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# Microsoft Solution Incentive Program

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## **Technology Entrepreneurship**

Microsoft Press

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

## **Linear Optimization for**

**Business** Harper Collins

Advance Praise for Partnering with Microsoft: 'Partnering with Microsoft is the first great book about the breathtaking culture, opportunity and roadmap for joining Microsoft's 850,000 partners cutting an impressive B swath in the marketpl

## **Pro SQL Server 2012**

**BI Solutions** Pearson

Education

Blockchain is emerging as a powerful technology, which has attracted

the wider attention of all businesses across the globe. In addition to financial businesses, IT companies and business organizations are keenly analyzing and adapting this technology for improving business processes. Security is the primary enterprise application. There are other crucial applications that include creating decentralized applications and smart contracts, which are being touted as the key differentiator of this pioneering technology. The power of any technology lies in its ecosystem. Product and tool vendors are building and

releasing a variety of versatile and robust toolsets and platforms in order to speed up and simplify blockchain application development, deployment and management. There are other infrastructure-related advancements in order to streamline blockchain adoption. Cloud computing, big data analytics, machine and deep learning algorithm, and connected and embedded devices all are driving blockchain application development and deployment. Blockchain Technology and Applications illustrates how blockchain is being sustained through a host of platforms,

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programming languages, and enabling tools. It examines: Data confidentiality, integrity, and authentication Distributed consensus protocols and algorithms Blockchain systems design criteria and systems interoperability and scalability Integration with other technologies including cloud and big data It also details how blockchain is being blended with cloud computing, big data analytics and IoT across all industry verticals. The book gives readers insight into how this path-breaking technology can be a value addition in several business domains ranging from healthcare, financial services, government, supply chain and retail.

InfoWorld Microsoft Press  
Your customers demand and deserve better security and privacy in their software. This book is the first to detail a rigorous, proven methodology that measurably minimizes security bugs--the Security Development Lifecycle (SDL).

In this long-awaited book, security experts Michael Howard and Steve Lipner from the Microsoft Security Engineering Team guide you through each stage of the SDL--from education and design to testing and post-release. You get their first-hand insights, best practices, a practical history of the SDL, and lessons to help you implement the SDL in any development organization. Discover how to: Use a streamlined risk-analysis process to find security design issues before code is committed Apply secure-coding best practices and a proven testing process Conduct a final security review before a product ships Arm customers with prescriptive guidance to configure and deploy your product more securely Establish a plan to respond to new security vulnerabilities Integrate security discipline into agile methods and processes, such as Extreme Programming and Scrum Includes a CD featuring: A six-part security class video conducted by the authors and other Microsoft security experts Sample SDL documents and fuzz testing tool PLUS--Get book updates on the Web. For customers who purchase an ebook version of this title, instructions for downloading the CD files can be found in the ebook.

InfoWorld Prentice Hall  
A sophisticated yet easy-to-use software program, Microsoft CRM handles the

full range of Sales and Customer Service functions, and allows the user to access key customer and sales information from Microsoft Outlook and the Web. It is designed for rapid deployment, ease of use, and integration with Microsoft Office and Microsoft Great Plains' back-office solutions, increasing information reliability, employee usage and productivity. Special Edition Using Microsoft CRM shows sales, service, and business development specialists how to manage small businesses with the sophisticated technology that, until now, has been reserved for large corporations. Based on the author's real-world experience building CRM systems, this book provides the expert advice that MS CRM users need. To make the move to customer-centric operations using MS CRM, companies need an in-depth guide to managing the process, using the software, and making the implementation decisions that are required.

Essential SharePoint® 2007 CRC Press  
Computers at Risk presents a comprehensive agenda for developing nationwide policies and practices for computer security. Specific recommendations are

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provided for industry and for government agencies engaged in computer security activities. The volume also outlines problems and opportunities in computer security research, recommends ways to improve the research infrastructure, and suggests topics for investigators. The book explores the diversity of the field, the need to engineer countermeasures based on speculation of what experts think computer attackers may do next, why the technology community has failed to respond to the need for enhanced security systems, how innovators could be encouraged to bring more options to the marketplace, and balancing the importance of security against the right of privacy.

[Microsoft Azure Security Center](#)

Pearson Education  
India

Challenge the 'business as usual' rhetoric and create a stronger narrative in today's purpose-driven society

with Words That Work. When a Broadway or West End show opens on its first night, everyone knows their lines. When it's time for the Super Bowl, the Olympics or World Cup, the athletes have prepared with precision. Yet in board rooms, company away days and conferences around the world, repeatedly leaders are starting off badly when millions in revenue are at stake. The most successful executives know that they need to invest their time in preparing in a thoughtful and intentional way to continuously improve their knowledge and communication skills so that they can effectively lead their organizations. Words That Work will help leaders benefit from the strategies, language and tools of CEOs who know how to speak the right language at the right time. But Words That Work does more than that. It calls on leaders to challenge the 'usual' business conversations. Val Wright turns a number of familiar

communication approaches on their head, and shows the reader how to question, contest and change traditional language skilfully and persuasively.

Mastering Microsoft Endpoint Manager Que  
Publishing

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects. Implementing Microsoft Dynamics 365 for Finance and Operations  
Packt Publishing Ltd  
The classic guide to how computers work, updated with new chapters and interactive graphics "For me, Code was a revelation. It was the first book about programming that spoke to me. It started with a story, and it built up, layer by layer, analogy by analogy, until I understood not just the Code, but the System. Code is a book that is as much about Systems Thinking and abstractions as it is about code and programming. Code teaches us how many unseen layers there are between the computer systems that we as users

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look at every day and the magical silicon rocks that we infused with lightning and taught to think." - Scott Hanselman, Partner Program Director, Microsoft, and host of Hanselminutes Computers are everywhere, most obviously in our laptops and smartphones, but also our cars, televisions, microwave ovens, alarm clocks, robot vacuum cleaners, and other smart appliances. Have you ever wondered what goes on inside these devices to make our lives easier but occasionally more infuriating? For more than 20 years, readers have delighted in Charles Petzold's illuminating story of the secret inner life of computers, and now he has revised it for this new age of computing. Cleverly illustrated and easy to understand, this is the book that cracks the mystery. You'll discover what flashlights, black cats, seesaws, and the ride of Paul Revere can teach you about computing, and how human ingenuity and our compulsion to communicate have shaped every electronic device we use. This new expanded edition explores more deeply the

bit-by-bit and gate-by-gate construction of the heart of every smart device, the central processing unit that combines the simplest of basic operations to perform the most complex of feats. Petzold's companion website, CodeHiddenLanguage.com, uses animated graphics of key circuits in the book to make computers even easier to comprehend. In addition to substantially revised and updated content, new chapters include: Chapter 18: Let's Build a Clock! Chapter 21: The Arithmetic Logic Unit Chapter 22: Registers and Busses Chapter 23: CPU Control Signals Chapter 24: Jumps, Loops, and Calls Chapter 28: The World Brain From the simple ticking of clocks to the worldwide hum of the internet, Code reveals the essence of the digital revolution. Programming Windows Identity Foundation Free Press A comprehensive account of the decades-long, multiple antitrust actions against Microsoft and an assessment of the effectiveness of antitrust law in the

digital age. For more than two decades, the U.S. Department of Justice, various states, the European Commission, and many private litigants pursued antitrust actions against the tech giant Microsoft. In investigating and prosecuting Microsoft, federal and state prosecutors were playing their traditional role of reining in a corporate power intent on eliminating competition. Seen from another perspective, however, the government's prosecution of Microsoft—in which it deployed the century-old Sherman Antitrust Act in the volatile and evolving global business environment of the digital era—was unprecedented. In this book, two experts on competition policy offer a comprehensive account of the multiple antitrust actions against Microsoft—from beginning to end—and an assessment of the effectiveness of antitrust law in the twenty-first century.

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Gavil and First describe in detail the cases that the Department of Justice and the states initiated in 1998, accusing Microsoft of obstructing browser competition and perpetuating its Windows monopoly. They cover the private litigation that followed, and the European Commission cases decided in 2004 and 2009. They also consider broader issues of competition policy in the age of globalization, addressing the adequacy of today's antitrust laws, their enforcement by multiple parties around the world, and the difficulty of obtaining effective remedies—all lessons learned from the Microsoft cases.

**Words That Work**  
Cengage AU

This book will cover form and report development within MS Access and how you can put all these objects to work into a nice deployable solution for your customers or co-workers. You will read about how to design a form, validate your data, insert, and change data into the database, make

useful functions and routines to perform tasks and many other techniques that allow you to increase productivity and deploy all of that in a nice, wrapped solution.

**MGMT4 BoD – Books on Demand**  
Get hands-on guidance designed to help you put the newest .NET Framework component—Windows Identity Foundation, the identity and access logic for all on-premises and cloud development- to work.

**Partnering with Microsoft**  
Packt Publishing Ltd

This second Preview Edition ebook, now with 16 chapters, is about writing applications for Xamarin.Forms, the new mobile development platform for iOS, Android, and Windows phones unveiled by Xamarin in May 2014.

Xamarin.Forms lets you write shared user-interface code in C# and XAML that maps to native controls on these three platforms.

**Computerworld** Kogan Page Publishers

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**Code** Addison-Wesley Professional

Discover high-value Azure security insights, tips, and operational optimizations This book presents comprehensive Azure Security Center techniques for safeguarding cloud and hybrid environments. Leading Microsoft security and cloud experts Yuri Diogenes and Dr. Thomas Shinder show how to apply Azure Security Center ' s full spectrum of features and capabilities to address protection, detection, and response in key operational scenarios. You ' ll learn how to secure any Azure workload, and optimize virtually all facets of modern security, from policies and identity to incident response and risk management. Whatever your role in Azure security, you ' ll learn how to save hours, days, or even weeks by solving problems in most efficient, reliable ways possible. Two of Microsoft ' s leading cloud security experts show

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how to:

- Assess the impact of cloud and hybrid environments on security, compliance, operations, data protection, and risk management
- Master a new security paradigm for a world without traditional perimeters
- Gain visibility and control to secure compute, network, storage, and application workloads
- Incorporate Azure Security Center into your security operations center
- Integrate Azure Security Center with Azure AD Identity Protection Center and third-party solutions
- Adapt Azure Security Center 's built-in policies and definitions for your organization
- Perform security assessments and implement Azure Security Center recommendations
  - Use incident response features to detect, investigate, and address threats
  - Create high-fidelity fusion alerts to focus attention on your most urgent security issues
  - Implement application whitelisting and just-in-time VM access
  - Monitor user behavior and access, and investigate compromised or misused credentials
  - Customize and perform operating system security

baseline assessments

- Leverage integrated threat intelligence to identify known bad actors

InfoWorld MIT Press

This book takes a unique approach to linear optimization by focusing on the underlying principles and business applications of a topic more often taught from a mathematical and computational perspective. By shifting the perspective away from heavy math, students learn how optimization can be used to drive decision making in real world business settings. The book does not shy away from the theory underlying linear optimization but rather focuses on ensuring students understand the logic without getting caught up in proving theorems. Plenty of examples, applications and case studies are included to help bridge the gap between the theory and the way it plays out in practice. The author has also included several Excel spreadsheets, showing

worked-out models of linear optimization that have been used to drive decisions ranging from configuring a police force to purchasing crude oil and media planning. How can the routes and pricing structures of airlines be optimized? How much should be invested in the prevention and punishment of crimes? These are everyday problems that can be solved using linear optimization, and this book shows students just how to do that. It will prove a useful, math-free resource for all students of management science and operations research.

Developing WMI Solutions CRC Press

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Brand Portfolio Strategy Routledge

For more than 40 years, Computerworld has been the leading source of

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technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

The Fourth Paradigm  
Jorge Sequeira

This book is about ecosystem mechanics and how to generate revenue through ecosystems and partnerships in the software industry. Topics include: economic foundations, value chains, business and partnering models as well as examples from Google, Microsoft, SAP, OpenSource etc. Preface by Karl-Heinz Streibich, CEO of Software AG and Executive Member of BITKOM, the German Federal Association for IT, Telecommunications and New Media on "Software Clusters".

Industry  
Comments: Thomas Koulopoulos, Founder and CEO Delphi Group, author of multiple

bestselling books on IT and business trends, futurist, opinion leader [www.TKspeaks.com](http://www.TKspeaks.com)

"Complexity and scale of the software industry is daunting. Partnering in this maze of players and relationships is like climbing Everest without a guide. This book is your GPS to the software ecosystem. Popp and Meyer did a great job distilling and explaining essential principles, such as the software industry value chain, many types of business models, and how all these can be leveraged to help your business grow and thrive. This book is a must read for anyone trying to navigate the chaos of the software landscape! "Franz Baljer, President of the International Association for SAP Partners [www.ia4sp.org](http://www.ia4sp.org) and SAP Alliance Manager at T-Systems." This book helps people in our industry since it provides deep insight into partnering and alliance management. We are proud that knowledge and

experiences of our members have contributed to this book".

The Future Computed Microsoft Press

MGMT4 is the fourth Asia – Pacific edition of this innovative approach to teaching and learning the principles of management. Concise yet complete coverage of the subject, supported by a suite of online learning tools and teaching material equips students and instructors with the resources required to successfully undertake an introductory management course. This highly visual and engaging resource is now available on the MindTap eLearning platform, allowing for seamless delivery both online and in-class. With the Cengage Mobile app students can take course materials with them – anytime, anywhere. New, print versions of this book include access to the MindTap platform.