



## Practical Reporting with Ruby and Rails

By David Berube

Apress. Paperback. Book Condition: New. Paperback. 312 pages. Business intelligence and realtime reporting mechanisms play a major role in any of todays forwardlooking business plans. With many of these solutions being moved to the Web, the popular Rails framework and its underlying Ruby language are playing a major role alongside web services in building the reporting solutions of tomorrow. Practical Reporting with Ruby and Rails is the first book to comprehensively introduce this popular framework, guiding readers through a wideranging array of features. Note this isnt a staid guide to generating traditional reports, but rather it shows you how the Ruby language and Rails framework can create truly compelling reporting services by plugging into popular third-party applications and services such as Google AdWords, UPS. com, iTunes, and Salesforce. com. What youll learn Create reporting solutions for both the Web and the desktop. Integrate with powerful thirdparty retail solutions such as eBay, and Amazon. com in order to monitor your sales campaigns in realtime. Build an invoice reporting system using Rails and PayPal. Monitor your sales performance by taking advantage of SugarCRMs web service offerings. Who is this book for Ruby and Rails developers seeking to create compelling business intelligence and reporting...



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