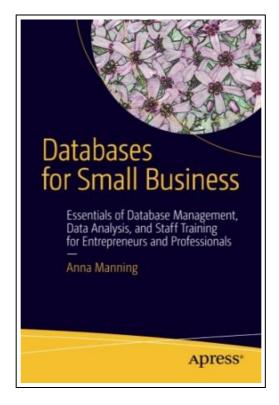
## Databases for Small Business: Essentials of Database Management, Data Analysis, and Staff Training for Entrepreneurs and Professionals (Paperback)



Filesize: 1004.97 KB

### Reviews

These kinds of book is every thing and helped me hunting forward plus more. It is probably the most remarkable book we have read through. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Everett Stanton)

# DATABASES FOR SMALL BUSINESS: ESSENTIALS OF DATABASE MANAGEMENT, DATA ANALYSIS, AND STAFF TRAINING FOR ENTREPRENEURS AND PROFESSIONALS (PAPERBACK)



aPress, United States, 2015. Paperback. Condition: New. 1st ed.. Language: English. Brand New Book. This book covers the practical aspects of database design, data cleansing, data analysis, and data protection, among others. The focus is on what you really need to know to create the right database for your small business and to leverage it most effectively to spur growth and revenue. Databases for Small Business is a practical handbook for entrepreneurs, managers, staff, and professionals in small organizations who are not IT specialists but who recognize the need to ramp up their small organizations use of data and to round out their own business expertise and office skills with basic database proficiency. Anna Manning-a data scientist who has worked on database design and data analysis in a computer science university research lab, her own small business, and a nonprofit-walks you through the progression of steps that will enable you to extract actionable intelligence and maximum value from your business data in terms of marketing, sales, customer relations, decision making, and business strategy. Dr. Manning illustrates the steps in the book with four running case studies of a small online business, an engineering startup, a small legal firm, and a nonprofit organization. Databases for Small Business teaches non-techie entrepreneurs and professionals how to: Design a small business database from scratchExtract the maximum profit from your data Follow guidance on data protection lawEffectively use data collection and data cleansing techniquesTrain staff to leverage your data.

Read Databases for Small Business: Essentials of Database Management, Data Analysis, and Staff Training for Entrepreneurs and Professionals (Paperback) Online

Download PDF Databases for Small Business: Essentials of Database Management, Data Analysis, and Staff Training for Entrepreneurs and Professionals (Paperback)

#### Other Kindle Books



Daddyteller: How to Be a Hero to Your Kids and Teach Them What's Really by Telling Them One Simple Story at a Time

Createspace, United States, 2013. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. You have the power, Dad, to influence and educate your child. You can...

Read eBook »



#### Weebies Family Halloween Night English Language: English Language British Full Colour

 $Create space, United States, 2014. \ Paperback. \ Book Condition: New. \ 229 x 152 mm. \ Language: English. \ Brand New Book ****** Print on Demand *******. Children's Weebies Family Halloween Night Book 20 starts to teach Pre-School and...$ 

Read eBook »



#### Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large

Madelyn DR Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. This book is about my cousin, Billy a guy who taught me a lot over the years and who...

Read eBook »



Children's Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

 $Createspace, United States, 2013. \ Paperback. \ Book Condition: New. \ 254 \times 178 \ mm. \ Language: English \ . \ Brand \ New Book ***** Print on Demand ******. ABOUT SMART READS for Kids \ . Love Art, Love Learning Welcome. Designed to...$ 

Read eBook »



Children's Educational Book Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

Read eBook »