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# Endeca Advanced Development Guide

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Foundations, Practice, Prospects Plunkett Research, Ltd.

This volume contains "Proceedings of the Eighth International ISKO Conference, 13-16 July 2004 London, UK".

Fintech in a Flash Rosenfeld Media

This cookbook has recipes written in simple, easy to understand format with lots of screenshots and insightful tips and hints. If you are an Oracle Database Administrator, Security Manager or Security Auditor looking to secure the Oracle Database or prevent it from being hacked, then this book is for you. This book assumes you have a basic understanding of security

concepts .

*Integrating Business Process, Big Data, and Advanced Analytics* Cengage Learning

"Cowritten by members of Oracle's big data team, [this book] provides complete coverage of Oracle's comprehensive, integrated set of products for acquiring, organizing, analyzing, and leveraging unstructured data. The book discusses the strategies and technologies essential for a successful big data implementation, including Apache Hadoop, Oracle Big Data Appliance, Oracle Big Data Connectors, Oracle NoSQL Database, Oracle Endeca, Oracle Advanced Analytics, and Oracle's open source R

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offerings"--Page 4 of cover.

**Oracle Big Data Handbook** Packt Publishing Ltd  
Learn to be a better negotiator--and achieve the outcomes you want. If you read nothing else on how to negotiate successfully, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you avoid common mistakes, find hidden opportunities, and win the best deals possible. This book will inspire you to:  
Control the negotiation before you enter the room  
Persuade others to do what you want--for their own reasons  
Manage emotions on both sides of the table  
Understand the rules of negotiating across cultures  
Set the stage for a healthy relationship long after the ink has dried  
Identify what you can live with and when to walk away  
This collection of articles includes: "Six Habits of Merely Effective Negotiators" by James K. Sebenius; "Control the Negotiation Before It Begins" by Deepak Malhotra; "Emotion and the Art of Negotiation" by Alison

Wood Brooks; "Breakthrough Bargaining" by Deborah M. Kolb and Judith Williams; "15 Rules for Negotiating a Job Offer" by Deepak Malhotra; "Getting to Si, Ja, Oui, Hai, and Da" by Erin Meyer; "Negotiating Without a Net: A Conversation with the NYPD's Dominick J. Misino" by Diane L. Coutu; "Deal Making 2.0: A Guide to Complex Negotiations" by David A. Lax and James K. Sebenius; "How to Make the Other Side Play Fair" by Max H. Bazerman and Daniel Kahneman; "Getting Past Yes: Negotiating as if Implementation Mattered" by Danny Ertel; "When to Walk Away from a Deal" by Geoffrey Cullinan, Jean-Marc Le Roux, and Rolf-Magnus Weddigen.

**Big Data Analytics** "O'Reilly Media, Inc."

Getting numbers is easy; getting numbers you can trust is hard. This practical guide by experimentation leaders at Google, LinkedIn, and

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Microsoft will teach you how to accelerate innovation using trustworthy online controlled experiments, or A/B tests. Based on practical experiences at companies that each run more than 20,000 controlled experiments a year, the authors share examples, pitfalls, and advice for students and industry professionals getting started with experiments, plus deeper dives into advanced topics for practitioners who want to improve the way they make data-driven decisions. Learn how to

- Use the scientific method to evaluate hypotheses using controlled experiments
- Define key metrics and ideally an Overall Evaluation Criterion
- Test for trustworthiness of the results and alert experimenters to violated assumptions
- Build a scalable platform that lowers the marginal cost of experiments close to zero
- Avoid pitfalls like carryover effects and Twyman's law
- Understand how statistical issues play out in practice.

Proceedings of the Eighth International ISKO Conference, 13-16 July 2004, London, UK "O'Reilly Media, Inc." Any organization that has a searchable web site or intranet is sitting on top of hugely valuable and usually under-exploited data: logs that capture what users are searching for, how often each query was searched, and how many

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results each query retrieved. Search queries are gold: they are real data that show us exactly what users are searching for in their own words. This book shows you how to use search analytics to carry on a conversation with your customers: listen to and understand their needs, and improve your content, navigation and search performance to meet those needs. Research and Practice Cambridge University Press

Sight words are common words that appear again and again in your children's reading material. Knowing these words by sight is essential for reading fluency. This set provides practice at the beginning reading level, and introduces 30 of the most common and easy sight words. Our method makes the process of learning to recognize sight words very simple for the young reader. Consistent

short vowels and simple stories mean children sound out (decode) the story, and learn only three sight words per book. With plenty of repetition and context clues, your young reader will quickly master early sight words with Bob Books Sight Words - Kindergarten. Inside this eBook you'll find: - 10 easy-to-read, hilarious small books, 12 pages each - All stories told in three and four letter words, plus sight words - Consistent short vowels mean easy decoding in the rest of the story - Three new sight words introduced in each book

Next-gen Library Catalogs FT Press  
Reproduction of the original: The Sea-Beach at Ebb-Tide by Augusta Foote Arnold

Big Data Business Guide BoD –  
Books on Demand

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Do you work in a non-technical role and want to understand and speak technical language? Would you be better at your job if you did? Whether you 're in recruiting, marketing, business development, or any other non-technical field, this book will teach you what you need to know to understand the basics and have conversations about the web technologies being used in your business. The book covers enough about web technologies to help your career with 80+ pages of text, diagrams and images.

### XSS Attacks HTTPThe Definitive Guide

A cross site scripting attack is a

very specific type of attack on a web application. It is used by hackers to mimic real sites and fool people into providing personal data. XSS Attacks starts by defining the terms and laying out the ground work. It assumes that the reader is familiar with basic web programming (HTML) and JavaScript. First it discusses the concepts, methodology, and technology that makes XSS a valid concern. It then moves into the various types of XSS attacks, how they are implemented, used, and abused. After XSS is thoroughly explored, the next part provides examples of XSS malware and demonstrates real cases where

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XSS is a dangerous risk that exposes internet users to remote access, sensitive data theft, and monetary losses. Finally, the book closes by examining the ways developers can avoid XSS vulnerabilities in their web applications, and how users can avoid becoming a victim. The audience is web developers, security practitioners, and managers. XSS Vulnerabilities exist in 8 out of 10 Web sites The authors of this book are the undisputed industry leading authorities Contains independent, bleeding edge research, code listings and exploits that can not be

found anywhere else  
MEDDIC Packt Publishing Ltd  
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  
The Only Comprehensive Guide to Advertising Companies and Trends IGI Global  
Bridge the gap between analytics and execution, and actually

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translate analytics into better business decision-making! Now that you've collected data and crunched numbers, Applied Business Analytics reveals how to fully apply the information and knowledge you've gleaned from quants and tech teams. Nathaniel Lin explains why "analytics value chains" often break due to organizational and cultural issues, and offers "in the trenches" guidance for overcoming these obstacles. You'll discover why a special breed of "analytics deciders" is indispensable for any organization that seeks to compete on analytics... how to become one of those deciders... and how to identify, foster, support, empower, and reward others to join you. Lin draws on actual cases and examples from his own experience, augmenting them with hands-on examples and exercises to integrate analytics at all levels: from top-level business questions to low-level technical details. Along the way, you'll learn how to bring together analytics team members with widely diverse goals, knowledge, and backgrounds. Coverage includes: How analytical and conventional decision making differ — and the challenging implications How to determine who your analytics deciders are, and ought to be Proven best practices



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for actually applying analytics to decision-making How to optimize your use of analytics as an analyst, manager, executive, or C-level officer Applied Business Analytics will be invaluable to wide audiences of professionals, decision-makers, and consultants involved in analytics, including Chief Analytics Officers, Chief Data Officers, Chief Scientists, Chief Marketing Officers, Chief Risk Officers, Chief Strategy Officers, VPs of Analytics and/or Big Data, data scientists, business strategists, and line of business executives. It will also be exceptionally useful to students of analytics in any graduate,

undergraduate, or certificate program, including candidates for INFORMS certification.

Voice Applications for Alexa and Google Assistant "O'Reilly Media, Inc."

Today's Web-savvy users often bypass traditional library catalogs for more interactive, tech-friendly interfaces. Help your library stand out within the crowded landscape of information providers with Marshall Breeding's new, highly practical guide to interactive next-generation library catalogs. Learn how to give your users access to a wide selection of print and electronic content with this jargon-free, step-

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by-step guide. Breeding outlines the important functions and features of next-gen catalogs, briefs you on all of the available commercial and open source software, and helps you select which products are right for your library's next-gen catalog. You'll learn to lay the groundwork for practical implementation, integrate the catalog into your existing technological environment, address a multitude of common implementation issues and concerns, and assess the impact of your Catalog so you can demonstrate the change you led. There is a thorough glossary with definitions for all key terms, and as with all the Tech Set guides, material is presented in a manner that is both accessible to non-technical professionals and useful for systems librarians.

[HBR's 10 Must Reads on Negotiation \(with bonus article "15 Rules for Negotiating a Job Offer" by Deepak Malhotra\)](#) DiscoverBits Press

A landmark textbook on digital libraries for LIS students, educators and practising information professionals throughout the world. Exploring Digital Libraries is a highly readable, thought-provoking authoritative and in-depth treatment of the digital library arena that provides an up-to-date overview of

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the progress, nature and future impact of digital libraries, from their collections and technology-centred foundations over two decades ago to their emergent, community-centred engagement with the social web. This essential textbook:

- Brings students and working librarians up to date on the progress, nature and impact of digital libraries, bridging the gap since the publication of the best-known digital library texts
- Frames digital library research and practice in the context of the social web and makes the case for moving beyond collections to a new emphasis on libraries' value to their communities
- Introduces several new frameworks and novel syntheses that elucidate digital library themes, suggest strategic directions, and break new ground in the digital library literature.

• Calls a good deal of attention to digital library research, but is written from the perspective of strategy and in-depth experience

- Provides a global perspective and integrates material from many sources in one place - the chapters on open repositories and hybrid libraries draw together past, present and prospective work in a way that is unique in the literature.

Readership: Exploring Digital Libraries suits the needs of a range of readers, from

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working librarians and library leaders to LIS students and educators, or anyone who wants a highly readable and thought-provoking overview of the field and its importance to the future of libraries.

Designs and Examples for the Modern Enterprise Plunkett Research, Ltd.

An index to library and information science literature.

Designing the Search Experience

O'Reilly Media, Incorporated

Oracle Endeca Information

Discovery Best Practices Maximize the powerful capabilities of this self-service enterprise data discovery

platform. Master Competitive Analytics with Oracle Endeca Information Discovery reveals how to unlock insights from any type of data, regardless of structure. The first part of the book is a complete technical guide to the product's architecture, components, and implementation. The second part presents a comprehensive collection of business analytics use cases in various industries, including financial services, healthcare, research, manufacturing, retail, consumer packaged goods, and public sector. Step-by-step instructions on implementing some of these use cases are included in

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this Oracle Press book. Install and manage Oracle Endeca Server Design Oracle Endeca Information Discovery Studio visualizations to facilitate user-driven data exploration and discovery Enable enterprise-driven data exploration with Oracle Endeca Information Discovery Integrator Develop and implement a fraud detection and analysis application Build a healthcare correlation application that integrates claims, patient, and operations analysis; partners; clinical research; and remote monitoring Use an enterprise architecture approach to incrementally establish big data and

## analytical capabilities

Optimizing the User Experience "O'Reilly Media, Inc."

Written by experienced Oracle insiders, this essential guide distills a vast amount of information into an easy-to-read volume that covers every aspect of the Oracle database. Readers of all technical levels will learn about Oracle's features and technologies, including the product line, architecture, data structures, networking, concurrency, tuning and much more. Augmented with illustrations and helpful hints, the fifth edition of Oracle Essentials offers a valuable one-stop overview of Oracle Database 12c, Oracle's newest database release. More comprehensible than huge complete references, and more detailed than most primers, this book gives current Oracle users the conceptual background they

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need to understand how the Oracle database truly works. For those new to Oracle, this all-in-one guide provides an essential introduction that will get them up to speed.

Oracle 11g Anti-Hacker's Cookbook  
Plunkett Research, Ltd.

Vital to businesses of all types, the fields of advertising, marketing and branding are covered in-depth in this important volume, from advertising on radio and television to direct mail, from online advertising to branding and public relations to paid search inclusion. Analysis of trends, globalization, technologies, finances and more. This carefully-researched book covers exciting trends in such areas as advertising agencies, marketing consultants, online

advertising, branding strategies, global markets and more. This reference tool includes thorough market analysis as well as our highly respected trends analysis. You'll find a complete overview, industry analysis and market research report in one superb, value-priced package. It contains thousands of contacts for business and industry leaders, industry associations, Internet sites and other resources. This book also includes statistical tables, an industry glossary and thorough indexes. The corporate profiles section of the book includes our proprietary, in-depth profiles of 334 leading companies in all facets of the advertising, branding and marketing industry. Here you'll find complete

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profiles of the hot companies that are making news today, the largest, most successful corporations in the business. Purchasers of either the book or PDF version can receive a free copy of the company profiles database on CD-ROM, enabling key word search and export of key information, addresses, phone numbers and executive names with titles for every company profiled.

Plunkett's Advertising & Branding Industry Almanac 2006 Elsevier

Thoroughly rewritten for today's web environment, this bestselling book offers a fresh look at a fundamental topic of web site development: navigation design. Amid all the changes to the Web in the past decade,

and all the hype about Web 2.0 and various "rich" interactive technologies, the basic problems of creating a good web navigation system remain.

Designing Web Navigation demonstrates that good navigation is not about technology-it's about the ways people find information, and how you guide them. Ideal for beginning to intermediate web designers, managers, other non-designers, and web development pros looking for another perspective, Designing Web Navigation offers basic design principles, development techniques and practical advice, with real-world examples and essential concepts seamlessly folded in. How does your web site serve your business objectives? How does it meet

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a user's needs? You'll learn that navigation design touches most other aspects of web site development. This book: Provides the foundations of web navigation and offers a framework for navigation design Paints a broad picture of web navigation and basic human information behavior Demonstrates how navigation reflects brand and affects site credibility Helps you understand the problem you're trying to solve before you set out to design Thoroughly reviews the mechanisms and different types of navigation Explores "information scent" and "information shape" Explains "persuasive" architecture and other design concepts Covers special contexts, such as navigation design for

web applications Includes an entire chapter on tagging While Designing Web Navigation focuses on creating navigation systems for large, information-rich sites serving a business purpose, the principles and techniques in the book also apply to small sites. Well researched and cited, this book serves as an excellent reference on the topic, as well as a superb teaching guide. Each chapter ends with suggested reading and a set of questions that offer exercises for experiencing the concepts in action. Design for Discovery "O'Reilly Media, Inc."

This book is for developers who want to learn how to get the most out of Solr in their applications, whether you



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are new to the field, have used Solr but don't know everything, or simply want a good reference. It would be helpful to have some familiarity with basic programming concepts, but no prior experience is required.