

1. Record Nr.	UNINA9910465046503321
Autore	Lahusen Christian
Titolo	The rhetoric of moral protest : public campaigns, celebrity endorsement, and political mobilization / / Christian Lahusen
Pubbl/distr/stampa	Berlin ; ; New York : , : W. de Gruyter, , 1996
ISBN	3-11-081325-4
Edizione	[Reprint 2013]
Descrizione fisica	1 online resource (444 pages) : illustrations, music
Collana	de Gruyter Studies in Organization ; ; 76 De Gruyter studies in organization ; ; 76
Disciplina	306.4/84
Soggetti	Popular music - Political aspects Music - Social aspects Advertising campaigns Social movements Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (pages [395]-425).
Nota di contenuto	part I. Towards a theory of political mobilization -- part II. Investing in popular music : the opportunities for campaigning -- part III. Designing and composing protest simulacra : the campaign events and artifacts -- part IV. Understanding and explaining mobilization : campaign strategies and organized collective action -- part V. The globalization of collective action : international campaigns in context.

2. Record Nr.	UNINA9910821915403321
Autore	Leblanc Patrick
Titolo	Applied microsoft business intelligence // Patrick LeBlanc [and three others]
Pubbl/distr/stampa	Indianapolis, Indiana : , : Wiley, , 2015 ©2015
ISBN	1-118-96178-1 1-118-96179-X
Edizione	[1st edition]
Descrizione fisica	1 online resource (432 p.)
Disciplina	658.47028
Soggetti	Business intelligence - Computer programs Business planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover; Title Page; Copyright; Contents; Introduction; Part I Overview of the Microsoft Business Intelligence Toolset; Chapter 1 Which Analysis and Reporting Tools Do You Need?; Selecting a SQL Server Database Engine; Building a Data Warehouse; Selecting an RDBMS; Selecting SQL Server Analysis Services; Working with SQL Server Reporting Services; Understanding Operational Reports; Understanding Ad Hoc Reporting; Working with SharePoint; Working with Performance Point; Using Excel for Business Intelligence; What Is Power Query?; What Is Power Pivot?; What Is Power View?; Power Map Which Development Tools Do You Need?Using SQL Server Data Tools; Using SQL Management Studio; Using Dashboard Designer; Using Report Builder; Summary; Chapter 2 Designing an Effective Business Intelligence Architecture; Identifying the Audience and Goal of the Business Intelligence Solution; Who's the Audience?; What Is the Goal (s)?; What Are the Data Sources?; Using Internal Data Sources; Using External Data Sources; Using a Data Warehouse (or Not); Implementing and Enforcing Data Governance; Planning an Analytical Model; Planning the Business Intelligence Delivery Solution Considering Performance Considering Availability; Summary; Chapter 3 Selecting the Data Architecture that Fits Your Organization; Why Is Data Architecture Selection Important?; Challenges; Benefits; How Do You

Pick the Right Data Architecture?; Understanding Architecture Options; Understanding Research Selection Factors; Interviewing Key Stakeholders; Completing the Selection Form; Finalizing and Approving the Architecture; Summary; Part II Business Intelligence for Analysis; Chapter 4 Searching and Combining Data with Power Query; Downloading and Installing Power Query; Importing Data Importing from a Database Importing from the Web; Importing from a File; Transforming Data; Combining Data from Multiple Sources; Splitting Data; Aggregating Data; Introducing M Programming; A Glance at the M Language; Adding and Removing Columns Using M; Summary; Chapter 5 Choosing the Right Business Intelligence Semantic Model; Understanding the Business Intelligence Semantic Model Architecture; Understanding the Data Access Layer; Using Power Pivot; Using the Multidimensional Model; Using the Tabular Model; Implementing Query Languages and the Business Logic Layer Data Analytics Expressions (DAX) Multidimensional Expressions (MDX); Direct Query and ROLAP; Data Model Layer; Comparing the Different Types of Models; Which Model Fits Your Organization?; Departmental; Team; Organizational; Summary; Chapter 6 Discovering and Analyzing Data with Power Pivot; Understanding Hardware and Software Requirements; Enabling Power Pivot; Designing an Optimal Power Pivot Model; Importing Only What You Need; Understanding Why Data Types Matter; Working with Columns or DAX Calculated Measures; Optimizing the Power Pivot Model for Reporting Understanding Power Pivot Model Basics

Sommario/riassunto

Leverage the integration of SQL Server and Office for more effective BI Applied Microsoft Business Intelligence shows you how to leverage the complete set of Microsoft tools-including Microsoft Office and SQL Server-to better analyze business data. This book provides best practices for building complete BI solutions using the full Microsoft toolset. You will learn how to effectively use SQL Server Analysis and Reporting Services, along with Excel, SharePoint, and other tools to provide effective and cohesive solutions for the enterprise. Coverage includes BI architecture, data queries
