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Metrics, Models, and Methods McGraw Hill Professional
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Computerworld Graphic Communications Group
 This book is a design handbook and provides skills to successfully design, implement, and optimize business processes on top of SOA. Starting with business process modeling, it shows design principles to architect sound process architectures. It presents best practices for modeling business processes using BPMN, together with design principles for services and composite applications. It provides detailed coverage of how to prepare

business processes for execution. An in-depth explanation of human interactions is given and also principles and best practices for using rules. Moving on, Adaptive Case Management principles are explained, along with the reach of business processes to mobile devices and ensuring multichannel interactions. Business activity monitoring, event-driven architectures, complex event processing in relation to business processes, and enabling integration with events and IoT devices are explained. The design principles and best practices are demonstrated in a practical way on a rental car use case.

Handbook of Data Management Addison-Wesley Professional
Packed with dozens of no-nonsense chapters written by leading professionals, Handbook of Data Management, 1999 Edition shows your students how to design, build, and maintain high-performance, high-availability databases in multiple environments. Handbook of Data Management, 1999 Edition is the most comprehensive, single-volume guide of its kind. The book provides the latest, most innovative solutions for planning, developing, and running a powerful data management function. Here students will find exhaustive coverage of the range of data repositories (from legacy indexed files to object data bases and data warehouses) as well as details on everything from strategic planning to maximizing database performance. Completely revised and updated to reflect latebreaking technologies, Handbook of Data Management, 1999 Edition includes extensive case studies and straightforward descriptions showing students how to: implement Web-enabled data warehouses build multimedia databases master data mining use enterprise database modeling stay up-to-date with data conversion and migration maximize OLAP architectures and tools Handbook of Data Management, 1999 Edition also provides ongoing coverage of the latest tools and techniques regarding: organization for quality information systems data definition database design and management object and hybrid databases and more Each contributor to Handbook of Data Management, 1999 Edition is an expert with first-hand experience in database and data management. These contributors provide a depth and breadth of coverage you and your students simply won't find anywhere else. Prepare your students for "real-world" business computing. Start them off with Handbook of Data Management, 1999 Edition.

The Market, Transportation, Accommodation and Package Tours Packt Publishing Ltd

This book introduces all the relevant information required to understand and put Model Driven Architecture (MDA) into industrial practice. It clearly explains which conceptual primitives should be present in a system specification, how to use UML to properly represent this subset of basic conceptual constructs, how to identify just those diagrams and modeling constructs that are actually required to create a meaningful conceptual schema, and how to accomplish the transformation process between the problem space and the solution space. The approach is fully supported by commercially available tools.

Oracle9i Mobile McGraw Hill Professional

For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce.

Computerworld CRC Press

A practical developer handbook for creating mobile applications on the Oracle platform, Oracle Mobile is the definitive resource for Web designers, Java programmers, non-Java programmers, consultants, project managers, IT managers, Oracle DBAs, and

content managers. From the exclusive publishers of Oracle Press books.

The Customer Loyalty Solution "O'Reilly Media, Inc."

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Financial Executive McGraw Hill Professional

To be successful, database marketers have to think like customers. They have to dream up strategies they think will work, test them, come up more new ideas, and test them again. Arthur Hughes, a leading expert in database marketing, shows readers how to accomplish those goals. He shows them how to get out of the vicious circle of building new loyalty programs, instead showing them how to build enduring loyalty programs using incrementalism. In this guide, readers will learn: Why giving customers a choice in a direct offer always reduces response Why you shouldn't market to Gold customers What you can do to increase retention rates This in-depth guide, loaded with case studies from leading companies including UPS, ebay, American Airlines, and Land's End, shows managers and executives how to deal with the new issues that typify the Internet era.

Computerworld Packt Publishing Ltd

Tom Kyte of Oracle Magazine's "Ask Tom" column has written the definitive guide to designing and building high-performance, scalable Oracle applications. The book covers schema design, SQL and PL/SQL, tables and indexes, and much more. From the exclusive publisher of Oracle Press books, this is a must-have resource for all Oracle developers and DBAs.

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Effective Oracle by Design

Offering a step-by-step approach, the authors cover measuring, planning, and enhancing Web/Intranet site performance. Detailed case studies show exactly how to use every technique. Readers will soon understand the impact of every major Web technology on server performance, including HTTP, TCP/IP, HTML, CGI, Java, multimedia, and more.

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their companies use to support everything from business critical applications to employee collaboration and electronic commerce. [Internet Distribution of European Travel and Tourism Services](#)

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Oracle Design: The Definitive Guide

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