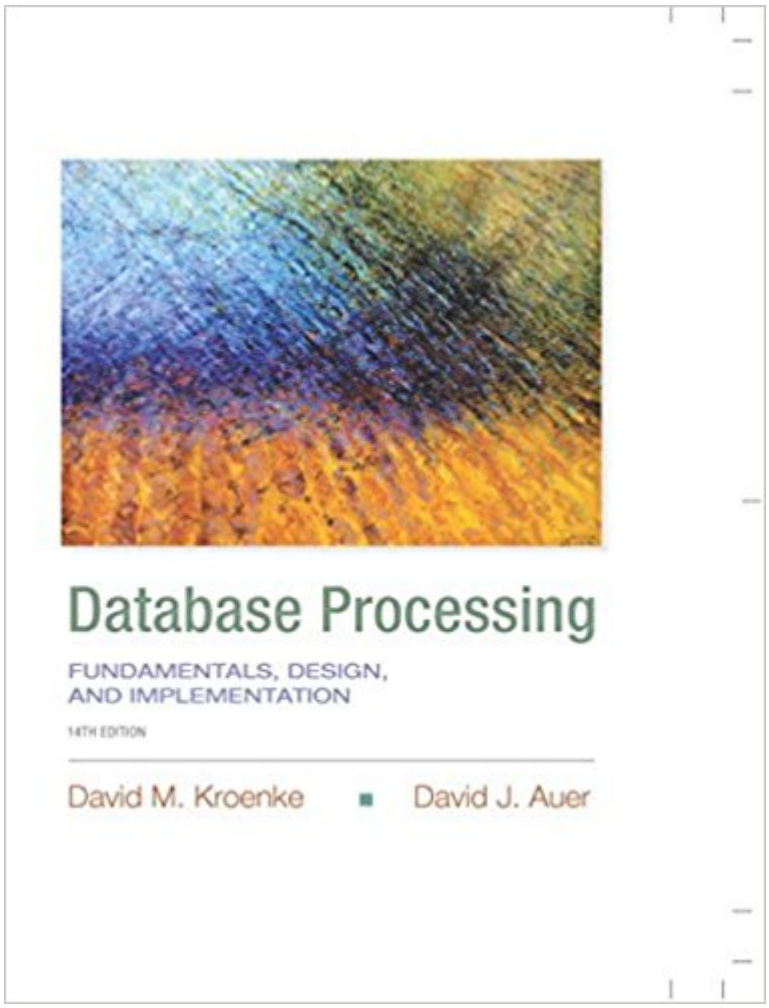
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Database Processing: Fundamentals, Design, And Implementation (14th Edition) (Prentice-Hall Adult Education)



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Synopsis

For undergraduate database management courses. Get Readers Straight to the Point of Database Processing Database Processing: Fundamentals, Design, and Implementation reflects a new teaching and professional workplace environment and method that gets readers straight to the point with its thorough and modern presentation of database processing fundamentals. The Fourteenth Edition has been thoroughly updated to reflect the latest software.

Book Information

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Customer Reviews

David M. Kroenke David M. Kroenke has more than 35 yearsÃ¢â ¬â„¢ experience in the computer industry. He began as a computer programmer for the U.S. Air Force, working both in Los Angeles and at the Pentagon, where he developed one of the worldÃ¢â ¬â„¢s first DBMS products while part of a team that created a computer simulation of World War III. That simulation served a key role for strategic weapons studies during a 10-year period of the Cold War. From 1973 to 1978, Kroenke taught in the College of Business at Colorado State University. In 1977, he published the first edition of Database Processing, a significant and successful textbook that, more than 30 years later, you now are reading in its 14th edition. In 1978, he left Colorado State and joined Boeing Computer Services, where he managed the team that designed database management components of the IPAD project. After that, he joined with Steve Mitchell to form Mitchell Publishing and worked as an editor and author, developing texts, videos, and other educational products and seminars. Mitchell

Publishing was acquired by Random House in 1986. During those years, he also worked as an independent consultant, primarily as a database disaster repairman helping companies recover from failed database projects. In 1982, Kroenke was one of the founding directors of the Microrim Corporation. From 1984 to 1987, he served as the Vice President of Product Marketing and Development and managed the team that created and marketed the DBMS product R:base 5000 as well as other related products. For the next five years, Kroenke worked independently while he developed a new data modeling language called the semantic object model. He licensed this technology to the Wall Data Corporation in 1992 and then served as the Chief Technologist for Wall DataÃ¢â ¬â„¢s SALSA line of products. He was awarded three software patents on this technology. Since 1998, Kroenke has continued consulting and writing. His current interests concern the practical applications of data mining techniques on large organizational databases. An avid sailor, he wrote Know Your Boat: The Guide to Everything That Makes Your Boat Work, which was published by McGraw-Hill in 2002. Kroenke has consulted with numerous organizations during his career. In 1978, he worked for Fred Brooks, consulting with IBM on a project that became the DBMS product DB2. In 1989, he consulted for the Microsoft Corporation on a project that became Microsoft Access. In the 1990s, he worked with Computer Sciences Corporation and with General Research Corporation for the development of technology and products that were used to model all of the U.S. ArmyÃ¢â ¬â„¢s logistical data as part of the CALS project. Additionally, he has consulted for Boeing Computer Services, the U.S. Air Force Academy, Logicon Corporation, and other smaller organizations. Kroenke has published the following: Database Processing, Pearson Prentice Hall, 14 editions, 1977Ã¢â ¬â œpresent (coauthor with David Auer, 11th, 12th, 13th, and 14th editions) Database Concepts, Pearson Prentice Hall, seven editions, 2004Ã¢â ¬â œpresent (coauthor with David Auer, 3rd, 4th, 5th, 6th, and 7th editions) Using MIS, Pearson Prentice Hall, eight editions, 2006Ã¢â ¬â œpresent Experiencing MIS, Pearson Prentice Hall, six editions, 2007Ã¢â ¬â œpresent MIS Essentials, Pearson Prentice Hall, four editions, 2009Ã¢â ¬â œpresent Processes, Systems, and Information: An Introduction to MIS, Pearson Prentice Hall, two editions, 2013Ã¢â ¬â œpresent (coauthor with Earl McKinney) Essentials of Processes, Systems, and Information, Pearson Prentice Hall, 2013 (coauthor with Earl McKinney) Know Your Boat: The Guide to Everything That Makes Your Boat Work, McGraw-Hill, 2002 Management Information Systems, Mitchell Publishing/Random House, three editions, 1987Ã¢â ¬â œ1992 Business Computer Systems, Mitchell Publishing/Random House, five editions, 1981Ã¢â ¬â œ1990 Managing Information for Microcomputers, Microrim Corporation, 1984 (coauthor with Donald Nilson) Database Processing for Microcomputers, Science Research

Associates, 1985 (coauthor with Donald Nilson) Database: A ProfessionalÃ¢â ¬â„¢s Primer, Science Research Associates, 1978 Kroenke taught in the College of Business at Colorado State University from 1973 to 1978. He also has taught part time in the Software Engineering program at Seattle University. From 1990 to 1991, he served as the Hanson Professor of Management Science at the University of Washington. Most recently, he taught at the University of Washington from 2002 to 2008. During his career, he has been a frequent speaker at conferences and seminars for computer educators. In 1991, the International Association of Information Systems named him Computer Educator of the Year. Kroenke has a B.S. in Economics from the U.S. Air Force Academy, an M.S. in Quantitative Business Analysis from the University of Southern California, and a Ph.D. in Engineering from Colorado State University. Kroenke is married, lives in Seattle, and has two grown children and three grandchildren. He enjoys skiing, sailing, and building small boats. His wife tells him he enjoys gardening as well. David J. Auer David J. Auer has more than 30 yearsÃ¢â ¬â„¢ experience teaching college-level business and information systems courses and for the past 20 years has worked professionally in the field of information technology. He served as a commissioned officer in the U.S. Air Force, with assignments to NORAD and the Alaskan Air Command in air defense operations. He later taught both business administration and music classes at Whatcom Community College and business courses for the Chapman College Residence Education Center at Whidbey Island Naval Air Station. He was a founder of the Puget Sound Guitar Workshop (now in its 41st year of operations). He worked as a psychotherapist and organizational development consultant for the Whatcom Counseling and Psychiatric ClinicÃ¢â ¬â„¢s Employee Assistance Program and provided training for the Washington State Department of Social and Health Services. He has taught for Western Washington UniversityÃ¢â ¬â„¢s College of Business and Economics since 1981 and served as the collegeÃ¢â ¬â„¢s Director of Information Systems and Technology Services from 1994 to 2014. Auer has published the following: Database Processing, Pearson Prentice Hall, four editions, 2009Ã¢â ¬â œepresent (coauthor with David Kroenke) Database Concepts, Pearson Prentice Hall, five editions, 2007Ã¢â ¬â œepresent (coauthor with David Kroenke) Network Administrator: NetWare 4.1, Course Technology, 1997 (coauthor with Ted Simpson and Mark Ciampa) New Perspectives on Corel Quattro Pro 7.0 for Windows 95, Course Technology, 1997 (coauthor with June Jamrich Parsons, Dan Oja, and John Leschke) New Perspectives on Microsoft Excel 7 for Windows 95Ã¢â ¬â •Comprehensive, Course Technology, 1996 (coauthor with June Jamrich Parsons and Dan Oja) New Perspectives on Microsoft Office Professional for Windows 95Ã¢â ¬â •Intermediate, Course Technology, 1996 (coauthor with June Jamrich Parsons, Dan Oja,

Beverly Zimmerman, Scott Zimmerman, and Joseph Adamski) The StudentÃ¢â ¬â„¢s Companion for Use with Practical Business Statistics, Irwin, two editions 1991 and 1993 Microsoft Excel 5 for WindowsÃ¢â ¬â •New Perspectives Comprehensive, Course Technology, 1995 (coauthor with June Jamrich Parsons and Dan Oja) Introductory Quattro Pro 6.0 for Windows, Course Technology, 1995 (coauthor with June Jamrich Parsons and Dan Oja) Introductory Quattro Pro 5.0 for Windows, Course Technology, 1994 (coauthor with June Jamrich Parsons and Dan Oja) Auer has taught in the College of Business and Economics at Western Washington University from 1981 to the present. From 1975 to 1981, he taught part time for community colleges, and from 1981 to 1984, he taught part time for the Chapman College Residence Education Center System. During his career, he has taught a wide range of courses in Quantitative Methods, Production and Operations Management, Statistics, Finance, and Management Information Systems. In MIS, he has taught Principles of Management Information Systems, Business Database Development, Computer Hardware and Operating Systems, and Telecommunications and Network Administration. Auer has a B.A. in English Literature from the University of Washington, a B.S. in Mathematics and Economics from Western Washington University, an M.A. in Economics from Western Washington University, and an M.S. in Counseling Psychology from Western Washington University. Auer is married, lives in Bellingham, Washington, and has two grown children and four grandchildren. He is active in his community, where he has been president of his neighborhood association and served on the City of Bellingham Planning and Development Commission. He enjoys music, playing acoustic and electric guitar, five-string banjo, and a bit of mandolin.

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