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Data Warehousing Fundamentals for IT Professionals Paulraj Ponniah, 2011-09-20 CUTTING EDGE CONTENT AND GUIDANCE FROM A DATA WAREHOUSING EXPERT NOW EXPANDED TO REFLECT FIELD TRENDS Data warehousing has revolutionized the way businesses in a wide variety of industries perform analysis and make strategic decisions Since the first edition of Data Warehousing Fundamentals numerous enterprises have implemented data warehouse systems and reaped enormous benefits Many more are in the process of doing so Now this new revised edition covers the essential fundamentals of data warehousing and business intelligence as well as significant recent trends in the field The author provides an enhanced comprehensive overview of data warehousing together with in depth explanations of critical issues in planning design deployment and ongoing maintenance IT professionals eager to get into the field will gain a clear understanding of techniques for data extraction from source systems data cleansing data transformations data warehouse architecture and infrastructure and the various methods for information delivery This practical Second Edition highlights the areas of data warehousing and business intelligence where high impact technological progress has been made Discussions on developments include data marts real time information delivery data visualization requirements gathering methods multi tier architecture OLAP applications Web clickstream analysis data warehouse appliances and data mining techniques The book also contains review questions and exercises for each chapter appropriate for self study or classroom work industry examples of real world situations and several appendices with valuable information Specifically written for professionals responsible for designing implementing or maintaining data warehousing systems Data Warehousing Fundamentals presents agile thorough and systematic development principles for the IT professional and anyone working or researching in information management

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Walker, Bruce Chapman, Cathal Connolly, Peter Donker, Israel Martinez, Charles Nurse, Chris Pattera, Ashish Prasad, Clinton Bland, Nathan Rover, Will Strohl, Mitchel Sellers, Dennis Shiao, Erik van Ballegoij, Scott Willhite, 2015-05-26 This book provides thorough coverage of all aspects of DNN including the latest features APIs and updates DNN site builders administrators and developers will learn how to determine if they have met the installation requirements and install DNN administer and host a DNN site and install and configure modules manage users and keep a DNN installation secure localize a DNN site for multiple languages build custom DNN modules in C using the model of separation of database business logic and presentation layers customize the DNN look with skinning make their site social with EVOQ Other topics include information about venture capital funding commercialization and software business insights

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The Mobile Marketing Handbook Kim Dushinski, 2009 This guide to mobile marketing campaigns focuses on cost effective projects that can reach new customers build strong relationships with an existing customer base and gain a competitive edge by using the latest technologies Dushinski a mobile marketing consultant shows marketing sales and advertising professionals how to customize a marketing strategy for a certain product and service through voice mail text messaging social networks and proximity marketing This handbook also contains step by step procedures on creating mobile email and billing payment options mobile widgets and iPhone applications for further mobile advertising **Proceedings of the Section on Survey Research Methods** American Statistical Association. Survey Research Methods Section, 1986 Papers presented at the annual meeting of the American Statistical Association *The Debt-Free and Prosperous Living Basic Course* John M. Cummuta, John M. Cummuta, 1994-03 *Fresh Trends*, 2002 A profile of fresh produce consumers Cornell Update, 1973-10 **Home & Away in Kentucky**, 1990 **How to Sell Anything on Yahoo!... and Make a Fortune!** Skip McGrath, Dennis L. Prince, 2006 Yahoo is the third most active shopping site on the Internet and this hands on guide makes it easy for anyone to start selling on Yahoo in no time **Chain Store Age**, 2007 **Newsweek**, 2008 **Adweek's Marketing Week**, 1990 *Texas Parks & Wildlife*, 2012

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 - Chapter 4: Promo Code This Month Coupon in Specific Contexts
 - Chapter 5: Conclusion
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