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KEY=PROFESSIONAL - WATERS FRENCH

REFERENCE AND INFORMATION SERVICES

AN INTRODUCTION, FOURTH EDITION

American Library Association Designed to complement every introductory library reference course, this is the perfect text for students and librarians looking to expand their personal reference knowledge, teaching failsafe methods for identifying important materials by matching specific types of questions to the best available sources, regardless of format. Guided by a national advisory board of educators and practitioners, this thoroughly updated text expertly keeps up with new technologies and practices while remaining grounded in the basics of reference work. Chapters on fundamental concepts, major reference sources, and special topics provide a solid foundation; the text also offers fresh insight on core issues, including ethics, readers' advisory, information literacy, and other key aspects of reference librarianship; selecting and evaluating reference materials, with strategies for keeping up to date; assessing and improving reference services; guidance on conducting reference interviews with a range of different library users, including children and young adults; a new discussion of reference as programming; important special reference topics such as Google search, 24/7 reference, and virtual reference; and delivering reference services across multiple platforms As librarians experience a changing climate for all information services professionals, in this book Cassell and Hiremath provide the tools needed to manage the ebb and flow of changing reference services in today's libraries.

PLUNKETT'S INFOTECH INDUSTRY ALMANAC 2009

THE ONLY COMPREHENSIVE GUIDE TO INFOTECH COMPANIES AND TRENDS

Plunkett Research, Ltd. Plunkett's InfoTech Industry Almanac presents a complete analysis of the technology business, including the convergence of hardware, software, entertainment and telecommunications. This market research tool includes our analysis of the major trends affecting the industry, from the soaring need for memory, to supercomputing, open source systems such as Linux, cloud computing and the role of nanotechnology in computers. In addition, we provide major statistical tables covering the industry, from computer sector revenues to broadband subscribers to semiconductor industry production. No other source provides this book's easy-to-understand comparisons of growth, expenditures, technologies, imports/exports, corporations, research and other vital subjects. The corporate profile section provides in-depth, one-page profiles on each of the top 500 InfoTech companies. We have used our massive databases to provide you with unique, objective analysis of the largest and most exciting companies in: Computer Hardware, Computer Software, Internet Services, E-Commerce, Networking, Semiconductors, Memory, Storage, Information Management and Data Processing. We've been working harder than ever to gather data on all the latest trends in information technology. Our research effort includes an exhaustive study of new technologies and discussions with experts at dozens of innovative tech companies. Purchasers of the printed book or PDF version may receive a free CD-ROM database of the corporate profiles, enabling export of vital corporate data for mail merge and other uses.

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telecommunications. This market research tool includes our analysis of the major trends affecting the industry, from the rebound of the global PC and server market, to consumer and enterprise software, to super computers, open systems such as Linux, web services and network equipment. In addition, we provide major statistical tables covering the industry, from computer sector revenues to broadband subscribers to semiconductor industry production. No other source provides this book's easy-to-understand comparisons of growth, expenditures, technologies, imports/exports, corporations, research and other vital subjects. The corporate profile section provides in-depth, one-page profiles on each of the top 500 InfoTech companies. We have used our massive databases to provide you with unique, objective analysis of the largest and most exciting companies in: Computer Hardware, Computer Software, Internet Services, E-Commerce, Networking, Semiconductors, Memory, Storage, Information Management and Data Processing. We've been working harder than ever to gather data on all the latest trends in information technology. Our research effort includes an exhaustive study of new technologies and discussions with experts at dozens of innovative tech companies. Purchasers of the printed book or PDF version may receive a free CD-ROM database of the corporate profiles, enabling export of vital corporate data for mail merge and other uses.

SOCIAL NETWORK ANALYSIS AND LAW ENFORCEMENT

APPLICATIONS FOR INTELLIGENCE ANALYSIS

Springer Nature This book examines the use of social network analysis (SNA) in operational environments from the perspective of those who actually apply it. A rapidly growing body of literature suggests that SNA can reveal significant insights into the overall structure of criminal networks as well as the position of critical actors within such groups. This book draws on the existing SNA and intelligence literature, as well as qualitative interviews with crime intelligence analysts from two Australian state law enforcement agencies to understand its use by law enforcement agencies and the extent to which it can be used in practice. It includes a discussion of the challenges that analysts face when attempting to apply various network analysis techniques to criminal networks. Overall, it advances SNA as an investigative tool, and provides a significant contribution to the field that will be of interest to both researchers and practitioners interested in social network analysis, intelligence analysis and law enforcement.

PUBLIC HEALTH REPORTS

EARTH AND ENVIRONMENTAL SCIENCES

BoD - Books on Demand We are increasingly faced with environmental problems and required to make important decisions. In many cases an understanding of one or more geologic processes is essential to finding the appropriate solution. Earth and Environmental Sciences are by their very nature a dynamic field in which new issues continue to arise and old ones often evolve. The principal aim of this book is to present the reader with a broad overview of Earth and Environmental Sciences. Hopefully, this recent research will provide the reader with a useful foundation for discussing and evaluating specific environmental issues, as well as for developing ideas for problem solving. The book has been divided into nine sections; Geology, Geochemistry, Seismology, Hydrology, Hydrogeology, Mineralogy, Soil, Remote Sensing and Environmental Sciences.

PLUNKETT'S COMPANION TO THE ALMANAC OF AMERICAN EMPLOYERS 2008

MID-SIZE FIRMS

Plunkett Research, Ltd. Plunkett's Companion to the Almanac of American Employers is the perfect complement to the highly-regarded main volume of The Almanac of American Employers. This mid-size firms companion book covers employers of all types from 100 to 2,500 employees in size (while the main volume covers companies of 2,500 or more employees). No other source provides this book's easy-to-understand comparisons of growth, corporate culture, salaries, benefits, pension plans and profit sharing at mid-size corporations. The book contains profiles of highly successful companies that are of vital importance to job-seekers of all types. It also enables readers to readily compare the growth potential and benefit plans of large employers. You'll see the financial record of each firm, along with the impact of earnings, sales and growth plans on each company's potential to provide a lucrative and lasting employment opportunity. Nearly five hundred of the most successful mid-size corporate employers in America are analyzed in this book. Tens of thousands of pieces of information, gathered from a wide variety of sources, have been researched for each corporation and are presented here in a unique form that can be easily understood by job seekers of all types. Purchasers of either the book or PDF version can receive a free copy of the company profiles database on CD-ROM, enabling export of company names, human resources contacts, and addresses for mail merge and other uses.

MAP LIBRARIANSHIP

A GUIDE TO GEOLITERACY, MAP AND GIS RESOURCES AND SERVICES

Chandos Publishing Map Librarianship identifies basic geoliteracy concepts and enhances reference and instruction skills by providing details on finding, downloading, delivering, and assessing maps, remotely sensed imagery, and other geospatial resources and services, primarily from trusted government sources. By offering descriptions of traditional maps, geographic information systems (GIS), remote sensing, and other geospatial technologies, the book provides a timely and practical guide for the map and geospatial librarian to blend confidence in traditional library skill sets. Includes rarely discussed concepts of citing and referencing maps and geospatial data, fair use and copyright. Creates an awareness and appreciation of existing print map collections, while building digital stewardship with surrogate map and aerial imagery collections. Provides an introduction to the theory and applications of GIS, remote sensing, participatory neogeography and neocartography practices, and other geospatial technologies. Includes a list of geospatial resources with descriptions and illustrations of commonly used map types and formats, online geospatial data sources, and an introduction to the most commonly used geospatial software packages available, on both desktop and mobile platforms.

INSIDE MAPINFO PROFESSIONAL

This is everything you need to know about MapInfo software in a comprehensive tutorial with data-specific case studies. The bonus CD-ROM includes sample demographic, boundary and other data from leading commercial data providers. MapInfo is a desktop mapping package that has rapidly grown to become the leader of moderately priced mapping software.

INTERNATIONAL HANDBOOK OF RESEARCH ON ENVIRONMENTAL EDUCATION

Routledge This handbook illuminates the most important concepts, findings and theories from EE research, critically examining its progression, current debates, what is still missing from the research agenda, and where that agenda might be headed. Published for the American Educational Research Association (AERA).

PC MAGAZINE

THE INDEPENDENT GUIDE TO IBM-STANDARD PERSONAL COMPUTING

BIG DATA ANALYTICS

A PRACTICAL GUIDE FOR MANAGERS

CRC Press 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

TRUE-3D IN CARTOGRAPHY

AUTOSTEREOSCOPIC AND SOLID VISUALISATION OF GEODATA

Springer Science & Business Media As corroborated by the never-sagging and even increasing interest within the last decade, the intuitive attraction of "True 3D" in geodata presentation is well worth covering its current status and recent developments in a compendium like the present one. It covers most aspects of (auto-) stereoscopic representation techniques of both topographic and thematic geodata, be they haptic or not. Theory is treated as well as are many fields of concrete applications. Displays for big audiences and special single-user applications are presented, well-established technologies like classical manual fabrication of landscape reliefs contrast with cutting-edge developments

ROUTLEDGE INTERNATIONAL HANDBOOK OF RESEARCH METHODS IN DIGITAL HUMANITIES

Routledge This book draws on both traditional and emerging fields of study to consider what a grounded definition of quantitative and qualitative research in the Digital Humanities (DH) might mean; which areas DH can fruitfully draw on in order to foster and develop that understanding; where we can see those methods applied; and what the future directions of research methods in Digital

Humanities might look like. Schuster and Dunn map a wide-ranging DH research methodology by drawing on both 'traditional' fields of DH study such as text, historical sources, museums and manuscripts, and innovative areas in research production, such as knowledge and technology, digital culture and society and history of network technologies. Featuring global contributions from scholars in the United Kingdom, the United States, Europe and Australia, this book draws together a range of disciplinary perspectives to explore the exciting developments offered by this fast-evolving field. Routledge International Handbook of Research Methods in Digital Humanities is essential reading for anyone who teaches, researches or studies Digital Humanities or related subjects.

MICROCOMPUTER ABSTRACTS

CHOOSING CAREER IN GIS AND REMOTE SENSING TECHNOLOGY

FSP Media Publications The book is guide for those who are looking forward in making career in Geospatial and Remote Sensing Technology. The book explore various job opportunities in this field and profiles available and also current trends and applications in various sectors. This book is for students, graduates and professional who want to make career in Geoinformatics field.

THE COMPLETE GUIDE TO THE ILLINOIS SOFTWARE INDUSTRY

THE ADVERTISING RED BOOKS: BUSINESS CLASSIFICATIONS

CHALLENGES FOR DIADROMOUS FISHES IN A DYNAMIC GLOBAL ENVIRONMENT

PROCEEDINGS OF THE INTERNATIONAL SYMPOSIUM "CHALLENGES FOR DIADROMOUS FISHES IN A DYNAMIC GLOBAL ENVIRONMENT" HELD IN HALIFAX, NOVA SCOTIA, CANADA, JUNE 18-21, 2007

Academic Studies Press Sponsored by the Northeastern Division, American Fisheries Society.

HANDBOOK ON GEOSPATIAL INFRASTRUCTURE IN SUPPORT OF CENSUS ACTIVITIES

United Nations Publications The Department of Economic and Social Affairs of the United Nations Secretariat is a vital interface between global policies in the economic, social and environmental spheres and national action. The Department works in three main interlinked areas: (i) it compiles, generates and analyses a wide range of economic, social and environmental data and information on which States Members of the United Nations draw to review common problems and to take stock of policy options; (ii) it facilitates the negotiations of Member States in many intergovernmental bodies on joint courses of action to address ongoing or emerging global challenges; and (iii) it advises interested Governments on the ways and means of translating policy frameworks developed in United Nations conferences and summits into programmes at the country level and, through technical assistance, helps build national capacities. The designations used and the presentation of material in this publication do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations concerning the legal status of any country, territory, city or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries. The term "country" as used in this publication also refers, as appropriate, to territories or areas. The designations "developed regions" and "developing regions" are intended for statistical convenience and do not necessarily express a judgment about the stage reached by a particular country or area in the development process. Symbols of United Nations documents are composed of capital letters combined with figures. Mention of such a symbol indicates a reference to a United Nations document.

PRO ORACLE SPATIAL FOR ORACLE DATABASE 11G

Apress Now available in paperback— Pro Oracle Spatial for Oracle Database 11g shows how to take advantage of Oracle Databases built-in feature set for working with location-based data. A great deal of the information used in business today is associated with location in some way, and analysis of that data is becoming ever more important in today's mobile and highly connected world. In Pro Oracle Spatial for Oracle Database 11g, authors Ravi Kothuri and Albert Godfrind address: The special nature of spatial data and its role in professional and consumer applications Issues in spatial data management such as modeling, storing, accessing, and analyzing spatial data The Oracle Spatial solution and the integration of spatial data into enterprise databases How spatial information is used to understand business and support decisions, to manage customer relations, and to better serve private and corporate users When you read Pro Oracle Spatial for Oracle Database 11g, you're learning from the very best. Ravi Kothuri is a key member of Oracle's Spatial development team. Albert Godfrind consults widely with Oracle clients on the implementation of Oracle Spatial, develops training courses, and presents frequently at conferences. Together they have crafted a technically sound and authoritative fountain of information on working with spatial data in the Oracle database.

CYBERHOUND'S GUIDE TO COMPANIES ON THE INTERNET

Gale Group Gives ratings, descriptions, and company information about Web pages produced by companies and corporations

GETTING STARTED WITH GIS

BookRix This title is one of the "Essentials" IT Books published by TechNet Publications Limited. This Book is a very helpful practical guide for beginners in the topic , which can be used as a learning material for students pursuing their studies in undergraduate and graduate levels in universities and colleges and those who want to learn the topic via a short and complete resource. We hope you find this book useful in shaping your future career.This book will be available soon...

PRO ORACLE SPATIAL

*Apress * With Oracle 10g, for the first time, much of the Spatial functionality is provided for free (rather than as a priced option) in the database, thus massively increasing the potential audience. * Shows how any Oracle application that has a spatial element (e.g. postcode) can take advantage of Spatial functionality. * Contains case studies of more advanced applications of Spatial in healthcare, telecom ,retail, and distribution . * Oracle Spatial is recognized to be the standard platform for enterprise land management, mapping, telecom, transportation, and utility applications. Every major GIS tool vendor supports Oracle Spatial and all major map data providers deliver their data in Oracle Spatial format. * The book will be based on extensive feedback from training courses, discussion lists, and customers. It will recommend best practice approaches to the most common problems with which developers struggle. * The authors are all experienced and well-respected experts. The Oracle personnel contributing have a decade of experience with Spatial and in helping partners and customers fully leverage its capabilities. The technical reviewers include lead developers of the product. * Rather than simplified code snippets, the book provides real solutions that people can then build upon themselves.*

LAUNCH! ADVERTISING AND PROMOTION IN REAL TIME

Flat World Knowledge "Launch! is written for advertising and promotions courses taught to students in the business school and journalism and mass communication students. This textbook is the first of its kind to teach advertising concepts by reverse engineering a real advertising campaign from beginning to end"--Open Textbook Library.

INTRODUCTION TO FORESTRY AND NATURAL RESOURCES

Academic Press Introduction to Forestry and Natural Resources, Second Edition, presents a broad, completely updated overview of the profession of forestry. The book details several key fields within forestry, including forest management, economics, policy, utilization and forestry careers. Chapters deal specifically with forest regions of the world, landowners, forest products, wildlife habitats, tree anatomy and physiology, and forest disturbances and health. These topics are ideal for undergraduate introductory courses and include numerous examples and questions for students to ponder. There is also a section dedicated to forestry careers. Unlike other introductory forestry texts, which focus largely on forest ecology rather than practical forestry concepts, this book encompasses the economic, ecological and social aspects, thus providing a uniquely balanced text. The wide range of experience of the contributing authors equips them especially well to identify missing content from other texts in the area and address topics currently covered in corresponding college courses. Covers the application of forestry and natural resources around the world with a focus on practical applications and graphical examples Describes basic techniques for measuring and evaluating forest resources and natural resources, including fundamental terminology and concepts Includes management policies and their influence at the local, national and international levels

GGEOWORLD

GEOGRAPHIC INFORMATION SYSTEMS (GIS) FOR DISASTER MANAGEMENT

CRC Press Now in its second edition, Geographic Information Systems (GIS) for Disaster Management has been completely updated to take account of new developments in the field. Using a hands-on approach grounded in relevant GIS and disaster management theory and practice, this textbook continues the tradition of the benchmark first edition, providing coverage of GIS fundamentals applied to disaster management. Real-life case studies demonstrate GIS concepts and their applicability to the full disaster management cycle. The learning-by-example approach helps readers see how GIS for disaster management operates at local, state, national, and international scales through government, the private sector, non-governmental organizations, and volunteer groups. New in the second edition: a chapter on allied technologies that includes remote sensing, Global Positioning Systems (GPS), indoor navigation, and Unmanned Aerial Systems (UAS); thirteen new technical exercises that supplement

theoretical and practical chapter discussions and fully reinforce concepts learned; enhanced boxed text and other pedagogical features to give readers even more practical advice; examination of new forms of world-wide disaster faced by society; discussion of new commercial and open-source GIS technology and techniques such as machine learning and the Internet of Things; new interviews with subject-matter and industry experts on GIS for disaster management in the US and abroad; new career advice on getting a first job in the industry. Learned yet accessible, Geographic Information Systems (GIS) for Disaster Management continues to be a valuable teaching tool for undergraduate and graduate instructors in the disaster management and GIS fields, as well as disaster management and humanitarian professionals. Please visit <http://gisfordisastermanagement.com> to view supplemental material such as slides and hands-on exercise video walkthroughs. This companion website offers valuable hands-on experience applying concepts to practice.

INSIDE MICROSOFT SQL SERVER 2008

T-SQL QUERYING

Provides information on the architecture of the T-SQL programming language to create scalable code.

INITIAL PUBLIC OFFERINGS

A PRACTICAL GUIDE TO GOING PUBLIC

CARTOGRAPHY

VISUALIZATION OF SPATIAL DATA

Routledge This revised and updated edition integrates the latest in modern technology with traditional cartographic principles. While providing a solid conceptual foundation in cartographic methodology, the text also introduces the very latest advances that have greatly influenced cartographic techniques. The new edition reflects the increasing importance of cartography as the basis for further geographical study, the text has been updated throughout and chapters on the latest developments in cartography have been integrated. There is also a more widespread emphasis on multimedia and the web.

FUNDAMENTALS OF INFORMATION SYSTEMS

Cengage Learning 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.

ENCYCLOPEDIA OF GIS

Springer Science & Business Media The Encyclopedia of GIS provides a comprehensive and authoritative guide, contributed by experts and peer-reviewed for accuracy, and alphabetically arranged for convenient access. The entries explain key software and processes used by geographers and computational scientists. Major overviews are provided for nearly 200 topics: Geoinformatics, Spatial Cognition, and Location-Based Services and more. Shorter entries define specific terms and concepts. The reference will be published as a print volume with abundant black and white art, and simultaneously as an XML online reference with hyperlinked citations, cross-references, four-color art, links to web-based maps, and other interactive features.

ADVANCES IN GEOGRAPHIC INFORMATION SYSTEMS AND REMOTE SENSING FOR FISHERIES AND AQUACULTURE

SUMMARY VERSION

Food & Agriculture Org The publication is an easy-to-understand publication that emphasizes the fundamental skills and processes associated with geographic information systems (GIS) and remote sensing. The first chapter initially puts the array of spatially related problems into perspective and discusses the earlier applications of GIS and remote sensing. Chapters, 2, 3 and 4 outline what are considered to be the basics on which GIS can function, i.e. hardware and software; spatial data; and how GIS systems themselves are best implemented. Chapter 5 looks at preparing the data for GIS use and Chapter 6 explores what remote sensing consists of and the main purposes for its use. Chapter 7 discusses the functional tools and techniques offered by typical GIS software packages. Chapters 8, 9 and 10 examine respectively, the current issues and status, including extensive case studies, of the application of GIS and remote sensing to aquaculture, to inland fisheries and to marine fisheries.

UNITED STATES

OUTLINE MAPS

HANDBOOK OF QUANTITATIVE CRIMINOLOGY

Springer Science & Business Media Quantitative criminology has certainly come a long way since I was first introduced to a largely qualitative criminology some 40 years ago, when I was recruited to lead a task force on science and technology for the President's Commission on Law Enforcement and Administration of Justice. At that time, criminology was a very limited activity, depending almost exclusively on the Uniform Crime Reports (UCR) initiated by the FBI in 1929 for measurement of crime based on victim reports to the police and on police arrests. A typical mode of analysis was simple bivariate correlation. Marvin Wolfgang and colleagues were making an important advance by tracking longitudinal data on arrests in Philadelphia, an innovation that was widely appreciated. And the field was very small: I remember attending my first meeting of the American Society of Criminology in about 1968 in an anteroom at New York University; there were about 25-30 people in attendance, mostly sociologists with a few lawyers thrown in. That Society today has over 3,000 members, mostly now drawn from criminology which has established its own clear identity, but augmented by a wide variety of disciplines that include statisticians, economists, demographers, and even a few engineers. This Handbook provides a remarkable testimony to the growth of that field. Following the maxim that "if you can't measure it, you can't understand it," we have seen the early dissatisfaction with the UCR replaced by a wide variety of new approaches to measuring crime victimization and offending.

SCALING YOUR STARTUP

MASTERING THE FOUR STAGES FROM IDEA TO \$10 BILLION

Apress Know how your company can accelerate growth by not only tapping into new growth vectors, but also by adapting its organization, culture, and processes. To oversee growth from an idea to a company with billions in revenue, CEOs must reinvent many aspects of their company in anticipation of it reaching ever-higher revenues. Author Peter Cohan takes you through the four stages of scaling: winning the first customers, building a scalable business model, sprinting to liquidity, and running the marathon. What You'll Learn Discover how founders keep their CEO positions by managing the organizational change needed to reach the next stage of scaling Read case studies that illustrate how CEOs craft growth strategies, raise capital, create culture, build their organizations, set goals, and manage processes to achieve them Discover principles of successful scaling through comparisons of successful and less successful companies Use the Scaling Quotient to assess your startup's readiness to grow Follow a road map for turning your idea into a company that can change the world Who This Book Is For Entrepreneurs, aspiring CEOs, capital providers, and all other key stakeholders

R FOR DUMMIES

John Wiley & Sons Master the programming language of choice among statisticians and data analysts worldwide Coming to grips with R can be tough, even for seasoned statisticians and data analysts. Enter R For Dummies, the quick, easy way to master all the R you'll ever need. Requiring no prior programming experience and packed with practical examples, easy, step-by-step exercises, and sample code, this extremely accessible guide is the ideal introduction to R for complete beginners. It also covers many concepts that intermediate-level programmers will find extremely useful. Master your R ABCs ? get up to speed in no time with the basics, from installing and configuring R to writing simple scripts and performing simultaneous calculations on many variables Put data in its place ? get to know your way around lists, data frames, and other R data structures while learning to interact with other programs, such as Microsoft Excel Make data dance to your tune ? learn how to reshape and manipulate data, merge data sets, split and combine data, perform calculations on vectors and arrays, and much more Visualize it ? learn to use R's powerful data visualization features to create beautiful and

informative graphical presentations of your data Get statistical ? find out how to do simple statistical analysis, summarize your variables, and conduct classic statistical tests, such as t-tests Expand and customize R ? get the lowdown on how to find, install, and make the most of add-on packages created by the global R community for a wide variety of purposes Open the book and find: Help downloading, installing, and configuring R Tips for getting data in and out of R Ways to use data frames and lists to organize data How to manipulate and process data Advice on fitting regression models and ANOVA Helpful hints for working with graphics How to code in R What R mailing lists and forums can do for you

GETTING STARTED WITH DATA SCIENCE

MAKING SENSE OF DATA WITH ANALYTICS

IBM Press Master Data Analytics Hands-On by Solving Fascinating Problems You'll Actually Enjoy! Harvard Business Review recently called data science "The Sexiest Job of the 21st Century." It's not just sexy: For millions of managers, analysts, and students who need to solve real business problems, it's indispensable. Unfortunately, there's been nothing easy about learning data science—until now. *Getting Started with Data Science* takes its inspiration from worldwide best-sellers like *Freakonomics* and *Malcolm Gladwell's Outliers*: It teaches through a powerful narrative packed with unforgettable stories. Murtaza Haider offers informative, jargon-free coverage of basic theory and technique, backed with plenty of vivid examples and hands-on practice opportunities. Everything's software and platform agnostic, so you can learn data science whether you work with R, Stata, SPSS, or SAS. Best of all, Haider teaches a crucial skillset most data science books ignore: how to tell powerful stories using graphics and tables. Every chapter is built around real research challenges, so you'll always know why you're doing what you're doing. You'll master data science by answering fascinating questions, such as: • Are religious individuals more or less likely to have extramarital affairs? • Do attractive professors get better teaching evaluations? • Does the higher price of cigarettes deter smoking? • What determines housing prices more: lot size or the number of bedrooms? • How do teenagers and older people differ in the way they use social media? • Who is more likely to use online dating services? • Why do some purchase iPhones and others Blackberry devices? • Does the presence of children influence a family's spending on alcohol? For each problem, you'll walk through defining your question and the answers you'll need; exploring how others have approached similar challenges; selecting your data and methods; generating your statistics; organizing your report; and telling your story. Throughout, the focus is squarely on what matters most: transforming data into insights that are clear, accurate, and can be acted upon.

INTRODUCTION TO INFORMATION SYSTEMS

SUPPORTING AND TRANSFORMING BUSINESS

John Wiley & Sons *WHATS IN IT FOR ME?* Information technology lives all around us—in how we communicate, how we do business, how we shop, and how we learn. Smart phones, iPods, PDAs, and wireless devices dominate our lives, and yet it's all too easy for students to take information technology for granted. Rainer and Turban's *Introduction to Information Systems, 2nd edition* helps make Information Technology come alive in the classroom. This text takes students where IT lives—in today's businesses and in our daily lives while helping students understand how valuable information technology is to their future careers. The new edition provides concise and accessible coverage of core IT topics while connecting these topics to Accounting, Finance, Marketing, Management, Human resources, and Operations, so students can discover how critical IT is to each functional area and every business. Also available with this edition is WileyPLUS - a powerful online tool that provides instructors and students with an integrated suite of teaching and learning resources in one easy-to-use website. The WileyPLUS course for *Introduction to Information Systems, 2nd edition* includes animated tutorials in Microsoft Office 2007, with iPod content and podcasts of chapter summaries provided by author Kelly Rainer.