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Course Technology/Cengage Learning India, 2012. Softcover. Book Condition: New. 5th or later edition. DATABASE PRINCIPLES: FUNDAMENTALS OF DESIGN, IMPLEMENTATION, AND MANAGEMENT, 9e, a market-leader for database texts, gives readers a solid foundation in practical database design and implementation. The book provides in-depth coverage of database design, demonstrating that the key to successful database implementation is in proper design of databases to fit within a larger strategic view of the data environment. - Updated coverage of data models.-Improved coverage of normalization with a data modeling checklist.-Enhanced coverage of database design and life cycle.-New review questions, problem sets, and cases throughout the book. With a strong hands-on component that includes real-world examples and exercises, this book will help students develop database design skills that have valuable and meaningful application in the real world. Updated business vignettes. ? Currency updates. ? Includes new section "Why we need to learn about databases?" highlighting material about database problems to engage readers. ? Full-color, detailed illustrations, tables, and diagrams enhance comprehension and facilitate understanding of more complex concepts. ? Variety of databases in various formats are used to provide readers with experience in implementation using MS Access, MS SQL Server, and Oracle databases. ? New and updated business vignettes offer insight on the most current issues and challenges facing database implementation today. ? Clear, straightforward writing style provides an outstanding balance of theory and practice.

PART I: DATABASE CONCEPTS. 1. Database Systems. 2. Data Models. PART II: DESIGN CONCEPTS. 3. The Relational Database Model. 4. Entity Relationship (ER) Modeling. 5. Advanced Data Modeling. 6. Normalization of Database Tables. PART III: ADVANCED DESIGN AND IMPLEMENTATION. 7. Introduction to Structured Query Language (SQL). 8. Advanced SQL. 9. Database Design. PART IV: ADVANCED DATABASE CONCEPTS. 10. Transaction Management and Concurrency Control. 11. Database Performance Tuning and Query Optimization. 12. Distributed Database...



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