

1. Record Nr.	UNINA9910154773903321
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Titolo	Database concepts // David M. Kroenke, David J. Auer
Pubbl/distr/stampa	Boston : , : Pearson, , [2015] ©2015
ISBN	1-292-07624-0
Edizione	[Seventh, global edition.]
Descrizione fisica	1 online resource (525 pages) : illustrations (some color)
Collana	Always Learning
Disciplina	005.7565
Soggetti	Database management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover -- Title -- Copyright -- Contents -- Part I Database Fundamentals -- Chapter 1 Getting Started: An Overview of Databases -- Chapter 2 The Relational Model and Database Normalization -- Chapter 3 Structured Query Language -- Part II Database Design -- Chapter 4 Data Modeling and the Entity-Relationship Model -- Chapter 5 Database Design -- Part III Database Management -- Chapter 6 Database Administration and Management -- Chapter 7 Database Processing in Applications -- Chapter 8 Big Data, Data Warehouses, and Business Intelligence Systems -- Glossary -- Index.
Sommario/riassunto	For undergraduate database management students or business professionals Here's practical help for understanding, creating, and managing small databases-from two of the world's leading database authorities. Database Concepts by David Kroenke and David Auer gives undergraduate database management students and business professionals alike a firm understanding of the concepts behind the software, using Access 2013 to illustrate the concepts and techniques. Three projects run throughout the text, to show students how to apply the concepts to real-life business situations. The text provides flexibility for choosing the software instructors want to use in class; allows students to work with new, complete databases, including Wedgewood Pacific Corporation, Heather Sweeney Designs, and Wallingford Motors; and includes coverage for some of the latest information on databases available. Teaching and Learning

Experience This text will provide a better teaching and learning experience-for you and your students. Here's how: Provides a firm understanding of the concepts behind the software Uses Access 2013 to illustrate the concepts and techniques while also providing flexibility to choose the software used in class Allows students to work with new, complete databases Includes coverage of some of the latest information available.
