficult or impossible to preclude or stop." As a human quality, it is something that we associate with people such as sports superstars, those who do whatever it takes to inspire others and lead teams to the greatest of victories. Sometimes, an idea or person can become unstoppable. Unstoppable, like Charles Lindbergh crossing the Atlantic in a solo flight when no one had thought it was possible, or track star Roger Bannister breaking the four-minute mile barrier. Not everyone can be an explorer or a great athlete, but anyone can be unstoppable in their chosen endeavors in life. If you are willing to possess an unwavering determination to succeed and a consistent willingness to learn and evolve, you can become unstoppable and triumph too. This book is about a personal struggle, one in which the author awoke from a coma after a terrible accident and faced a life of permanent paralysis. A long battle of driven determination resulted in Yanni Raz regaining his health and becoming a self-made millionaire after migrating from his native Israel to the United States. Through careers as a musician, a Starbucks barista, a salesman, a real estate whiz, a professional poker player and a hard money lender, Yanni learned reliable principles and the skills necessary for success. Unstoppable covers many topics including controlling your life, making the best decisions, creating new opportunities, properly assessing signals, expertly negotiating, and succeeding by storytelling across the media landscape. You'll learn about integrity in business, asset diversification, and many other life tips that thousands of people learn from Yanni on a daily basis. It is time to become fearless and lead a powerful life. With Yanni's new book Unstoppable, you can do just that. Your Code as a Crime Scene Use Forensic Techniques to Arrest Defects, Bottlenecks, and Bad Design in Your Programs *Pragmatic Bookshelf* Jack the Ripper and legacy codebases have more in common than you'd think. Inspired by forensic psychology methods, you'll learn strategies to predict the future of your codebase, assess refactoring direction, and understand how your team influences the design. With its unique blend of forensic psychology and code analysis, this book arms you with the strategies you need, no matter what programming language you use. Software is a living entity that's constantly changing. To understand software systems, we need to know where they came from and how they evolved. By mining commit data and analyzing the history of your code, you can start fixes ahead of time to eliminate broken designs, maintenance issues, and team productivity bottlenecks. In this book, you'll learn forensic psychology techniques to successfully maintain your software. You'll create a geographic profile from your commit data to find hotspots, and apply temporal coupling concepts to uncover hidden relationships between unrelated areas in your code. You'll also measure the effectiveness of your code improvements. You'll learn how to apply these techniques on projects both large and small. For small projects, you'll get new insights into your design and how well the code fits your ideas. For large projects, you'll identify the good and the fragile parts. Large-scale development is also a social activity, and the team's dynamics influence code quality. That's why this book shows you how to uncover social biases when analyzing the evolution of your system. You'll use commit messages as eyewitness accounts to what is really happening in your code. Finally, you'll put it all together by tracking organizational problems in the code and finding out how to fix them. Come join the hunt for better code! What You Need: You need Java 6 and Python 2.7 to run the accompanying analysis tools. You also need Git to follow along with the examples. Handbook of Semantic Web Technologies *Springer Science & Business Media* After years of mostly theoretical research, Semantic Web Technologies are now reaching out into application areas like bioinformatics, eCommerce, eGovernment, or Social Webs. Applications like genomic ontologies, semantic web services, automated catalogue alignment, ontology matching, or blogs and social networks are constantly increasing, often driven or at least backed up by companies like Google, Amazon, YouTube, Facebook, LinkedIn and others. The need to leverage the potential of combining information in a meaningful way in order to be able to benefit from the Web will create further demand for and interest in Semantic Web research. This movement, based on the growing maturity of related research results, necessitates a reliable reference source from which beginners to the field can draw a

first basic knowledge of the main underlying technologies as well as state-of-the-art application areas. This handbook, put together by three leading authorities in the field, and supported by an advisory board of highly reputed researchers, fulfils exactly this need. It is the first dedicated reference work in this field, collecting contributions about both the technical foundations of the Semantic Web as well as their main usage in other scientific fields like life sciences, engineering, business, or education. Making Databases Work The Pragmatic Wisdom of Michael Stonebraker *Morgan & Claypool* 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. Oracle SOA Suite 12c Handbook *McGraw Hill Professional* Master Oracle SOA Suite 12c Design, implement, manage, and maintain a highly flexible service-oriented computing infrastructure across your enterprise using the detailed information in this Oracle Press guide. Written by an Oracle ACE director, Oracle SOA Suite 12c Handbook uses a start-to-finish case study to illustrate each concept and technique. Learn expert techniques for designing and implementing components, assembling composite applications, integrating Java, handling complex business logic, and maximizing code reuse. Runtime administration, governance, and security are covered in this practical resource. Get started with the Oracle SOA Suite 12c development and run time environment Deploy and manage SOA composite applications Expose SOAP/XML REST/JSON through Oracle Service Bus Establish interactions through adapters for Database, JMS, File/FTP, UMS, LDAP, and Coherence Embed custom logic using Java and the Spring component Perform fast data analysis in real time with Oracle Event Processor Implement Event Drive Architecture based on the Event Delivery Network (EDN) Use Oracle Business Rules to encapsulate logic and automate decisions Model complex processes using BPEL, BPMN, and human task components Establish KPIs and evaluate performance using Oracle Business Activity Monitoring Control traffic, audit system activity, and encrypt sensitive data Oracle PL/SQL Performance Tuning Tips & Techniques *McGraw Hill Professional* Proven PL/SQL Optimization Solutions In Oracle PL/SQL Performance Tuning Tips & Techniques, Oracle ACE authors with decades of experience building complex production systems for government, industry, and educational organizations present a hands-on approach to enabling optimal results from PL/SQL. The book begins by describing the discovery process required to pinpoint performance problems and then provides measurable and repeatable test cases. In-depth coverage of linking SQL and PL/SQL is followed by deep dives into essential Oracle Database performance tuning tools. Real-world examples and best practices are included throughout this Oracle Press guide. Follow a request-driven nine-step process to identify and address performance problems in web applications Use performance-related database tools, including data dictionary views, logging, tracing, PL/SQL Hierarchical Profiler, PL/Scope, and RUNSTATS Instrument code to pinpoint performance issues using call stack APIs, error stack APIs, and timing markers Embed PL/SQL in SQL and manage user-defined functions Embed SQL in PL/SQL using a set-based approach to handle large volumes of data Properly write and deploy data manipulation language triggers to avoid performance problems Work with advanced datatypes, including LOBs and XML Use caching techniques to avoid redundant operations Effectively use dynamic SQL to reduce the amount of code needed and streamline system management Manage version control and ensure that performance fixes are successfully deployed Code examples in the book are available for download.