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Learn Informatica in 24 Hours Definitive Guide to Learn Informatica for Beginners Guru99 This is a practical step by step hand-on guide to learn and master Informatica. Informatica is widely used ETL tool and provided end to end data integration and management solution. This book introduces Informatica in detail. It provides a detailed step by step installation tutorial of Informatica. It teaches various activities like data cleansing, data profiling, transforming and scheduling the workflows from source to target in simple steps, etc. Here is what you will learn – Chapter 1: Introduction to Informatica Chapter 2: Informatica Architecture Tutorial Chapter 3: How to Download & Install Informatica PowerCenter Chapter 4: How to Configure Client and Repository in Informatica Chapter 5: Source Analyzer and Target Designer in Informatica Chapter 6: Mappings in Informatica: Create, Components, Parameter, Variable Chapter 7: Workflow in Informatica: Create, Task, Parameter, Reusable, Manager Chapter 8: Workflow Monitor in Informatica: Task & Gantt Chart View Examples Chapter 9: Debugger in Informatica: Session, Breakpoint, Verbose Data & Mapping Chapter 10: Session Properties in Informatica Chapter 11: Introduction to Transformations in Informatica and Filter Transformation Chapter 12: Source Qualifier Transformation in Informatica with EXAMPLE Chapter 13: Aggregator Transformation in Informatica with Example Chapter 14: Router Transformation in Informatica with EXAMPLE Chapter 15: Joiner Transformation in Informatica with EXAMPLE Chapter 16: Rank Transformation in Informatica with EXAMPLE Chapter 17: Sequence Transformation in Informatica with EXAMPLE Chapter 18: Transaction Control Transformation in Informatica with EXAMPLE Chapter 19: Lookup Transformation in Informatica & Re-usable Transformation Example Chapter 20: Normalizer Transformation in Informatica with EXAMPLE Chapter 21: Performance Tuning in Informatica ★★★Download Today ~ Free to Read for Kindle Unlimited Subscribers!★★★ **B2B Integration A Practical Guide to Collaborative E-Commerce** World Scientific This comprehensive guide reveals the key elements of successful B2B integration and collaborative e-commerce, by highlighting business needs, technologies, and development strategies. It equips companies with practical guidelines for quickly implementing an effective B2Bi strategy, and prepares them for the next wave of B2B integration and collaborative e-commerce. It clarifies the intricate dependencies among all the components of B2Bi, including integration patterns, enterprise application integration (EAI), business process management (BPM), Internet security, XML, Web services, middleware technologies, and integration brokers. Included are future technologies that will have a significant impact on B2Bi architectures, such as intelligent software agents, wireless technologies, and peer-to-peer computing. This reference provides a suitable framework for the design, development, and implementation of B2B integration, along with several case studies. Editors: Dr Marcus Healey — Strategy Consultant for InfoFirst Inc., USA Dr Shyam Samtani (Language Editor) — Professor of English, P G Department of English, Indore Christian College, India Contributors: Kenneth Tamburello — Senior Consultant Specialist at Bluesphere (an EDS company), USA Deepak Bajaj — Course Coordinator of Project Management, University of Technology Sydney (UTS), Australia Dimple Sadhwani — Senior Software Engineer, Island ECN, USA Pawan Samtani — Country Operations Manager, Oracle Corporation, India Contents: The Big Picture:IntroductionComponents, Benefits, Challenges and Applications of B2B IntegrationEstablished Integration Components:Integration PatternsEnterprise Application Integration (EAI)Business Process Management (BPM)Extensible Markup Language (XML)XML Standards for E-BusinessMiddleware TechnologiesIntegration BrokersInternet SecurityEvolving Integration Components:Web ServicesWireless TechnologiesSoftware AgentsB2Bi-Enabled Applications:Supply Chain Management (SCM)E-Marketplaces and Collaborative NetworksConclusion:B2B to P2P Evolution Readership: MBA students, business executives, IT managers and programmers, and CIOs. **Briggs Enterprise Cloud epUB _1** Microsoft Press How do you start? How should you build a plan for cloud migration for your entire portfolio? How will your organization be affected by these changes? This book, based on real-world cloud experiences by enterprise IT teams, seeks to provide the answers to these questions. Here, you'll see what makes the cloud so compelling to enterprises; with which applications you should start your cloud journey; how your organization will change, and how skill sets will evolve; how to measure progress; how to think about security, compliance, and business buy-in; and how to exploit the ever-growing feature set that the cloud offers to gain strategic and competitive advantage. **Kafka: The Definitive Guide Real-Time Data and Stream Processing at Scale** "O'Reilly Media, Inc." Every enterprise application creates data, whether it's log messages, metrics, user activity, outgoing messages, or something else. And how to move all of this data becomes nearly as important as the data itself. If you're an application architect, developer, or production engineer new to Apache Kafka, this practical guide shows you how to use this open source streaming platform to handle real-time data feeds. Engineers from Confluent and LinkedIn who are responsible for developing Kafka explain how to deploy production Kafka clusters, write reliable event-driven microservices, and build scalable stream-processing applications with this platform. Through detailed examples, you'll learn Kafka's design principles, reliability guarantees, key APIs, and architecture details, including the replication protocol, the controller, and the storage layer. Understand publish-subscribe messaging and how it fits in the big data ecosystem. Explore Kafka producers and consumers for writing and reading messages Understand Kafka patterns and use-case requirements to ensure reliable data delivery Get best practices for building data pipelines and applications with Kafka Manage Kafka in production, and learn to perform monitoring, tuning, and maintenance tasks Learn the most critical metrics among Kafka's operational measurements Explore how Kafka's stream delivery capabilities make it a perfect source for stream processing systems **B2B Integration A Practical Guide to Collaborative E-commerce** This comprehensive guide reveals the key elements of successful B2B integration and collaborative e-commerce, by highlighting business needs, technologies, and development strategies. It equips companies with practical guidelines for quickly implementing an effective B2Bi strategy, and prepares them for the next wave of B2B integration and collaborative e-commerce. It clarifies the intricate dependencies among all the components of B2Bi, including integration patterns, enterprise application integration (EAI), business process management (BPM), Internet security, XML, Web services, middleware technologies, and integration brokers. Included are future technologies that will have a significant impact on B2Bi architectures, such as intelligent software agents, wireless technologies, and peer-to-peer computing. This reference provides a suitable framework for the design, development, and implementation of B2B integration, along with several case studies.Editors: Dr Marcus Healey — Strategy Consultant for InfoFirst Inc., USADr Shyam Samtani (Language Editor) — Professor of English, P G Department of English, Indore Christian College, IndiaContributors: Kenneth Tamburello — Senior Consultant Specialist at Bluesphere (an EDS company), USADeepak Bajaj — Course Coordinator of Project Management, University of Technology Sydney (UTS), AustraliaDimple Sadhwani — Senior Software Engineer, Island ECN, USAPawan Samtani — Country Operations Manager, Oracle Corporation, India **42 Rules for Growing Enterprise Revenue (2nd Edition)** Happy About Marketing, sales, and business development executives face constant pressure to boost revenue. This book is a brainstorming tool meant to provoke discussion and creativity within executive teams who are looking to boost their top line numbers. '42 Rules for Growing Enterprise Revenue' is based on two concepts: No effective effort to grow a company is ever contained within a single function There is no silver bullet -- you have to keep trying new things and making bets So, this isn't a marketing or sales book; it doesn't focus on a single idea or framework. Instead, it discusses many different ways that companies have succeeded in boosting sales. This collection of practical ideas about the strategies that raise sales combines Lilia Shirman's observations from almost 20 years of experience in marketing, business development, strategic alliance management and operations with stories and lessons from other technology business leaders. The rules cover a broad spectrum of concepts, including: Laying the foundation for growth New market entry Sales enablement Solutions Industry specialization Demonstrating value Some rules are reminders of the things you know you "should do" but never implemented. Others might spark new ideas, or inspire different approaches to old ones. A few are warnings about the roadblocks you'll want to avoid. All are practical, concise, and actionable. **Design, User Experience, and Usability. Theory, Methods, Tools and Practice First International Conference, DUXU 2011, Held as Part of HCI International 2011, Orlando, FL, USA, July 9-14, 2011, Proceedings** Springer Science & Business Media The two-volume set LNCS 6769 + LNCS 6770 constitutes the proceedings of the First International Conference on Design, User Experience, and Usability, DUXU 2011, held in Orlando, FL, USA in July 2011 in the framework of the 14th International Conference on Human-Computer Interaction, HCII 2011, incorporating 12 thematically similar conferences. A total of 4039 contributions was submitted to HCII 2011, of which 1318 papers were accepted for publication. The total of 154 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in the book. The papers are organized in topical sections on DUXU theory, methods and tools; DUXU guidelines and standards; novel DUXU: devices and their user interfaces; DUXU in industry; DUXU in the mobile and vehicle context; DXU in Web environment; DUXU and ubiquitous interaction/appearance; DUXU in the development and usage lifecycle; DUXU evaluation; and DUXU beyond usability: culture, branding, and emotions. **B2B Digital Marketing Strategy How to Use New Frameworks and Models to Achieve Growth** Kogan Page Publishers B2B Digital Marketing Strategy is a decisive guide to the most recent developments in the field. It gives readers an overview of the latest frameworks and models, and shows how these can be used to overcome the everyday challenges associated with account targeting, data utilization, and digital campaign management. Intensely practical, B2B Digital Marketing Strategy helps readers get to grips with some of the more advanced and complex elements of B2B marketing. It expertly explains how to incorporate the latest digital methodologies into critical processes such as lead generation, customer retention and customer experience personalization. Packed with global case studies and examples, this book is an invaluable resource for any professional operating in the B2B space. **Data Lake for Enterprises** Packt Publishing Ltd A practical guide to implementing your enterprise data lake using Lambda Architecture as the base About This Book Build a full-fledged data lake for your organization with popular big data technologies using the Lambda architecture as the base Delve into the big data technologies required to meet modern day business strategies A highly practical guide to implementing enterprise data lakes with lots of examples and real-world use-cases Who This Book Is For Java developers and architects who would like to implement a data lake for their enterprise will find this book useful. If you want to get hands-on experience with the Lambda Architecture and big data technologies by implementing a practical solution using these technologies, this book will also help you. What You Will Learn Build an enterprise-level data lake using the relevant big data technologies Understand the core of the Lambda architecture and how to apply it in an enterprise Learn the technical details around Sqoop and its functionalities Integrate Kafka with Hadoop components to acquire enterprise data Use flume with streaming technologies for stream-based processing Understand

stream- based processing with reference to Apache Spark Streaming Incorporate Hadoop components and know the advantages they provide for enterprise data lakes Build fast, streaming, and high-performance applications using ElasticSearch Make your data ingestion process consistent across various data formats with configurability Process your data to derive intelligence using machine learning algorithms In Detail The term "Data Lake" has recently emerged as a prominent term in the big data industry. Data scientists can make use of it in deriving meaningful insights that can be used by businesses to redefine or transform the way they operate. Lambda architecture is also emerging as one of the very eminent patterns in the big data landscape, as it not only helps to derive useful information from historical data but also correlates real-time data to enable business to take critical decisions. This book tries to bring these two important aspects — data lake and lambda architecture—together. This book is divided into three main sections. The first introduces you to the concept of data lakes, the importance of data lakes in enterprises, and getting you up-to-speed with the Lambda architecture. The second section delves into the principal components of building a data lake using the Lambda architecture. It introduces you to popular big data technologies such as Apache Hadoop, Spark, Sqoop, Flume, and ElasticSearch. The third section is a highly practical demonstration of putting it all together, and shows you how an enterprise data lake can be implemented, along with several real-world use-cases. It also shows you how other peripheral components can be added to the lake to make it more efficient. By the end of this book, you will be able to choose the right big data technologies using the lambda architectural patterns to build your enterprise data lake. Style and approach The book takes a pragmatic approach, showing ways to leverage big data technologies and lambda architecture to build an enterprise-level data lake. Learning Informatica PowerCenter 9.x Packt Publishing Ltd If you wish to deploy Informatica in enterprise environments and make a career in data warehousing, then this book is for you. Whether you are a developer who's new to Informatica or an experienced professional, you will learn all the features of Informatica. Basic knowledge of programming and data warehouse concepts is essential. Global Innovation Index 2020 Who Will Finance Innovation? WIPO The Global Innovation Index 2020 provides detailed metrics about the innovation performance of 131 countries and economies around the world. Its 80 indicators explore a broad vision of innovation, including political environment, education, infrastructure and business sophistication. The 2020 edition sheds light on the state of innovation financing by investigating the evolution of financing mechanisms for entrepreneurs and other innovators, and by pointing to progress and remaining challenges – including in the context of the economic slowdown induced by the coronavirus disease (COVID-19) crisis. Logistics 4.0 Digital Transformation of Supply Chain Management CRC Press Industrial revolutions have impacted both, manufacturing and service. From the steam engine to digital automated production, the industrial revolutions have conduced significant changes in operations and supply chain management (SCM) processes. Swift changes in manufacturing and service systems have led to phenomenal improvements in productivity. The fast-paced environment brings new challenges and opportunities for the companies that are associated with the adaptation to the new concepts such as Internet of Things (IoT) and Cyber Physical Systems, artificial intelligence (AI), robotics, cyber security, data analytics, block chain and cloud technology. These emerging technologies facilitated and expedited the birth of Logistics 4.0. Industrial Revolution 4.0 initiatives in SCM has attracted stakeholders' attentions due to it is ability to empower using a set of technologies together that helps to execute more efficient production and distribution systems. This initiative has been called Logistics 4.0 of the fourth Industrial Revolution in SCM due to its high potential. Connecting entities, machines, physical items and enterprise resources to each other by using sensors, devices and the internet along the supply chains are the main attributes of Logistics 4.0. IoT enables customers to make more suitable and valuable decisions due to the data-driven structure of the Industry 4.0 paradigm. Besides that, the system's ability of gathering and analyzing information about the environment at any given time and adapting itself to the rapid changes add significant value to the SCM processes. In this peer-reviewed book, experts from all over the world, in the field present a conceptual framework for Logistics 4.0 and provide examples for usage of Industry 4.0 tools in SCM. This book is a work that will be beneficial for both practitioners and students and academicians, as it covers the theoretical framework, on the one hand, and includes examples of practice and real world. Social Media Marketing The Next Generation of Business Engagement John Wiley & Sons How to implement social technology in business, spur collaborative innovation and drive winning programs to improve products, services, and long-term profits and growth. The road to social media marketing is now well paved: A July 2009 Anderson Analytics study found 60% of the Internet population uses social networks and social media sites such as Facebook, MySpace, and Twitter. Collaboration and innovation, driven by social technology, are "what's next." Written by the author of the bestselling Social Media Marketing: An Hour a Day in collaboration with Jake McKee, Social Media Marketing: The Next Generation of Business Engagement takes marketers, product managers, small business owners, senior executives and organizational leaders on to the next step in social technology and its application in business. In particular, this book explains how to successfully implement a variety of tools, how to ensure higher levels of customer engagement, and how to build on the lessons learned and information gleaned from first-generation social media marketing efforts and to carry this across your organization. This book: Details how to develop, implement, monitor and measure successful social media activities, and how to successfully act on feedback from the social web Discusses conversation-monitoring tools and platforms to accelerate the business innovation cycle along with the metrics required to prove the success of social technology adoption Connects the social dots more deeply across the entire organization, moving beyond marketing and into product development, customer service and customer-driven innovation, and the benefits of encouraging employee collaboration. Social media has become a central component of marketing: Collaborative, social technology is now moving across the organization, into business functions ranging from HR and legal to product management and the supply chain. Social Media Marketing: The Next Generation of Business Engagement is the perfect book for marketers, business unit managers and owners, HR professionals and anyone else looking to better understand how to use social technologies and platforms to build loyalty in customers, employees, partners and suppliers to drive long term growth and profits. Escape from Facebook Marco Camisani Calzolari Handbook of Research on High Performance and Cloud Computing in Scientific Research and Education IGI Global As information systems used for research and educational purposes have become more complex, there has been an increase in the need for new computing architecture. High performance and cloud computing provide reliable and cost-effective information technology infrastructure that enhances research and educational processes. Handbook of Research on High Performance and Cloud Computing in Scientific Research and Education presents the applications of cloud computing in various settings, such as scientific research, education, e-learning, ubiquitous learning, and social computing. Providing various examples, practical solutions, and applications of high performance and cloud computing; this book is a useful reference for professionals and researchers discovering the applications of information and communication technologies in science and education, as well as scholars seeking insight on how modern technologies support scientific research. Principles of Information Systems Cengage Learning Now thoroughly streamlined and revised, PRINCIPLES OF INFORMATION SYSTEMS, Ninth Edition, retains the overall vision and framework that made the previous editions so popular while eliminating outdated topics and updating information, examples, and case studies. In just 600 pages, accomplished authors Ralph Stair and George Reynolds cover IS principles and their real-world applications using timely, current business examples and hands-on activities. Regardless of their majors, students can use this book to understand and practice IS principles so they can function more effectively as workers, managers, decision makers, and organizational leaders. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Internet-Based Customer Value Management Developing Customer Relationships Online Springer Customer value management is a managerial approach in which customers are perceived as the company's asset, the value of which may be measured and increased through the organization of processes around customer relationships. This book deals with the topic of managing customer lifetime value on the internet, and more specifically on including the role of the internet in customer value proposition to enhance stakeholder and shareholder value. This book also discusses the possibilities of internet-based customer value management and presents a model describing the process leading to it. Its uniqueness lies in presenting a managerial approach to customer relationships rather than offering just another tool of e-marketing. The author's approach is not limited by branches or sectors – differences in customer value management approaches are perceived through a prism of relationships between the company and its customers. Handbook of Research on Human Social Interaction in the Age of Mobile Devices IGI Global Digital innovations, such as mobile technologies, have had a significant impact on the way people relate to one another, as well as the way they obtain and distribute information. As mobile devices continue to evolve, it has become easier to socialize; however, these mobile advancements have also made certain aspects of interaction more complex. The Handbook of Research on Human Social Interaction in the Age of Mobile Devices features an interdisciplinary perspective on mobile innovations and the use of this technology in daily life. Investigating the successes, issues, and challenges of the utilization of mobile technology, this handbook of research is a comprehensive reference source for professionals, educators, policymakers, and students interested in the impact these devices have on digital interaction, media, and communication. Online Dispute Resolution for Consumers in the European Union Routledge A PDF version of this book is available for free in open access via www.tandfebooks.com as well as the OAPEN Library platform, www.oapen.org. It has been made available under a Creative Commons Attribution-Non Commercial-No Derivatives 3.0 license and is part of the OAPEN-UK research project. E-commerce offers immense challenges to traditional dispute resolution methods, as it entails parties often located in different parts of the world making contracts with each other at the click of a mouse. The use of traditional litigation for disputes arising in this forum is often inconvenient, impractical, time-consuming and expensive due to the low value of the transactions and the physical distance between the parties. Thus modern legal systems face a crucial choice: either to adopt traditional dispute resolution methods that have served the legal systems well for hundreds of years or to find new methods which are better suited to a world not anchored in territorial borders. Online Dispute Resolution (ODR), originally an off-shoot of Alternative Dispute Resolution (ADR), takes advantage of the speed and convenience of the Internet, becoming the best, and often the only option for enhancing consumer redress and strengthening their trust in e-commerce. This book provides an in-depth account of the potential of ODR for European consumers, offering a comprehensive and up to date analysis of the development of ODR. It considers the current expansion of ODR and evaluates the challenges posed in its growth. The book proposes the creation of legal standards to close the gap between the potential of ODR services and their actual use, arguing that ODR, if it is to realise its full potential in the resolution of e-commerce disputes and in the enforcement of consumer rights, must be grounded firmly on a European regulatory model. Smart Selling on the Phone and Online Inside Sales That Gets Results AMACOM In an age of telesales and digital selling, this award-winning business book pinpoints the ten skills essential to high-efficiency, high-success sales performance based on the author's TeleSmart 10 System for Power Selling. Bestselling author and TeleSmart Communications president Josiane Feigon equips salespeople with the powerful tools they need to open stronger, build trust faster, handle objections better, and close more sales when dealing with customers they can't see face-to-face. In Smart Selling on the Phone and Online, you'll learn how to: overcome ten different forms of "paralysis" and reestablish momentum; sell in sound bites, not long-winded speeches; ask the right questions to reveal customer needs; navigate around obstacles to get to the power buyer; and prioritize and manage your time so that more of it is spent actually selling. The world of selling keeps changing, and sales professionals are on the front line of innovation to keep profits flowing. Combining an accessible text with clear graphics and step-by-step processes, Smart Selling on the Phone and Online will help any rep master the world of sales 2.0 and become a true sales warrior. Learning Einstein Analytics Unlock critical insights with Salesforce Einstein Analytics Packt Publishing Ltd Learn to confidently setup and create app, lenses, dashboards using Salesforce Einstein Analytics. Key Features Explore Einstein analytics on desktop as well as mobile platforms Turn data into smarter sales with Einstein Analytics for Sales Visualize your data with preloaded as well as customized dashboards Book Description Salesforce Einstein analytics aka Wave Analytics is a cloud-based platform which connects data from the multiple sources and explores it to uncover insights. It empowers sales reps, marketers, and analysts with the insights to make

customer interactions smarter, without building mathematical models. You will learn to create app, lenses, dashboards and share dashboards with other users. This book starts off with explaining you fundamental concepts like lenses, step, measures and sets you up with Einstein Analytics platform. We then move on to creating an app and here you will learn to create datasets, dashboards and different ways to import data into Analytics. Moving on we look at Einstein for sales, services, and marketing individually. Here you will learn to manage your pipeline, understand important business drivers and visualize trends. You will also learn features related to data monitoring tools and embedding dashboards with lightning, visualforce page and mobile devices. Further, you will learn advanced features pertaining to recent advancements in Einstein which include machine learning constructs and getting predictions for events. By the end of this book, you will become proficient in the Einstein analytics, getting insights faster and understanding your customer in a better way. What you will learn Create app, lenses, and dashboards using Einstein. Visualize data utilizing all the widgets available with Einstein. Understand Einstein for Sales, Service, and Marketing separately. Use Data monitoring tools to monitor data flow and system jobs. Abstract machine learning constructs and make predictions on events Who this book is for This book is for data scientists, business users, developers who want to explore business data using the Salesforce Einstein Analytics. Knowledge of the Salesforce platform is required. Beautiful Code Leading Programmers Explain How They Think "O'Reilly Media, Inc." How do the experts solve difficult problems in software development? In this unique and insightful book, leading computer scientists offer case studies that reveal how they found unusual, carefully designed solutions to high-profile projects. You will be able to look over the shoulder of major coding and design experts to see problems through their eyes. This is not simply another design patterns book, or another software engineering treatise on the right and wrong way to do things. The authors think aloud as they work through their project's architecture, the tradeoffs made in its construction, and when it was important to break rules. This book contains 33 chapters contributed by Brian Kernighan, KarlFogel, Jon Bentley, Tim Bray, Elliotte Rusty Harold, Michael Feathers,Alberto Savoia, Charles Petzold, Douglas Crockford, Henry S. Warren,Jr., Ashish Gulhati, Lincoln Stein, Jim Kent, Jack Dongarra and PiotrLuszczek, Adam Kolawa, Greg Kroah-Hartman, Diomidis Spinellis, AndrewKuchling, Travis E. Oliphant, Ronald Mak, Rogerio Atem de Carvalho andRafael Monnerat, Bryan Cantrill, Jeff Dean and Sanjay Ghemawat, SimonPeyton Jones, Kent Dybvig, William Otte and Douglas C. Schmidt, AndrewPatzer, Andreas Zeller, Yukihiro Matsumoto, Arun Mehta, TV Raman,Laura Wingerd and Christopher Seiwald, and Brian Hayes. Beautiful Code is an opportunity for master coders to tell their story. All author royalties will be donated to Amnesty International. Developing Analytic Talent Becoming a Data Scientist John Wiley & Sons Learn what it takes to succeed in the the most in-demand tech job Harvard Business Review calls it the sexiest tech job of the 21st century. Data scientists are in demand, and this unique book shows you exactly what employers want and the skill set that separates the quality data scientist from other talented IT professionals. Data science involves extracting, creating, and processing data to turn it into business value. With over 15 years of big data, predictive modeling, and business analytics experience, author Vincent Granville is no stranger to data science. In this one-of-a-kind guide, he provides insight into the essential data science skills, such as statistics and visualization techniques, and covers everything from analytical recipes and data science tricks to common job interview questions, sample resumes, and source code. The applications are endless and varied: automatically detecting spam and plagiarism, optimizing bid prices in keyword advertising, identifying new molecules to fight cancer, assessing the risk of meteorite impact. Complete with case studies, this book is a must, whether you're looking to become a data scientist or to hire one. Explains the finer points of data science, the required skills, and how to acquire them, including analytical recipes, standard rules, source code, and a dictionary of terms Shows what companies are looking for and how the growing importance of big data has increased the demand for data scientists Features job interview questions, sample resumes, salary surveys, and examples of job ads Case studies explore how data science is used on Wall Street, in botnet detection, for online advertising, and in many other business-critical situations Developing Analytic Talent: Becoming a Data Scientist is essential reading for those aspiring to this hot career choice and for employers seeking the best candidates. Done Right How Tomorrow's Top Leaders Get Stuff Done Work is getting whipsawed. Teams are geographically distributed, digital strategies are shattering organizational hierarchies, competition is multi-directional, and digital natives are overturning long-time company norms. Modern work needs new masters to rise up and lead.Done Right pulls from over thirty original interviews with experienced leaders across a variety of industries to show how tomorrow Learning Informatica PowerCenter 10.x Packt Publishing Ltd Harness the power and simplicity of Informatica PowerCenter 10.x to build and manage efficient data management solutions About This Book Master PowerCenter 10.x components to create, execute, monitor, and schedule ETL processes with a practical approach. An ideal guide to building the necessary skills and competencies to become an expert Informatica PowerCenter developer. A comprehensive guide to fetching/transforming and loading huge volumes of data in a very effective way, with reduced resource consumption Who This Book Is For If you wish to deploy Informatica in enterprise environments and build a career in data warehousing, then this book is for you. Whether you are a software developer/analytic professional and are new to Informatica or an experienced user, you will learn all the features of Informatica 10.x. A basic knowledge of programming and data warehouse concepts is essential. What You Will Learn Install or upgrade the components of the Informatica PowerCenter tool Work on various aspects of administrative skills and on the various developer Informatica PowerCenter screens such as Designer, Workflow Manager, Workflow Monitor, and Repository Manager. Get practical hands-on experience of various sections of Informatica PowerCenter, such as navigator, toolbar, workspace, control panel, and so on Leverage basic and advanced utilities, such as the debugger, target load plan, and incremental aggregation to process data Implement data warehousing concepts such as schemas and SCDs using Informatica Migrate various components, such as sources and targets, to another region using the Designer and Repository Manager screens Enhance code performance using tips such as pushdown optimization and partitioning In Detail Informatica PowerCenter is an industry-leading ETL tool, known for its accelerated data extraction, transformation, and data management strategies. This book will be your quick guide to exploring Informatica PowerCenter's powerful features such as working on sources, targets, transformations, performance optimization, scheduling, deploying for processing, and managing your data at speed. First, you'll learn how to install and configure tools. You will learn to implement various data warehouse and ETL concepts, and use PowerCenter 10.x components to build mappings, tasks, workflows, and so on. You will come across features such as transformations, SCD, XML processing, partitioning, constraint-based loading, Incremental aggregation, and many more. Moreover, you'll also learn to deliver powerful visualizations for data profiling using the advanced monitoring dashboard functionality offered by the new version. Using data transformation technique, performance tuning, and the many new advanced features, this book will help you understand and process data for training or production purposes. The step-by-step approach and adoption of real-time scenarios will guide you through effectively accessing all core functionalities offered by Informatica PowerCenter version 10.x. Style and approach You'll get hand-on with sources, targets, transformations, performance optimization, scheduling, deploying for processing, and managing your data, and learn everything you need to become a proficient Informatica PowerCenter developer. Digital Accounting The Effects of the Internet and ERP on Accounting IGI Global This volume provides a foundation in digital accounting by covering such fundamental topics as accounting software, XBRL (eXtensible Business Reporting Language), and EDI. The effects of the Internet and ERP on accounting are classified and presented for each accounting cycle, along with a comprehensive discussion of online controls. Big Data For Dummies John Wiley & Sons Find the right big data solution for your business ororganization Big data management is one of the major challenges facingbusiness, industry, and not-for-profit organizations. Data setssuch as customer transactions for a mega-retailer, weather patternsmonitored by meteorologists, or social network activity can quicklyoutpace the capacity of traditional data management tools. If youneed to develop or manage big data solutions, you'll appreciate howthese four experts define, explain, and guide you through this newand often confusing concept. You'll learn what it is, why itmatters, and how to choose and implement solutions that work. Effectively managing big data is an issue of growing importanceto businesses, not-for-profit organizations, government, and ITprofessionals Authors are experts in information management, big data, and avariety of solutions Explains big data in detail and discusses how to select andimplement a solution, security concerns to consider, data storageand presentation issues, analytics, and much more Provides essential information in a no-nonsense,easy-to-understand style that is empowering Big Data For Dummies cuts through the confusion and helpsyou take charge of big data solutions for your organization. Trends and Applications in Software Engineering Proceedings of the 6th International Conference on Software Process Improvement (CIMPS 2017) Springer This book includes a selection of papers from the 2017 International Conference on Software Process Improvement (CIMPS'17), presenting trends and applications in software engineering. Held from 18th to 20th October 2017 in Zacatecas, Mexico, the conference provided a global forum for researchers and practitioners to present and discuss the latest innovations, trends, results, experiences and concerns in various areas of software engineering, including but not limited to software processes, security in information and communication technology, and big data. The main topics covered are organizational models, standards and methodologies, software process improvement, knowledge management, software systems, applications and tools, information and communication technologies and processes in non-software domains (mining, automotive, aerospace, business, health care, manufacturing, etc.) with a demonstrated relationship to software engineering challenges. Business Process Management Concepts, Languages, Architectures Springer Business process management is usually treated from two different perspectives: business administration and computer science. While business administration professionals tend to consider information technology as a subordinate aspect in business process management for experts to handle, by contrast computer science professionals often consider business goals and organizational regulations as terms that do not deserve much thought but require the appropriate level of abstraction. Matthias Weske argues that all communities involved need to have a common understanding of the different aspects of business process management. To this end, he details the complete business process lifecycle from the modeling phase to process enactment and improvement, taking into account all different stakeholders involved. After starting with a presentation of general foundations and abstraction models, he explains concepts like process orchestrations and choreographies, as well as process properties and data dependencies. Finally, he presents both traditional and advanced business process management architectures, covering, for example, workflow management systems, service-oriented architectures, and data-driven approaches. In addition, he shows how standards like WfMC, SOAP, WSDL, and BPEL fit into the picture. This textbook is ideally suited for classes on business process management, information systems architecture, and workflow management. This 3rd edition contains a new chapter on business decision modelling, covering the Decision Model and Notation (DMN) standard; the chapter on process choreographies has been streamlined, and numerous clarifications have been fetched throughout the book. The accompanying website www.bpm-book.com contains further information and additional teaching material. Enterprise Application Architecture with .NET Core Packt Publishing Ltd Architect and design highly scalable, robust, clean and highly performant applications in .NET Core About This Book Incorporate architectural soft-skills such as DevOps and Agile methodologies to enhance program-level objectives Gain knowledge of architectural approaches on the likes of SOA architecture and microservices to provide traceability and rationale for architectural decisions Explore a variety of practical use cases and code examples to implement the tools and techniques described in the book Who This Book Is For This book is for experienced .NET developers who are aspiring to become architects of enterprise-grade applications, as well as software architects who would like to leverage .NET to create effective blueprints of applications. What You Will Learn Grasp the important aspects and best practices of application lifecycle management Leverage the popular ALM tools, application insights, and their usage to monitor performance, testability, and optimization tools in an enterprise Explore various authentication models such as social media-based authentication, 2FA and OpenID Connect, learn authorization techniques Explore Azure with various solution approaches for Microservices and Serverless architecture along with Docker containers Gain knowledge about the recent market trends and practices and how they can be achieved with .NET Core and Microsoft tools and technologies In Detail If you want to design and develop enterprise applications using .NET Core as the development framework and learn about industry-wide best

practices and guidelines, then this book is for you. The book starts with a brief introduction to enterprise architecture, which will help you to understand what enterprise architecture is and what the key components are. It will then teach you about the types of patterns and the principles of software development, and explain the various aspects of distributed computing to keep your applications effective and scalable. These chapters act as a catalyst to start the practical implementation, and design and develop applications using different architectural approaches, such as layered architecture, service oriented architecture, microservices and cloud-specific solutions. Gradually, you will learn about the different approaches and models of the Security framework and explore various authentication models and authorization techniques, such as social media-based authentication and safe storage using app secrets. By the end of the book, you will get to know the concepts and usage of the emerging fields, such as DevOps, BigData, architectural practices, and Artificial Intelligence. Style and approach Filled with examples and use cases, this guide takes a no-nonsense approach to show you the best tools and techniques required to become a successful software architect. B2B Integration Manning Publications This comprehensive guide reveals the key elements of successful B2B integration and collaborative e-commerce by highlighting business needs, technologies, and development strategies. Companies are equipped with practical guidelines for quickly implementing an effective B2Bi strategy, and are prepared for the next wave of B2B integration and collaborative e-commerce. Clarified are the intricate dependencies among all the components of B2Bi, including integration patterns, enterprise application integration (EAI), business process management (BPM), Internet security, XML, Web services, middleware technologies, and integration brokers. Included are future technologies that will have a significant impact on B2Bi architectures such as intelligent software agents, wireless technologies, and peer-to-peer computing, as well as comprehensive examples of B2Bi-enabled applications such as supply chain management, e-marketplaces, and collaborative networks. This reference provides a suitable framework for the design, development, and implementation of B2B integration along with several case studies. Big Data Business Guide Lulu.com Direct Marketing A Step-by-step Guide to Effective Planning and Targeting Kogan Page Publishers Direct marketing is widely acknowledged as one of the most popular and effective marketing communications tools. Marketing professionals, and those studying for marketing qualifications, need to have an overall understanding of the scope and potential of this whole area. Cognitive Hyperconnected Digital Transformation Internet of Things Intelligence Evolution River Publishers Cognitive Hyperconnected Digital Transformation provides an overview of the current Internet of Things (IoT) landscape, ranging from research, innovation and development priorities to enabling technologies in a global context. It is intended as a standalone book in a series that covers the Internet of Things activities of the IERC-Internet of Things European Research Cluster, including both research and technological innovation, validation and deployment. The book builds on the ideas put forward by the European Research Cluster, the IoT European Platform Initiative (IoT-EPI) and the IoT European Large-Scale Pilots Programme, presenting global views and state-of-the-art results regarding the challenges facing IoT research, innovation, development and deployment in the next years. Hyperconnected environments integrating industrial/business/consumer IoT technologies and applications require new IoT open systems architectures integrated with network architecture (a knowledge-centric network for IoT), IoT system design and open, horizontal and interoperable platforms managing things that are digital, automated and connected and that function in real-time with remote access and control based on Internet-enabled tools. The IoT is bridging the physical world with the virtual world by combining augmented reality (AR), virtual reality (VR), machine learning and artificial intelligence (AI) to support the physical-digital integrations in the Internet of mobile things based on sensors/actuators, communication, analytics technologies, cyber-physical systems, software, cognitive systems and IoT platforms with multiple functionalities. These IoT systems have the potential to understand, learn, predict, adapt and operate autonomously. They can change future behaviour, while the combination of extensive parallel processing power, advanced algorithms and data sets feed the cognitive algorithms that allow the IoT systems to develop new services and propose new solutions. IoT technologies are moving into the industrial space and enhancing traditional industrial platforms with solutions that break free of device-, operating system- and protocol-dependency. Secure edge computing solutions replace local networks, web services replace software, and devices with networked programmable logic controllers (NPLCs) based on Internet protocols replace devices that use proprietary protocols. Information captured by edge devices on the factory floor is secure and accessible from any location in real time, opening the communication gateway both vertically (connecting machines across the factory and enabling the instant availability of data to stakeholders within operational silos) and horizontally (with one framework for the entire supply chain, across departments, business units, global factory locations and other markets). End-to-end security and privacy solutions in IoT space require agile, context-aware and scalable components with mechanisms that are both fluid and adaptive. The convergence of IT (information technology) and OT (operational technology) makes security and privacy by default a new important element where security is addressed at the architecture level, across applications and domains, using multi-layered distributed security measures. Blockchain is transforming industry operating models by adding trust to untrusted environments, providing distributed security mechanisms and transparent access to the information in the chain. Digital technology platforms are evolving, with IoT platforms integrating complex info Cloud Computing Principles and Paradigms Wiley The primary purpose of this book is to capture the state-of-the-art in Cloud Computing technologies and applications. The book will also aim to identify potential research directions and technologies that will facilitate creation a global market-place of cloud computing services supporting scientific, industrial, business, and consumer applications. We expect the book to serve as a reference for larger audience such as systems architects, practitioners, developers, new researchers and graduate level students. This area of research is relatively recent, and as such has no existing reference book that addresses it. This book will be a timely contribution to a field that is gaining considerable research interest, momentum, and is expected to be of increasing interest to commercial developers. The book is targeted for professional computer science developers and graduate students especially at Masters level. As Cloud Computing is recognized as one of the top five emerging technologies that will have a major impact on the quality of science and society over the next 20 years, its knowledge will help position our readers at the forefront of the field. Software Studies A Lexicon MIT Press This collection of short expository, critical and speculative texts offers a field guide to the cultural, political, social and aesthetic impact of software. Experts from a range of disciplines each take a key topic in software and the understanding of software, such as algorithms and logical structures. Global Information Technology Report 2008-2009 World Economic Forum The Book of Payments Historical and Contemporary Views on the Cashless Society Springer This book examines the nature of retail financial transaction infrastructures. Contributions assume a long-term outlook in their exploration of the key financial processes and systems that support a global transition to a cashless economy. The volume offers both modern and historic accounts that demonstrate the constantly changing role of payment instruments. It brings together different theoretical approaches to the study, re-examining and forecasting changes in retail payment systems. Chapters explore a global transition to a cashless society and contemplate future alternatives to cash, cheques and plastic, featuring the perspectives of academics from different disciplines in conversation and industry participants from six continents. Readers are invited to discover the innovation in payment systems and how it co-evolves with changes in society and organisations through personal, corporate and governmental processes. Marketing Campaign Development What Marketing Executives Need to Know about Architecting Global Integrated Marketing Campaigns Happy About This book is a practical, pragmatic "how to" book designed for hi-tech marketing operations, regional, and corporate marketing leaders at every level. This unique book takes you step-by-step through the disciplined, yet practical, process of architecting truly integrated marketing communications plans that work. In it, you fill find a prescription for building a successful, repeatable campaign development process, including the necessary templates and helpful, practical techniques. This book is your guide that will show you how you can optimize your marketing efforts and achieve an even greater return on your marketing investment. While many of us will recognize a good, well-thought-out marketing campaign when we see one, the single, basic truth about world-class marketing campaign development is that it is easy to say, but hard to do. It is hard to do because we all like to take short-cuts. I hear the lament all too often: "I'm over-worked don't have the time to think strategically" or "Planning is overrated. I just need to get these projects done." As a result, we take short-cuts like "ready, fire, aim." Lack of planning is the slippery slope that leads to wasteful marketing. Then one day we get the call from the corner office to come and explain why our marketing efforts did not produce the desired results. Luckily, architecting world-class campaigns is achievable for any marketing team. Successful marketing requires following a disciplined, systematic approach to working cross-functionally and cross-regionally in order to prioritize marketing objectives, design a customer-engaging go-to-market strategy, and execute the plan. Digitising the Industry - Internet of Things Connecting the Physical, Digital and Virtual Worlds River Publishers This book provides an overview of the current Internet of Things (IoT) landscape, ranging from the research, innovation and development priorities to enabling technologies in a global context. A successful deployment of IoT technologies requires integration on all layers, be it cognitive and semantic aspects, middleware components, services, edge devices/machines and infrastructures. It is intended to be a standalone book in a series that covers the Internet of Things activities of the IERC - Internet of Things European Research Cluster from research to technological innovation, validation and deployment. The book builds on the ideas put forward by the European Research Cluster and the IoT European Platform Initiative (IoT-EPI) and presents global views and state of the art results on the challenges facing the research, innovation, development and deployment of IoT in the next years. The IoT is bridging the physical world with virtual world and requires sound information processing capabilities for the "digital shadows" of these real things. The research and innovation in nanoelectronics, semiconductor, sensors/actuators, communication, analytics technologies, cyber-physical systems, software, swarm intelligent and deep learning systems are essential for the successful deployment of IoT applications. The emergence of IoT platforms with multiple functionalities enables rapid development and lower costs by offering standardised components that can be shared across multiple solutions in many industry verticals. The IoT applications will gradually move from vertical, single purpose solutions to multi-purpose and collaborative applications interacting across industry verticals, organisations and people, being one of the essential paradigms of the digital economy. Many of those applications still have to be identified and involvement of end-users including the creative sector in this innovation is crucial. The IoT applications and deployments as integrated building blocks of the new digital economy are part of the accompanying IoT policy framework to address issues of horizontal nature and common interest (i.e. privacy, end-to-end security, user acceptance, societal, ethical aspects and legal issues) for providing trusted IoT solutions in a coordinated and consolidated manner across the IoT activities and pilots. In this, context IoT ecosystems offer solutions beyond a platform and solve important technical challenges in the different verticals and across verticals. These IoT technology ecosystems are instrumental for the deployment of large pilots and can easily be connected to or build upon the core IoT solutions for different applications in order to expand the system of use and allow new and even unanticipated IoT end uses. Technical topics discussed in the book include: IntroductionDigitising industry and IoT as key enabler in the new era of Digital EconomyIoT Strategic Research and Innovation Agenda IoT in the digital industrial context: Digital Single MarketIntegration of heterogeneous systems and bridging the virtual, digital and physical worldsFederated IoT platforms and interoperabilityEvolution from intelligent devices to connected systems of systems by adding new layers of cognitive behaviour, artificial intelligence and user interfaces. Innovation through IoT ecosystemsTrust-based IoT end-to-end security, privacy framework User acceptance, societal, ethical aspects and legal issuesInternet of Things Applications