INTRODUCTION

Field-tested techniques for optimizing SQL Server 2014 databases and applications for speed and performance

Microsoft SQL Server 2014 Query Tuning & Optimization teaches intermediate to advanced developers and database administrators how to get the best performance from their queries and applications.

The book covers the powerful Query Optimizer, advance query tuning, little-understood SQL Server features that boost query performance, and troubleshooting techniques for underperforming queries. Limitations within SQL Server, including work-arounds, are addressed in-depth. OLTP databases, data warehouse tuning, and column store indexes are also discussed.

- Ready-to-use techniques for boosting performance of SQL Server databases, applications, and data warehouses
- Author has spent the past 14 years speaking, blogging, and perfecting optimization
techniques for SQL Server
• Advanced troubleshooting tips for dealing with existing queries that are running poorly

ABOUT THE AUTHOR

Benjamin Nevarez (Los Angeles, CA), a database professional with more than 15 years of experience with relational databases, has been working with SQL Server since version 6.5.
INTRODUCTION

Demonstrates how to develop applications that work across multiple mobile platforms

- Enables developers to build and extend enterprise applications for iOS and Android from a single code base
- Presents the simplest path for mobile-enabling of Oracle applications and middleware
- Filled with practical, real-world examples

DESCRIPTION

The only Oracle Press guide to Oracle Application Development Framework Mobile (ADF Mobile)

*Oracle ADF Mobile: Build Enterprise Applications with JDeveloper for iOS & Android* shows you how to rapidly develop single-source applications that can be packaged and deployed on Apple iOS and Google Android platforms. This programming approach maximizes code reuse and results in
compelling mobile applications while offering the simplest path for mobile-enabling Oracle applications and middleware. Based on a hybrid mobile architecture, Oracle ADF Mobile supports access to native device services, enables offline applications, and protects enterprise investments from future technology shifts. Filled with practical examples, this Oracle Press guide helps you take full advantage of the flexible features.
Coverage includes:
- Oracle ADF Mobile Application Development; Setting up JDeveloper and your Development Platform; Defining an Oracle ADF Mobile Application; Controlling the Display of Application Features; Creating Oracle ADF Mobile AMX Pages; Creating Oracle ADF Mobile AMX User Interface; Bindings and Creating Data Controls; Device Interaction; Using Web Services; Using the Local Database; Deploying Oracle ADF Mobile Applications; Oracle ADF Mobile Application Security; Testing and Debugging; Using More Complex UI Components; Implementing Application Features as Remote URLs; Enabling User Preferences; Setting Constraints

ABOUT THE AUTHOR

Luc Bors is the ADF Expertise Lead at AMIS and has years of experience as senior ADF developer and architect. He regularly writes articles for international magazines, websites, and the AMIS technology blog. Luc is a frequent presenter at international conferences such as ODTUG KScope and Oracle OpenWorld and UKOUG. In 2011, he was the best speaker at ODTUG KScope in the Fusion Middleware Track. In 2012 Luc participated in the ADF Mobile Beta testing program and presented about ADF Mobile on several conferences.
INTRODUCTION

This Oracle Press guide shows how to use Oracle Endeca Information Discovery to automatically organize information for search, discovery, and analysis in record time with minimal resources.

Master Competitive Analytics with Oracle Endeca Information Discovery provides specific actionable guidance on using this powerful enterprise data discovery platform.

This highly practical business intelligence title begins by covering Oracle Endeca technology, its architecture, and best practices for implementation. Endeca Server, Endeca Studio, and Endeca Integration Suite are discussed. The second part of the book features a comprehensive collection of business analytics use cases in key industries, including financial services, healthcare, research, manufacturing, retail, CGP, and the public sector.

- Cowritten by veteran Oracle Press author with established speaking platform who authored the chapter on Endeca for The Oracle Big Data Handbook
- Written for beginning to intermediate users of Oracle Endeca, including Oracle enterprise
architects, information architects, data analysts, and BI developers
- 50% of the content will be dedicated to real-world use cases that take users from data sources to analytical applications

**DESCRIPTION**

**Automatically organize information for search, discovery, and analysis in record time with minimal resources using Oracle Endeca Information Discovery**

*Master Competitive Analytics with Oracle Endeca Information Discovery* provides specific actionable guidance on using this powerful enterprise data discovery platform. This highly practical Oracle Press guide begins by covering Oracle Endeca technology, its architecture, and best practices for implementation. Endeca Server, Endeca Studio, and Endeca Integration Suite are discussed.

The second part of the book features a comprehensive collection of real-world business analytics use cases in key industries, including financial services, healthcare, research, manufacturing, retail, CGP, and the public sector. These examples take you, step by step, from data sources to analytical applications.

**ABOUT THE AUTHOR**

**Helen Sun** is coauthor of *The Oracle Big Data Handbook* and author one of the most downloaded white papers on Big Data. She works on Endeca integration and Oracle Big Data at Oracle.

**William Smith (Chicago, IL)** works with Oracle customers making use of Big Data and is developing innovative solutions utilizing Endeca.
INTRODUCTION

An all-new exam guide for the HR Certification Institute’s Professional and Senior Professional in Human Resources certifications

- Complete coverage of two industry-standard certifications within the HR profession
- Real-world examples of policies and procedures are highlighted in “HR at Work” sidebars
- Electronic content features two practice exams, worksheets, and a PDF eBook

DESCRIPTION

PHR/SPHR Professional in Human Resources Certification All-in-One Exam Guide offers 100% coverage of all objectives for both the Professional in Human Resources (PHR) and Senior Professional in Human Resources (SPHR) exams. Each chapter includes Exam Tips that highlight key exam information, a chapter summary, and end-of-chapter practice questions. This authoritative resource also serves as a valuable, on-the-job reference. Real-world examples as
well as Notes, Tips, and Cautions provide professional insight and call out potentially harmful situations.

- Covers all official objectives for both the PHR and SPHR exams
- Special “HR at Work” sidebars provide actual examples of policies and procedures at work
- Electronic includes two practice exams, worksheets, and a PDF eBook

ABOUT THE AUTHOR

**Dory Willer** is a certified business and life coach with 25 years of experience as a senior HR executive, international speaker, and training facilitator. She has broad and diverse experience working for blue-chip and Fortune 100 companies, most recently as VP of HR. Willer maintains a limited practice of individual clients for executive and performance enhancement and career/life renewal. She was among the first graduating classes from Stanford’s Executive HR Certification Program with the Graduate School of Business in 1994. Willer achieved the designation of SPHR more than 15 years ago.

**William H. Truesdell** is president and founder of The Management Advantage, Inc., a personnel management consulting firm. He spent more than 20 years in management with American Telephone and Telegraph in HR and operations. Truesdell is an expert on the subjects of personnel practices, employee handbooks, equal opportunity, and performance management programs. He is past president of the Northern California Employment Round Table. Truesdell holds the SPHR certification and a B.S. in Business Administration from the California State University at Fresno.
INTRODUCTION

This complete study package for the new Cisco CCNA Routing and Switching certification features an integrated network lab simulator.

CCNA Cisco Certified Network Associate Routing and Switching Study Guide with Boson NetSim Limited Edition fully covers the newly rebranded CCNA Routing and Switching exams. Candidates may take the 200-120 exam, or individual ICND1 and ICND2 exams to achieve certification.

All exam topics are covered, including updates such as IPv6 and the latest Cisco routers and switches. The book’s 200+ practice questions include knowledge- and scenario-based questions, and one case study-based lab question per chapter. The integrated network lab simulator provides essential performance-based test prep.

- Features the Boson NetSim Limited Edition network simulator virtual lab trainer with 20+
integrated lab exercises and a new enhanced version of the Boson Exam Engine that interconnects with NetSim and features 100+ practice exam questions

- Additional electronic content includes 20+ video clips, free network utilities, and a searchable, PDF copy of the book

ABOUT THE AUTHOR

Richard Deal, CCNA, CCNP, CCDA, CCDP (Oviedo, FL) is certified Cisco instructor and author of Cisco PIX Firewalls and other books. His company, The Deal Group, provides network consulting and training services nationwide.
INTRODUCTION

This money-saving bundle includes the second editions of CEH Certified Ethical Hacker All-in-One Exam Guide and CEH Certified Ethical Hacker Practice Exams, plus bonus digital content all for 12% off MSRP.

CEH Certified Ethical Hacker Bundle, Second Edition is a value-packed exam prep resource for the latest CEH exam, v8. More than 1,000 practice exam questions are included in this complete package.

The Exam Guide provides an in-depth review of all CEH exam objectives. The Practice Exams book allows readers to test what they’ve learned with the more than 600 practice exam questions as well as the pre-assessment exam. The bonus digital Quick Review Guide is available only with the bundle and comes in addition to the five electronic practice exams included with the component books.

- Readers save 12% in comparison to buying the books separately and get bonus electronic
DESCRIPTION

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CEH Certified Ethical Hacker Bundle, Second Edition is a value-packed exam prep resource for the latest CEH exam, v8. More than 1,000 practice exam questions are included in this complete package. The Exam Guide provides an in-depth review of all CEH exam objectives. The Practice Exams book allows you to test what you’ve learned with the more than 600 practice exam questions as well as the pre-assessment exam. The bonus digital Quick Review Guide is available only with the bundle and comes in addition to the five electronic practice exams included with the component books.

- Save 12% in comparison to buying the books separately and get bonus electronic content available only with the bundle
- Features 1,000+ practice exam questions in total
- New topics include advanced hacking concepts, mobile platforms, tablet computer hacking techniques, and real-world case studies

ABOUT THE AUTHOR

Matt Walker, CCNA, CCNP, MCSE, CEH, CNDA, CPTS (Satellite Beach, FL) has served in IT security roles at Hewlett-Packard, Lockheed Martin, and the Marshall Space Flight Center. He was the director of the Network Training Center and the curriculum lead and senior instructor for the local Cisco Networking Academy on Ramstein AB, Germany.
INTRODUCTION

The Oracle Press guide to mastering the code, applications, and frameworks that power Java Platform, Enterprise Edition 7

Unlike any other book currently on the market, Java EE 7: The Big Picture explores the whole of the Java EE platform in an all-encompassing style while examining each tier of the platform in enough detail so that developers know the right technologies for specific project needs.

The book covers the Web tier (WebSocket, JSP, JSF, JAX-RS), the Middle tier (data synthesis and decision-making aspects), the Information tier (system interaction and management components), and the Java EE environment (the APIs available to all components).

- Shows developers how to choose the right technologies for an application and how to most effectively combine applications for maximum productivity and power
- Code examples from the book available for download
**DESCRIPTION**

The Oracle Press guide to mastering the code, applications, and frameworks that power Java Platform, Enterprise Edition 7

*Java EE 7: The Big Picture* uniquely explores the whole of the Java EE platform in an all-encompassing style while examining each tier of the platform in enough detail to help you select the right technologies for specific project needs. The book covers the Web tier (WebSocket, JSP, JSF, JAX-RS), the Middle tier (data synthesis and decision-making aspects), the Information tier (system interaction and management components), and the Java EE environment (the APIs available to all components).

- Shows you how to choose the right technologies for an application and how to most effectively combine applications for maximum productivity and power
- Written by the spec lead for the Java API for WebSockets for Java EE and Java SE/JavaFX and the author of the WebSocket technical documentation at Oracle
- Code examples from the book available for download

**ABOUT THE AUTHOR**

Danny Coward *(San Francisco, CA)*, chief architect and web architect at Oracle, is the sole Spec Lead for the Java API for Web Sockets and sole author of the WebSocket technical documentation at Oracle.