

Endeca Advanced Development Guide

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Library and Information Sciences

Organizations increasingly need to deal with unstructured processes that traditional business process management (BPM) suites are not designed to deal with. High-risk, yet high-value, loan origination or credit approvals, police investigations, and healthcare patient treatment are just a few examples of areas where a level of uncertainty makes outc

Who Owns Whom

Apache Solr Enterprise Search Server - Third Edition

ALWAYS BE QUALIFYING

This book highlights the practical aspects of using Oracle Essbase and Oracle Business Intelligence Enterprise Edition (OBIEE) as a comprehensive BI solution. It explains the key steps involved in Oracle Essbase and OBIEE implementations. Using case studies, the book covers Oracle Essbase for analytical BI and data integration, using OBIEE for operational BI including presentation services and BI Publisher for real-time reporting services, Self-service BI- in terms of VLDB, scalability, high performance, stability, long-lasting and ease of use that saves time, effort, and costs, while maximizing ROI.

Angular 2 Cookbook

Today's Web-savvy users often bypass traditional library catalogs for more

interactive, tech-friendly interfaces. Help your library stand out within the crowded landscape of information providers with Marshall Breeding's new, highly practical guide to interactive next-generation library catalogs. Learn how to give your users access to a wide selection of print and electronic content with this jargon-free, step-by-step guide. Breeding outlines the important functions and features of next-gen catalogs, briefs you on all of the available commercial and open source software, and helps you select which products are right for your library's next-gen catalog. You'll learn to lay the groundwork for practical implementation, integrate the catalog into your existing technological environment, address a multitude of common implementation issues and concerns, and assess the impact of your Catalog so you can demonstrate the change you led. There is a thorough glossary with definitions for all key terms, and as with all the Tech Set guides, material is presented in a manner that is both accessible to non-technical professionals and useful for systems librarians.

Search Patterns

"Cowritten by members of Oracle's big data team, [this book] provides complete coverage of Oracle's comprehensive, integrated set of products for acquiring, organizing, analyzing, and leveraging unstructured data. The book discusses the strategies and technologies essential for a successful big data implementation, including Apache Hadoop, Oracle Big Data Appliance, Oracle Big Data Connectors, Oracle NoSQL Database, Oracle Endeca, Oracle Advanced Analytics, and Oracle's open source R offerings"--Page 4 of cover.

XQuery

With this book, managers and decision makers are given the tools to make more informed decisions about big data purchasing initiatives. Big Data Analytics: A Practical Guide for Managers not only supplies descriptions of common tools, but also surveys the various products and vendors that supply the big data market. Comparing and contrasting the dif

Oracle Case Management Solutions

What people are saying about Search Patterns "Search Patterns is a delight to read -- very thoughtful and thought provoking. It's the most comprehensive survey of designing effective search experiences I've seen." --Irene Au, Director of User Experience, Google "I love this book! Thanks to Peter and Jeffery, I now know that search (yes, boring old yucky who cares search) is one of the coolest ways around of looking at the world." --Dan Roam, author, The Back of the Napkin (Portfolio Hardcover) "Search Patterns is a playful guide to the practical concerns of search interface design. It contains a bonanza of screenshots and illustrations that capture the best of today's design practices and presents a fresh perspective on the broader role of search and discovery." --Marti Hearst, Professor, UC Berkeley and author, Search User Interfaces (Cambridge University Press) "It's not often I come across a book that asks profound questions about a fundamental human activity, and then proceeds to answer those questions with practical observations and suggestions. Search Patterns is an expedition into the heart of the web and human

cognition, and for me it was a delightful journey that delivered scores of insights." --Dave Gray, Founder and Chairman, XPLANE "Search is swiftly transforming everything we know, yet people don't understand how mavens design search: by stacking breadcrumbs, scenting widgets, and keeping eyeballs on the engine. I urge you to put your eyeballs on this unique and important book." --Bruce Sterling, Writer, Futurist, and Co-Founder, The Electronic Frontier Foundation "As one who searches a lot (and often ends up frustrated), Search Patterns is a revelation." --Nigel Holmes, Designer, Theorist, and Principal, Explanation Graphics "Search Patterns is a fabulous must-have book! Inside, you'll learn the whys and wheres of practically every modern search design trick and technique." --Jared Spool, CEO and Founder, User Interface Engineering Search is among the most disruptive innovations of our time. It influences what we buy and where we go. It shapes how we learn and what we believe. In this provocative and inspiring book, you'll explore design patterns that apply across the categories of web, ecommerce, enterprise, desktop, mobile, social, and real-time search and discovery. Filled with colorful illustrations and examples, Search Patterns brings modern information retrieval to life, covering such diverse topics as relevance, faceted navigation, multi-touch, personalization, visualization, multi-sensory search, and augmented reality. By drawing on their own experience-as well as best practices and evidence-based research-the authors not only offer a practical guide to help you build effective search applications, they also challenge you to imagine the future of discovery. You'll find Search Patterns intriguing and invaluable, whether you're a web practitioner, mobile designer, search entrepreneur, or just interested in the topic. Discover a pattern language for search that embraces user psychology and behavior, information architecture, interaction design, and emerging technology Boost enterprise efficiency and e-commerce sales Enable mobile users to achieve goals, complete tasks, and find what they need Drive design innovation for search interfaces and applications

Next-gen Library Catalogs

Any organization that has a searchable web site or intranet is sitting on top of hugely valuable and usually under-exploited data: logs that capture what users are searching for, how often each query was searched, and how many results each query retrieved. Search queries are gold: they are real data that show us exactly what users are searching for in their own words. This book shows you how to use search analytics to carry on a conversation with your customers: listen to and understand their needs, and improve your content, navigation and search performance to meet those needs.

Market Research Handbook

An index to library and information science literature.

Information Architecture for the World Wide Web

Oracle Endeca Information Discovery Best Practices Maximize the powerful capabilities of this self-service enterprise data discovery platform. Master Competitive Analytics with Oracle Endeca Information Discovery reveals how to

unlock insights from any type of data, regardless of structure. The first part of the book is a complete technical guide to the product's architecture, components, and implementation. The second part presents a comprehensive collection of business analytics use cases in various industries, including financial services, healthcare, research, manufacturing, retail, consumer packaged goods, and public sector. Step-by-step instructions on implementing some of these use cases are included in this Oracle Press book. Install and manage Oracle Endeca Server Design Oracle Endeca Information Discovery Studio visualizations to facilitate user-driven data exploration and discovery Enable enterprise-driven data exploration with Oracle Endeca Information Discovery Integrator Develop and implement a fraud detection and analysis application Build a healthcare correlation application that integrates claims, patient, and operations analysis; partners; clinical research; and remote monitoring Use an enterprise architecture approach to incrementally establish big data and analytical capabilities

Elementary Text-book of Zoology

How do you find your way in an age of information overload? How can you filter streams of complex information to pull out only what you want? Why does it matter how information is structured when Google seems to magically bring up the right answer to your questions? What does it mean to be "findable" in this day and age? This eye-opening new book examines the convergence of information and connectivity. Written by Peter Morville, author of the groundbreaking *Information Architecture for the World Wide Web*, the book defines our current age as a state of unlimited findability. In other words, anyone can find anything at any time. Complete navigability. Morville discusses the Internet, GIS, and other network technologies that are coming together to make unlimited findability possible. He explores how the melding of these innovations impacts society, since Web access is now a standard requirement for successful people and businesses. But before he does that, Morville looks back at the history of wayfinding and human evolution, suggesting that our fear of being lost has driven us to create maps, charts, and now, the mobile Internet. The book's central thesis is that information literacy, information architecture, and usability are all critical components of this new world order. Hand in hand with that is the contention that only by planning and designing the best possible software, devices, and Internet, will we be able to maintain this connectivity in the future. Morville's book is highlighted with full color illustrations and rich examples that bring his prose to life. Ambient Findability doesn't preach or pretend to know all the answers. Instead, it presents research, stories, and examples in support of its novel ideas. Are we truly at a critical point in our evolution where the quality of our digital networks will dictate how we behave as a species? Is findability indeed the primary key to a successful global marketplace in the 21st century and beyond. Peter Morville takes you on a thought-provoking tour of these memes and more -- ideas that will not only fascinate but will stir your creativity in practical ways that you can apply to your work immediately. "A lively, enjoyable and informative tour of a topic that's only going to become more important." --David Weinberger, Author, *Small Pieces Loosely Joined* and *The Cluetrain Manifesto* "I envy the young scholar who finds this inventive book, by whatever strange means are necessary. The future isn't just unwritten--it's unsearched." --Bruce Sterling, Writer, Futurist, and Co-Founder, The Electronic Frontier Foundation "Search engine marketing is the hottest thing in Internet

business, and deservedly so. Ambient Findability puts SEM into a broader context and provides deeper insights into human behavior. This book will help you grow your online business in a world where being found is not at all certain." --Jakob Nielsen, Ph.D., Author, *Designing Web Usability: The Practice of Simplicity*

"Information that's hard to find will remain information that's hardly found--from one of the fathers of the discipline of information architecture, and one of its most experienced practitioners, come penetrating observations on why findability is elusive and how the act of seeking changes us." --Steve Papa, Founder and Chairman, Endeca

"Whether it's a fact or a figure, a person or a place, Peter Morville knows how to make it findable. Morville explores the possibilities of a world where everything can always be found--and the challenges in getting there--in this wide-ranging, thought-provoking book." --Jesse James Garrett, Author, *The Elements of User Experience*

"It is easy to assume that current searching of the World Wide Web is the last word in finding and using information. Peter Morville shows us that search engines are just the beginning. Skillfully weaving together information science research with his own extensive experience, he develops for the reader a feeling for the near future when information is truly findable all around us. There are immense implications, and Morville's lively and humorous writing brings them home." --Marcia J. Bates, Ph.D., University of California Los Angeles

"I've always known that Peter Morville was smart. After reading *Ambient Findability*, I now know he's (as we say in Boston) wicked smart. This is a timely book that will have lasting effects on how we create our future." --Jared Spool, Founding Principal, User Interface Engineering

"In *Ambient Findability*, Peter Morville has put his mind and keyboard on the pulse of the electronic noosphere. With tangible examples and lively writing, he lays out the challenges and wonders of finding our way in cyberspace, and explains the mutually dependent evolution of our changing world and selves. This is a must read for everyone and a practical guide for designers." --Gary Marchionini, Ph.D., University of North Carolina

"Find this book! Anyone interested in making information easier to find, or understanding how finding and being found is changing, will find this thoroughly researched, engagingly written, literate, insightful and very, very cool book well worth their time. Myriad examples from rich and varied domains and a valuable idea on nearly every page. Fun to read, too!" --Joseph Janes, Ph.D., Founder, Internet Public Library

Ambient Findability

Library & Information Science Abstracts

This book is for developers who want to learn how to get the most out of Solr in their applications, whether you are new to the field, have used Solr but don't know everything, or simply want a good reference. It would be helpful to have some familiarity with basic programming concepts, but no prior experience is required.

Oracle Big Data Handbook

Behind every web transaction lies the Hypertext Transfer Protocol (HTTP) --- the language of web browsers and servers, of portals and search engines, of e-

commerce and web services. Understanding HTTP is essential for practically all web-based programming, design, analysis, and administration. While the basics of HTTP are elegantly simple, the protocol's advanced features are notoriously confusing, because they knit together complex technologies and terminology from many disciplines. This book clearly explains HTTP and these interrelated core technologies, in twenty-one logically organized chapters, backed up by hundreds of detailed illustrations and examples, and convenient reference appendices. HTTP: The Definitive Guide explains everything people need to use HTTP efficiently -- including the "black arts" and "tricks of the trade" -- in a concise and readable manner. In addition to explaining the basic HTTP features, syntax and guidelines, this book clarifies related, but often misunderstood topics, such as: TCP connection management, web proxy and cache architectures, web robots and robots.txt files, Basic and Digest authentication, secure HTTP transactions, entity body processing, internationalized content, and traffic redirection. Many technical professionals will benefit from this book. Internet architects and developers who need to design and develop software, IT professionals who need to understand Internet architectural components and interactions, multimedia designers who need to publish and host multimedia, performance engineers who need to optimize web performance, technical marketing professionals who need a clear picture of core web architectures and protocols, as well as untold numbers of students and hobbyists will all benefit from the knowledge packed in this volume. There are many books that explain how to use the Web, but this is the one that explains how the Web works. Written by experts with years of design and implementation experience, this book is the definitive technical bible that describes the "why" and the "how" of HTTP and web core technologies. HTTP: The Definitive Guide is an essential reference that no technically-inclined member of the Internet community should be without.

Trustworthy Online Controlled Experiments

From corporate IT departments to academic institutions, XML has become the language of choice for storing and transmitting data across diverse application domains. For those new to the XML query language, XQuery, this example-rich text serves as a tutorial that brings readers quickly up to speed on XQuery's data model, type system, and core language features.

XSS Attacks

Annotation Enterprises engaging in B2B communications with their trading partners are facing increased pressure to increase automation and reduce costs. Increased compliance requirements and globalization of economies is fueling B2B adoption in every industry. Gateway solutions in Oracle SOA B2B enable these enterprises to connect easily with external trading partners. Getting Started with Oracle SOA B2B Integration: A Hands-On Tutorial will show you how to use Oracle B2B platform to extend your current business processes to connect with your external trading partners in an automated, secure fashion, using industry standard B2B protocols. It will show you how to set up documents, partners and agreements and manage your B2B transactions end-to-end, all the way from application to trading partners and vice versa. Starting with an introduction to the B2B industry you then be introduced to Oracle B2B and SOA platforms. You will then begin creat

document definitions and get you started with trading partner management. Once you have a solid grounding you will then be taken into the more complex topic of SOA. Integration, reporting, and monitoring will all be covered in detail. Then you will be shown how to secure your B2B distribution, security is an essential part of all businesses and B2B is no different. Finally you will be introduced to advanced topics that should give you the skills and knowledge to easily go out and do all of this again with next to no guidance. Utilizing the combined experience of one of the most knowledgeable Oracle B2B author teams assembled this step-by-step practical guide provides you with the essential information required to implement Oracle B2B solutions including multiple hands-on tutorials that will help you get up and running quickly.

Oracle Business Intelligence and Essbase Solutions Guide

Thoroughly rewritten for today's web environment, this bestselling book offers a fresh look at a fundamental topic of web site development: navigation design. Amid all the changes to the Web in the past decade, and all the hype about Web 2.0 and various "rich" interactive technologies, the basic problems of creating a good web navigation system remain. *Designing Web Navigation* demonstrates that good navigation is not about technology—it's about the ways people find information, and how you guide them. Ideal for beginning to intermediate web designers, managers, other non-designers, and web development pros looking for another perspective, *Designing Web Navigation* offers basic design principles, development techniques and practical advice, with real-world examples and essential concepts seamlessly folded in. How does your web site serve your business objectives? How does it meet a user's needs? You'll learn that navigation design touches most other aspects of web site development. This book: Provides the foundations of web navigation and offers a framework for navigation design Paints a broad picture of web navigation and basic human information behavior Demonstrates how navigation reflects brand and affects site credibility Helps you understand the problem you're trying to solve before you set out to design Thoroughly reviews the mechanisms and different types of navigation Explores "information scent" and "information shape" Explains "persuasive" architecture and other design concepts Covers special contexts, such as navigation design for web applications Includes an entire chapter on tagging While *Designing Web Navigation* focuses on creating navigation systems for large, information-rich sites serving a business purpose, the principles and techniques in the book also apply to small sites. Well researched and cited, this book serves as an excellent reference on the topic, as well as a superb teaching guide. Each chapter ends with suggested reading and a set of questions that offer exercises for experiencing the concepts in action.

Data Scientists at Work

A cross site scripting attack is a very specific type of attack on a web application. It is used by hackers to mimic real sites and fool people into providing personal data. XSS Attacks starts by defining the terms and laying out the ground work. It assumes that the reader is familiar with basic web programming (HTML) and JavaScript. First it discusses the concepts, methodology, and technology that makes XSS a valid concern. It then moves into the various types of XSS attacks,

how they are implemented, used, and abused. After XSS is thoroughly explored, the next part provides examples of XSS malware and demonstrates real cases where XSS is a dangerous risk that exposes internet users to remote access, sensitive data theft, and monetary losses. Finally, the book closes by examining the ways developers can avoid XSS vulnerabilities in their web applications, and how users can avoid becoming a victim. The audience is web developers, security practitioners, and managers. XSS Vulnerabilities exist in 8 out of 10 Web sites The authors of this book are the undisputed industry leading authorities Contains independent, bleeding edge research, code listings and exploits that can not be found anywhere else

Designing Web Navigation

Written by experienced Oracle insiders, this essential guide distills a vast amount of information into an easy-to-read volume that covers every aspect of the Oracle database. Readers of all technical levels will learn about Oracle's features and technologies, including the product line, architecture, data structures, networking, concurrency, tuning and much more. Augmented with illustrations and helpful hints, the fifth edition of Oracle Essentials offers a valuable one-stop overview of Oracle Database 12c, Oracle's newest database release. More comprehensible than huge complete references, and more detailed than most primers, this book gives current Oracle users the conceptual background they need to understand how the Oracle database truly works. For those new to Oracle, this all-in-one guide provides an essential introduction that will get them up to speed.

Oracle Essentials

Bridge the gap between analytics and execution, and actually translate analytics into better business decision-making! Now that you've collected data and crunched numbers, Applied Business Analytics reveals how to fully apply the information and knowledge you've gleaned from quants and tech teams. Nathaniel Lin explains why "analytics value chains" often break due to organizational and cultural issues, and offers "in the trenches" guidance for overcoming these obstacles. You'll discover why a special breed of "analytics deciders" is indispensable for any organization that seeks to compete on analytics how to become one of those deciders and how to identify, foster, support, empower, and reward others to join you. Lin draws on actual cases and examples from his own experience, augmenting them with hands-on examples and exercises to integrate analytics at all levels: from top-level business questions to low-level technical details. Along the way, you'll learn how to bring together analytics team members with widely diverse goals, knowledge, and backgrounds. Coverage includes: How analytical and conventional decision making differ -- and the challenging implications How to determine who your analytics deciders are, and ought to be Proven best practices for actually applying analytics to decision-making How to optimize your use of analytics as an analyst, manager, executive, or C-level officer Applied Business Analytics will be invaluable to wide audiences of professionals, decision-makers, and consultants involved in analytics, including Chief Analytics Officers, Chief Data Officers, Chief Scientists, Chief Marketing Officers, Chief Risk Officers, Chief Strategy Officers, VPs of Analytics and/or Big Data, data scientists, business strategists, and line of business executives. It will also be exceptionally useful to students of analytics in any

graduate, undergraduate, or certificate program, including candidates for INFORMS certification.

Applied Business Analytics

Written by Oracle insiders, this indispensable guide distills an enormous amount of information about the Oracle Database into one compact volume. Ideal for novice and experienced DBAs, developers, managers, and users, Oracle Essentials walks you through technologies and features in Oracle's product line, including its architecture, data structures, networking, concurrency, and tuning. Complete with illustrations and helpful hints, this fifth edition provides a valuable one-stop overview of Oracle Database 12c, including an introduction to Oracle and cloud computing. Oracle Essentials provides the conceptual background you need to understand how Oracle truly works. Topics include: A complete overview of Oracle databases and data stores, and Fusion Middleware products and features Core concepts and structures in Oracle's architecture, including pluggable databases Oracle objects and the various datatypes Oracle supports System and database management, including Oracle Enterprise Manager 12c Security options, basic auditing capabilities, and options for meeting compliance needs Performance characteristics of disk, memory, and CPU tuning Basic principles of multiuser concurrency Oracle's online transaction processing (OLTP) Data warehouses, Big Data, and Oracle's business intelligence tools Backup and recovery, and high availability and failover solutions

Analyzing the Next-Generation Catalog

Discover over 70 recipes that provide the solutions you need to know to face every challenge in Angular 2 head on About This Book A first-rate reference guide with a clear structure and intuitive index that gives you as a developer exactly the information you want in exactly the way you want it Covers no legacy material from the outdated Angular release candidates; it is up-to-date with the latest release of Angular 2.4 All the code in the book is explicitly written out, and every piece of code shown is a step towards building a simple working example Who This Book Is For This book is for developers who are competent with JavaScript and are looking to dive headfirst into the TypeScript edition of Angular 2. This book is also geared towards developers with experience in Angular 1 who are looking to make the transition. What You Will Learn Understand how to best move an Angular 1 application to Angular 2 Build a solid foundational understanding of the core elements of Angular 2 such as components, forms, and services Gain an ability to wield complex topics such as Observables and Promises Properly implement applications utilizing advanced topics such as dependency injection Know how to maximize the performance of Angular 2 applications Understand the best ways to take an Angular 2 application from TypeScript in a code editor to a fully function application served on your site Get to know the best practices when organizing and testing a large Angular 2 application In Detail Angular 2 introduces an entirely new way to build applications. It wholly embraces all the newest concepts that are built into the next generation of browsers, and it cuts away all the fat and bloat from Angular 1. This book plunges directly into the heart of all the most important Angular 2 concepts for you to conquer. In addition to covering all the Angular 2 fundamentals, such as components, forms, and services, it demonstrates how the

framework embraces a range of new web technologies such as ES6 and TypeScript syntax, Promises, Observables, and Web Workers, among many others. This book covers all the most complicated Angular concepts and at the same time introduces the best practices with which to wield these powerful tools. It also covers in detail all the concepts you'll need to get you building applications faster. Oft-neglected topics such as testing and performance optimization are widely covered as well. A developer that reads through all the content in this book will have a broad and deep understanding of all the major topics in the Angular 2 universe. Style and approach This book follows a cookbook approach—each recipe presents a unique problem to which the solution is presented in a clear, concise, and manner step-by-step manner. With practical hands-on guidance in each and every recipe, you'll be able to get to grips with the concepts.

Pro Salesforce Analytics Cloud

Library Technology Reports October 2011 vol.47 no. 7 Libraries have entered a highly competitive marketplace for providing content to their constituents. Researchers are finding convenience in paying for material from highly accessible websites over assessing materials for free from a library. Web search engines and crowd-source content portals have shifted the value of a library dramatically. However, libraries have begun a transformation from the physical space and collections to the electronic medium. This issue of Library Technology Reports analyzes five different academic libraries to better understand why they have made an investment in a next-generation catalog and what the outcome of this investment has been.

Oracle Essentials

Data Scientists at Work is a collection of interviews with sixteen of the world's most influential and innovative data scientists from across the spectrum of this hot new profession. "Data scientist is the sexiest job in the 21st century," according to the Harvard Business Review. By 2018, the United States will experience a shortage of 190,000 skilled data scientists, according to a McKinsey report. Through incisive in-depth interviews, this book mines the what, how, and why of the practice of data science from the stories, ideas, shop talk, and forecasts of its preeminent practitioners across diverse industries: social network (Yann LeCun, Facebook); professional network (Daniel Tunkelang, LinkedIn); venture capital (Roger Ehrenberg, IA Ventures); enterprise cloud computing and neuroscience (Eric Jonas, formerly Salesforce.com); newspaper and media (Chris Wiggins, The New York Times); streaming television (Caitlin Smallwood, Netflix); music forecast (Victor Hu, Next Big Sound); strategic intelligence (Amy Heineike, Quid); environmental big data (André Karpištšenko, Planet OS); geospatial marketing intelligence (Jonathan Lenaghan, PlacelQ); advertising (Claudia Perlich, Dstillery); fashion e-commerce (Anna Smith, Rent the Runway); specialty retail (Erin Shellman, Nordstrom); email marketing (John Foreman, MailChimp); predictive sales intelligence (Kira Radinsky, SalesPredict); and humanitarian nonprofit (Jake Porway, DataKind). The book features a stimulating foreword by Google's Director of Research, Peter Norvig. Each of these data scientists shares how he or she tailors the torrent-taming techniques of big data, data visualization, search, and statistics to specific jobs by dint of ingenuity, imagination, patience, and passion. Data Scientists at Work parts

the curtain on the interviewees' earliest data projects, how they became data scientists, their discoveries and surprises in working with data, their thoughts on the past, present, and future of the profession, their experiences of team collaboration within their organizations, and the insights they have gained as they get their hands dirty refining mountains of raw data into objects of commercial, scientific, and educational value for their organizations and clients.

Plunkett's Advertising & Branding Industry Almanac 2007

As information becomes more ubiquitous and the demands that searchers have on search systems grow, there is a need to support search behaviors beyond simple lookup. Information seeking is the process or activity of attempting to obtain information in both human and technological contexts. Exploratory search describes an information-seeking problem context that is open-ended, persistent, and multifaceted, and information-seeking processes that are opportunistic, iterative, and multitactical. Exploratory searchers aim to solve complex problems and develop enhanced mental capacities. Exploratory search systems support this through symbiotic human-machine relationships that provide guidance in exploring unfamiliar information landscapes. Exploratory search has gained prominence in recent years. There is an increased interest from the information retrieval, information science, and human-computer interaction communities in moving beyond the traditional turn-taking interaction model supported by major Web search engines, and toward support for human intelligence amplification and information use. In this lecture, we introduce exploratory search, relate it to relevant extant research, outline the features of exploratory search systems, discuss the evaluation of these systems, and suggest some future directions for supporting exploratory search. Exploratory search is a new frontier in the search domain and is becoming increasingly important in shaping our future world. Table of Contents: Introduction / Defining Exploratory Search / Related Work / Features of Exploratory Search Systems / Evaluation of Exploratory Search Systems / Future Directions and concluding Remarks

Library Literature & Information Science

Indispensable Patterns and Insights for Putting Mashups to Work in Enterprise Environments Using new mashup tools and technologies, enterprise developers can impose their own APIs on everything from Web sites and RSS feeds to Excel and PDF files—transforming a world of content into their own customized informationsource. In *Mashup Patterns*, Michael Ogrinz applies the concept of software development patterns to mashups, systematically revealing the right ways to build enterprise mashups and providing useful insights to help organizations avoid the mistakes that cause mashups to fail. Drawing on extensive experience building business-critical mashups, Ogrinz offers patterns and realistic guidance for every stage of the mashup development lifecycle and addresses the key issues developers, architects, and managers will face. Each pattern is documented with a practical description, specific use cases, and crucial insights into the stability of mashups built with it. Ogrinz concludes by presenting twelve start-to-finish case studies demonstrating mashup patterns at work in actual enterprise settings. Coverage includes: Understanding the relationships among mashups, portals, SOA, EAI/EII, and SaaS Exploring core mashup activities such as

data management, surveillance, clipping, transformation, enrichment, publication, and promotion Optimizing security, privacy, accessibility, usability, and performance Managing mashup development, from planning and governance through integration, testing, and deployment Enhancing basic mashups with search, language translation, workflow support, and other improvements Performing effective load and regression testing Avoiding “anti-patterns” that cause enterprise mashups to fail Also of interest: The companion book, *Mashups: Strategies for the Modern Enterprise* by J. Jeffrey Hanson (Addison-Wesley), is an indispensable guide to designing, implementing, and debugging an enterprise mashup, offering sample code to illustrate key concepts.

Mashup Patterns

Achieve Extreme Application Performance for a Private Cloud with Oracle Exalogic Elastic Cloud Transition to a private cloud computing infrastructure and achieve unmatched levels of performance with help from this Oracle Press guide. Oracle Exalogic Elastic Cloud Handbook shows you how to plan, implement, and maintain a private cloud. Find out how to set up components, deploy Java applications, maximize redundancy and throughput, and migrate legacy workloads. Examples, screenshots, and diagrams are included throughout this comprehensive resource. Configure Oracle Exalogic Elastic Cloud nodes and racks Optimize Java EE application performance on Oracle WebLogic Server Provision and administer a highly scalable private cloud Build, debug, and manage custom Java applications Secure, monitor, and tune using Oracle Enterprise Manager Leverage capabilities from Oracle Fusion Middleware Consolidate Oracle and third-party application workloads

Fundamentals of Information Systems

In this age of data economy, data analytics is recognized as a key differentiator for companies trying to gain a sustainable competitive advantage and outperform their peers. However, the complexity of establishing an analytical architecture due to a wide array of disparate technical capabilities offered by a plethora of vendors makes the deployment of an on-premise solution a daunting task. For this reason, the Salesforce Analytics Cloud has captured the imagination from of both IT and business communities. The Salesforce Analytics Cloud represents the rethinking of analytics for the business user. The Analytics Cloud is a cloud-based platform designed for the business user to have access to analytics "on the go," providing answers to questions instantly on any device. This mobile-ready capability of the Salesforce Analytics Cloud means users can immediately collaborate and share insights with team members right inside Salesforce. Pro Salesforce Analytics Cloud provides actionable guidance on creating analytical capabilities using Salesforce Analytics Cloud. The book offers:
• A practical guide to Salesforce Analytics Cloud, including Wave Platform, Builder, and Explorer.
• Detailed business analytics use cases in various industries (e.g., retail, healthcare, financial services, and telecommunications).
• Architecture and best practices for integration, security, hybrid cloud coexistence, and governance.
• Pro Salesforce Analytics Cloud is the first comprehensive book on Salesforce Analytics and provides a holistic architecture view of different analytical capabilities and how they fit into the overall information architecture. It features real-world industry use

cases and demonstrates how Salesforce's Analytics Cloud solves business challenges and brings real value to the organization.

Big Data Analytics

Getting numbers is easy; getting numbers you can trust is hard. This practical guide by experimentation leaders at Google, LinkedIn, and Microsoft will teach you how to accelerate innovation using trustworthy online controlled experiments, or A/B tests. Based on practical experiences at companies that each run more than 20,000 controlled experiments a year, the authors share examples, pitfalls, and advice for students and industry professionals getting started with experiments, plus deeper dives into advanced topics for practitioners who want to improve the way they make data-driven decisions. Learn how to

- Use the scientific method to evaluate hypotheses using controlled experiments
- Define key metrics and ideally an Overall Evaluation Criterion
- Test for trustworthiness of the results and alert experimenters to violated assumptions
- Build a scalable platform that lowers the marginal cost of experiments close to zero
- Avoid pitfalls like carryover effects and Twyman's law
- Understand how statistical issues play out in practice.

Exploratory Search

In the past few years, companies both large and small, have been calling regularly on Darius Lahoutifard to get help with their non performing sales team. Described symptoms can be different from one company to another. Some suffer from shortage in revenue. Others complain about unreliable forecasts with deals slipping constantly from one quarter to another, before being even lost or abandoned a few quarters later. Some CEOs notice unproductive sales teams with an unusual high number of non-quota-carrying people in the sales force, reducing the profitability of the company. Darius observes that all these symptoms are related to the same illness: inability to qualify. Since most sales teams put in place organizations including SDR (Sales Development Representatives) or BDR (Business Development Representatives) who qualify leads for Account Managers, there is a wrong unstated assumption, widely spread, that once a lead is qualified, the inside sales or field sales will have to work on them until they are won or lost. Qualification is often missing or is considered as done. Qualification is not a binary step of the sales process. Qualification is a mindset and habit to apply all along the sales process from the first call all the way to the closing. The book covers both the Why and the How of sales qualification. The author who was an early sales leader at PTC where the MEDDIC methodology took shape, is also the founder of MEDDIC Academy, first to bring the qualification methodology online. The book describes the M.E.D.D.I.C. (also known as MEDDPICC) sales methodology in depth, . A chapter is dedicated to each element of MEDDPICC. This is not a book of theories, research or academic concepts, but pure execution techniques with practical recipes. At a high level, MEDDIC is a checklist helping sales professionals to execute. Although the context is B-to-B and high end sales, "Always Be Qualifying" is a must in any sales situation including B-to-C or retail.

HTTP: The Definitive Guide

This book takes a practical tutorial approach to teaching users the features of Cognos Insight. New and existing users of Cognos Insight who are looking to gain more knowledge about the product and Business Analytics in general.

Master Competitive Analytics with Oracle Endeca Information Discovery

Discusses Web site hierarchy, usability, navigation systems, content labeling, configuring search systems, and managing the information architecture development process.

Knowledge Organization and the Global Information Society

A thorough reference on database administration outlines a variety of DBA roles and responsibilities and discusses such topics as data modeling and normalization, database/application design, change management, database security and data integrity, performance issues, disaster planning, and other essentials. Original. (Advanced)

Oracle 11g Anti-Hacker's Cookbook

Combining the latest research and most current coverage available into a succinct nine chapters, FUNDAMENTALS OF INFORMATION SYSTEMS, 8E equips students with a solid understanding of the core principles of IS and how it is practiced. The streamlined 560-page eighth edition features a wealth of new examples, figures, references, and cases as it covers the latest developments from the field--and highlights their impact on the rapidly changing role of today's IS professional. In addition to a stronger career emphasis, the text includes expanded coverage of mobile solutions, energy and environmental concerns, the increased use of cloud computing across the globe, and two cases per chapter. Learning firsthand how information systems can increase profits and reduce costs, students explore new information on e-commerce and enterprise systems, artificial intelligence, virtual reality, green computing, and other issues reshaping the industry. The text introduces the challenges and risks of computer crimes, hacking, and cyberterrorism. It also presents some of the most current research on virtual communities, global IS work solutions, and social networking. No matter where students' career paths may lead, FUNDAMENTALS OF INFORMATION SYSTEMS, 8E and its resources can help them maximize their success as employees, decision makers, and business leaders. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Database Administration

This book explores the development, trends and research of library and information sciences (LIS) in the digital age. Inside, readers will find research and case studies written by LIS experts, educators and theorists, most of whom have visited China, delivered presentations there and drafted their articles based on feedback they received. As a result, readers will discover the LIS issues and

concerns that China and the international community have in common. The book first introduces the opportunities and challenges faced by the library and information literacy profession and discusses the key role of librarians in the future of information literacy education. Next, it covers trends in LIS education by examining the vision of the iSchool movement and detailing its practice in Syracuse University. The book then covers issues in information seeking and retrieval by showing how visual data mining technology can be used to detect the relationship and pattern between terms on the Q&A of a social media site. It also includes a case study regarding tracing information seeking behavior and usage on a multimedia website. Next, the book stresses the importance of building an academic accreditation framework for scientific datasets, explores the relationship between bibliometrics and university rankings, and details the birth and development of East Asian Libraries in North America. Overall, the book offers readers insight into the changing nature of LIS, including the electronic dissemination of information, the impact of the Internet on libraries, the changing responsibilities of library professionals, the new paradigm for evaluating information, and characteristics and functions of today's library personnel.

Search Analytics for Your Site

This volume contains "Proceedings of the Eighth International ISKO Conference, 13-16 July 2004 London, UK".

Oracle Exalogic Elastic Cloud Handbook

This cookbook has recipes written in simple, easy to understand format with lots of screenshots and insightful tips and hints. If you are an Oracle Database Administrator, Security Manager or Security Auditor looking to secure the Oracle Database or prevent it from being hacked, then this book is for you. This book assumes you have a basic understanding of security concepts.

IBM Cognos Insight

The fifth edition of what was formerly know as The ESOMAR Handbook of Market and Opinion Research has been completely revised to reflect the latest approaches in the rapidly changing world of professional market research. The new Handbook stands out from earlier editions by explaining the latest research techniques and methodologies within a contemporary business context. Yet it remains an invaluable and practical day to day reference work for the modern market researcher. Truly international in outlook and approach, the Handbook combines contributions from over 40 research thought leaders and specialists from across the world including the UK, US, Europe, Australia and S.E.Asia. "The editors and authors make an overdue contribution to bridging the Theory-Practice divide. Their client perspective will delight, inform and inspire market research specialists and users alike." —Prof. Seán Meehan (Switzerland), Martin Hilti Professor of Marketing and Change Management, IMD - International Institute for Management Development

Getting Started with Oracle SOA B2B Integration

Vital to businesses of all types, the fields of advertising, marketing and branding are covered in-depth in this important volume, from advertising on radio and television to direct mail, from online advertising to branding and public relations to paid search inclusion. Analysis of trends, globalization, technologies, finances and more. This carefully-researched book covers exciting trends in such areas as advertising agencies, marketing consultants, online advertising, branding strategies, global markets and more. This reference tool includes thorough market analysis as well as our highly respected trends analysis. You'll find a complete overview, industry analysis and market research report in one superb, value-priced package. It contains thousands of contacts for business and industry leaders, industry associations, Internet sites and other resources. This book also includes statistical tables, an industry glossary and thorough indexes. The corporate profiles section of the book includes our proprietary, in-depth profiles of the 350 leading companies in all facets of the advertising, branding and marketing industry. Here you'll find complete profiles of the hot companies that are making news today, the largest, most successful corporations in the business. Purchasers of either the book or PDF version can receive a free copy of the company profiles database on CD-ROM, enabling key word search and export of key information, addresses, phone numbers and executive names with titles for every company profiled.

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