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Modeling Techniques in Predictive Analytics
John Wiley & Sons
Today, successful firms win by understanding their data more deeply than competitors do. They compete based on analytics. In Modeling Techniques in Predictive Analytics, Revised Edition, the leader of Northwestern University's prestigious analytics program brings together all the up-to-date concepts, techniques, and R code you need to excel in analytics. Thomas W. Miller's balanced approach combines

business context and quantitative tools, appealing to managers, analysts, programmers, and students alike. This Revised Edition is updated with new sources throughout, and has been reorganized to be completely modular. Each chapter now stands completely on its own - thereby supporting even more flexible learning paths, and helping readers quickly access all the knowledge they need to solve any category of problem. Miller addresses multiple business challenges and business cases, including segmentation, brand positioning, product choice modeling, pricing research, finance, sports, Web and text analytics, and social

network analysis. He illuminates the use of cross-sectional data, time series, spatial, and even spatio-temporal data. For each problem, Miller explains: Why the problem is significant What data is relevant How to explore your data How to model your data - first conceptually, with words and figures; and then with mathematics and programs Miller walks through model construction, explanatory variable subset selection, and validation, demonstrating best practices for improving out-of-sample predictive performance. He employs data visualization and statistical graphics in exploring data, presenting models, and

evaluating performance. Extensive example code is presented in R, today's #1 system for applied statistics, statistical research, and predictive modeling; all code is set apart from other text so it's easy to find for those who want it (and easy to skip for those who don't).

Access 2007 Pure SQL Nova Publishers

Use this hands-on guide to build powerful solutions on the Salesforce platform without using a single line of code. This revised and expanded second edition includes Process Builder, Flow Builder, Lightning App Builder, Lightning Bolt Solutions, and more. Practical Salesforce Development Without Code shows you how to unlock the power of the Salesforce platform to solve real business problems. Adhering to Salesforce's "clicks, not code" mantra, Salesforce expert Phil Weinmeister walks Salesforce newcomers and veterans through different business problems and identifies effective—and proven—approaches to solutions using the platform's declarative framework. By adopting this book as your guide, you will learn how to deliver business solutions within Salesforce by combining analysis, creativity, and logic with core elements such as validation rules, workflow rules, processes, flows, formula fields, and Lightning apps. In addition, Weinmeister dissects and explains the most

useful functions and features for declarative developers and shows you how to use them. Best of all, Weinmeister uses real-life business scenarios and visuals. Applying the lessons learned from this how-to guide will ultimately save you time and ensure that your clients or internal customers are enabled, equipped, and empowered. What You'll Learn Build objects, fields, and relationships to establish a sensible data model Automate business processes by using Workflow, Process Builder, and Flow Utilize functions and develop formulas effectively for a variety of business needs Develop approval processes to handle exception scenarios Employ actions to easily create efficient and relevant user experiences Manage your environments and deploy your solutions Who This Book Is for Business analysts, Salesforce administrators, and Salesforce developers

The Big Book of Dashboards Kogan Page Publishers

Build a successful career in business analysis When it comes to doing good business, change is a very good thing. And effective business analysts are at the heart of identifying opportunities for growth and implementing the solutions that can transform an

organization's foundation—and ultimately increase its profitability. Whether you're an aspiring business analysis professional or a seasoned analyst looking for the latest techniques and approaches, *Business Analysis For Dummies* helps you discover the newest tips and tricks for turning knowledge into the changes that have a real and meaningful impact on business and drive your organization towards value delivery. Identify areas for growth and create solutions Learn how to bring people together to collaborate effectively Discover ways to better understand and serve your customers See how business analysis works in the real world Learn the technology to make the job easier Find business solutions

to improve your organization's performance. Understand how to dig deeply into your organization's data, processes, and business rules. *Dummies* makes the path to business success clear. Start here to turn your love of business analysis into the catalyst that makes a difference.

Analytics for Insurance John Wiley & Sons

The practice of business is changing. More and more companies are amassing larger and larger amounts of data, and storing them in bigger and bigger data bases. Consequently, successful applications of data-driven decision making are plentiful and increasing on a daily basis. This book will motivate the need for data and data-driven solutions, using real data from real business scenarios. It will allow managers to better interact with personnel specializing in analytics by exposing managers and decision makers to the key ideas and concepts of data-driven decision making. *Business Analytics for Managers* conveys ideas and concepts from both statistics and data mining with the goal of extracting knowledge from real

business data and actionable insight for managers. Throughout, emphasis placed on conveying data-driven thinking. While the ideas discussed in this book can be implemented using many different software solutions from many different vendors, it also provides a quick-start to one of the most powerful software solutions available. The main goals of this book are as follows: to excite managers and decision makers about the potential that resides in data and the value that data analytics can add to business processes and provide managers with a basic understanding of the main concepts of data analytics and a common language to convey data-driven decision problems so they can better communicate with personnel specializing in data mining or statistics.

Visual Content Marketing
Wiley

The definitive reference book with real-world solutions you won't find anywhere else. *The Big Book of Dashboards* presents a comprehensive reference for those tasked with building or overseeing the development of business dashboards. Comprising dozens of examples that address different industries and departments (healthcare, transportation, finance, human resources, marketing, customer service, sports, etc.) and different platforms (print, desktop, tablet, smartphone,

and conference room display). *The Big Book of Dashboards* is the only book that matches great dashboards with real-world business scenarios. By organizing the book based on these scenarios and offering practical and effective visualization examples, *The Big Book of Dashboards* will be the trusted resource that you open when you need to build an effective business dashboard. In addition to the scenarios there's an entire section of the book that is devoted to addressing many practical and psychological factors you will encounter in your work. It's great to have theory and evidenced-based research at your disposal, but what will you do when somebody asks you to make your dashboard 'cooler' by adding packed bubbles and donut charts? The expert authors have a combined 30-plus years of hands-on experience helping people in hundreds of organizations build effective visualizations. They have fought many 'best practices' battles and having endured bring an uncommon empathy to help you, the reader of this book, survive and thrive in the data visualization world. A well-designed dashboard can point out risks, opportunities, and more; but common challenges and misconceptions can make your dashboard useless at best, and misleading at worst. *The Big Book of Dashboards* gives you

the tools, guidance, and models you need to produce great dashboards that inform, enlighten, and engage.

Service-Oriented Architecture
John Wiley & Sons
Learn to build business solutions with SharePoint 2013. Now in its third edition, this perennial bestseller features a complete overhaul for the latest version of SharePoint. A must-have for building business solutions in SharePoint, real-world scenarios address critical information management problems and detailed descriptions explain how to efficiently and successfully handle these challenges. Plus, best practices for configuration and customization round out the coverage of getting started with SharePoint 2013 so that you can confidently make this platform work for your business today. Examines product functionality alongside realistic scenarios to provide you with contextual relevance. Addresses managing permissions, reporting in SharePoint, and working with access services. Offers updated content on working with lists, libraries, workflow, content types, and web parts. Reviews social features, forms management, business connectivity services, and more. Beginning SharePoint 2013 is an ideal introduction to the latest iteration of this popular

content management provider. Practical Salesforce.com Development Without Code IGI Global

The finance sector of Western economies is too large and attracts too many of the smartest college graduates. Financialization over the past three decades has created a structure that lacks resilience and supports absurd volumes of trading. The finance sector devotes too little attention to the search for new investment opportunities and the stewardship of existing ones, and far too much to secondary-market dealing in existing assets. Regulation has contributed more to the problems than the solutions. Why? What is finance for? John Kay, with wide practical and academic experience in the world of finance, understands the operation of the financial sector better than most. He believes in good banks and effective asset managers, but good banks and effective asset managers are not what he sees. In a dazzling and revelatory tour of the financial world as it has emerged from the wreckage of the 2008 crisis, Kay does not flinch in his criticism: we do need some of the things that Citigroup and Goldman Sachs do, but we do not need Citigroup and Goldman to do them. And many of the things done by Citigroup and Goldman do not need to be done at all. The

finance sector needs to be reminded of its primary purpose: to manage other people's money for the benefit of businesses and households. It is an aberration when some of the finest mathematical and scientific minds are tasked with devising algorithms for the sole purpose of exploiting the weakness of other algorithms for computerized trading in securities. To travel further down that road leads to ruin. A Financial Times Book of the Year, 2015 An Economist Best Book of the Year, 2015 A Bloomberg Best Book of the Year, 2015 Federated AI for Real-World Business Scenarios John Wiley & Sons

Create world-class Zoho CRM solutions tailored to be a game changer for your business and transform the way you collect, manage, and use customer data. Key Features: Unlock the full potential of advanced Zoho CRM features to supercharge your business solutions. Customize your Zoho CRM solutions to achieve scalable and long-term customer engagement. Streamline your entire business for digital transformation by integrating CRM with different Zoho products and applications. Book Description: Zoho CRM is one of the most user-friendly, configurable, and competitively priced CRM systems for managing all your customer relationships. When tailored effectively to your business, it empowers your team to work smarter and helps your business

to achieve more profitable and scalable growth. This book will show you how to make the most of Zoho CRM to increase productivity. You'll start by learning about the foundation modules of Zoho CRM such as Leads, Deals, Contacts, and Accounts, and understand their functionalities that enable you to build effective solutions. Then, you'll explore innovative workflows that will help you to save time and make sure that your sales teams are proactively managing opportunities and clients. The book also focuses on Zoho Marketplace, as well as how to extend the functionality of Zoho CRM using custom functions. You'll cover real-world use cases that will inspire you to extend your Zoho adoption by integrating Zoho CRM with other Zoho apps such as Zoho Campaigns, Zoho Forms, Zoho Survey, and SalesIQ. Finally, you'll discover best practices for adapting and evolving your CRM solutions and maintaining your CRM to achieve continuous improvement. By the end of this CRM book, you'll have set up a CRM solution that will be fit for the next 10 years of business growth. What you will learn

Manage customer relationships and acquire new customers quickly Understand the importance of Leads, Deals, Contacts, and Accounts modules Use game-changing workflows and automation to manage opportunities and clients Explore how custom functions can extend the functionality of your CRM Integrate Zoho CRM with other Zoho apps such as Zoho Campaigns, Forms, Survey, and

Creator Discover how to keep your CRM fit for the future and achieve continuous growth Who this book is for This book is for you if you're a business manager or a business owner interested in learning how the Zoho platform can help transform your business and are looking to gain a practical understanding of how to choose an app from the vast array of Zoho products. Whether you're new to Zoho or have basic experience and want to learn more about its features and apps, this book can help you. Expert Zoho users who want to develop custom solutions for their business will also find this book useful. Foundational knowledge of CRM concepts is expected to get the most out of this book.

Business Solutions for the Global Poor Van Haren

"Each chapter is... a practice run for the way we all ought to design our data marts and hence our data warehouses."-Ralph Kimball, from the Foreword. Let the experts show you how to customize data warehouse designs for real business needs in Data Warehouse Design Solutions. To effectively design a data warehouse, you have to understand its many business uses. This guidebook shows you how business managers in different corporate functions actually use data warehouses to make decisions. You'll get a rich set of data warehouse designs that flow from realistic business cases. Two top experts show you how to customize your data warehouse designs

for real-life business needs including: * Sales and marketing * Production and inventory management * Budgeting and financial reporting * Quality control * Product delivery and fulfillment * Strategic business analysis such as determining market share, rates of return on investment, and other key analytic ratios. CD-ROM includes All sample data warehouse designs with accompanying preformatted reports in HTML for specific business uses such as marketing, sales, and financial analysis. The Real Business of Blockchain John Wiley & Sons Examines a broad range of research and case studies that throws light on potential, social and human factors which determine the success of information technology. The TOGAF® Standard, 10th Edition - Business Architecture IGI Global the Workflow Imperative Building Real World Business Solutions Thomas M. Koulopoulos Do your competitors lure your customers away as you sit with yesterday ' s market information buried in the in box? Sluggish information systems can sandbag an operation and leave you at a disadvantage while companies with automated workflow environments are responding faster and hitting the market with products that customers want, when they want them. Now you can break the paper chain phenomena and build a lean and responsive business with the business process

technology that everyone is talking about: automated workflow. Workflow technology has revolutionized the way modern businesses manage information, allowing individuals to engineer change based on continual, instantaneous feedback. This popular new technology works hand-in-glove with Total Quality Management (TQM) and will allow you to: Slash process cycle time Accelerate product innovation Increase customer responsiveness Written by the industry 's leading authority on workflow, *The Workflow Imperative* explains workflow automation in simple, clear, and easy-to-understand terms. The book contains everything you need to know, plan, and manage both the workflow process and the technology. You ' ll learn about the history of workflow, its impact on conventional business models, its relationship to reengineering, as well as the technology itself. You ' ll be able to quickly and easily define your organization ' s workflow requirements by using one of several methods of analysis presented in the book. Which type of reengineering is for you? Case studies of actual implementations illustrate options, plus the author explains how to combine any of four development methods and three process models so you can customize the application that ' s best for you. You ' ll also get plenty of help evaluating the myriad of workflow applications flooding today ' s market. The author details exactly what each workflow component will and will not do, so you can tailor your choice to fit your organization and its existing technological needs.

Whether you ' re looking for solutions to support reengineering or just want to simplify information management, *The Workflow Imperative* has the answers you need in a language you can understand.

[IT Architecture & Essential Practice for IT Business Solutions](#)

John Wiley & Sons Imagine fuel without fear. No climate change. No oil spills, no dead coalminers, no dirty air, no devastated lands, no lost wildlife. No energy poverty. No oil-fed wars, tyrannies, or terrorists. No leaking nuclear wastes or spreading nuclear weapons. Nothing to run out. Nothing to cut off. Nothing to worry about. Just energy abundance, benign and affordable, for all, forever.

That richer, fairer, cooler, safer world is possible, practical, even profitable-because saving and replacing fossil fuels now works better and costs no more than buying and burning them. *Reinventing Fire* shows how business-motivated by profit, supported by civil society, sped by smart policy-can get the US completely off oil and coal by 2050, and later beyond natural gas as well. Authored by a world leader on energy and innovation, the book maps a robust path for integrating real, here-and-now, comprehensive energy solutions in four industries-transportation, buildings, electricity, and manufacturing-melding radically efficient energy use with reliable, secure, renewable

energy supplies. Popular in tone and rooted in applied hope, *Reinventing Fire* shows how smart businesses are creating a potent, global, market-driven, and explosively growing movement to defossilize fuels. It points readers to trillions in savings over the next 40 years, and trillions more in new business opportunities. Whether you care most about national security, or jobs and competitive advantage, or climate and environment, this major contribution by world leaders in energy innovation offers startling innovations will support your values, inspire your support, and transform your sense of possibility. Pragmatic citizens today are more interested in outcomes than motives. *Reinventing Fire* answers this trans-ideological call. Whether you care most about national security, or jobs and competitive advantage, or climate and environment, its startling innovations will support your values, inspire your support, and transform your sense of possibility. *Business Analysis For Dummies Apress* Learn to build business solutions with SharePoint 2013 Now in its third edition, this perennial bestseller features a complete overhaul for the latest version of SharePoint. A must-have for building

business solutions in SharePoint, real-world scenarios address critical information management problems and detailed descriptions explain how to efficiently and successfully handle these challenges. Plus, best practices for configuration and customization round out the coverage of getting started with SharePoint 2013 so that you can confidently make this platform work for your business.

Statistical Thinking Pindar E Demertzoglou

This book provides an overview of Federated Learning and how it can be used to build real-world AI-enabled applications. Real-world AI applications frequently have training data distributed in many different locations, with data at different sites having different properties and different formats. In many cases, data movement is not permitted due to security concerns, bandwidth, cost or regulatory restriction. Under these conditions, techniques of federated learning can enable creation of practical applications. Creating practical applications requires implementation of the cycle of learning from data, inferring from data, and acting based on the inference. This book will be the first one to cover all stages of the Learn-Infer-Act cycle, and presents a set of patterns to apply federation to all stages. Another distinct feature of the book is the use of real-world applications

with an approach that discusses all aspects that need to be considered in an operational system, including handling of data issues during federation, maintaining compliance with enterprise security policies, and simplifying the logistics of federated AI in enterprise contexts. The book considers federation from a manner agnostic to the actual AI models, allowing the concepts to be applied to all varieties of AI models. This book is probably the first one to cover the space of enterprise AI-based applications in a holistic manner.

MICROSOFT ACCESS SMALL BUSINESS SOLUTIONS (With CD)

Berrett-Koehler Publishers

The business guide to Big Data in insurance, with practical application insight Big Data and Analytics for Insurers is the industry-specific guide to creating operational effectiveness, managing risk, improving financials, and retaining customers. Written from a non-IT perspective, this book focusses less on the architecture and technical details, instead providing practical guidance on translating analytics into target delivery. The discussion examines implementation, interpretation, and application to show you what Big Data can do for your business, with insights

and examples targeted specifically to the insurance industry. From fraud analytics in claims management, to customer analytics, to risk analytics in Solvency 2, comprehensive coverage presented in accessible language makes this guide an invaluable resource for any insurance professional. The insurance industry is heavily dependent on data, and the advent of Big Data and analytics represents a major advance with tremendous potential – yet clear, practical advice on the business side of analytics is lacking. This book fills the void with concrete information on using Big Data in the context of day-to-day insurance operations and strategy. Understand what Big Data is and what it can do Delve into Big Data's specific impact on the insurance industry Learn how advanced analytics can revolutionise the industry Bring Big Data out of IT and into strategy, management, marketing, and more Big Data and analytics is changing business – but how? The majority of Big Data guides discuss data collection, database administration, advanced analytics, and the power of Big Data – but what do you

actually do with it? Big Data and Analytics for Insurers answers your questions in real, everyday business terms, tailored specifically to the insurance industry's unique needs, challenges, and targets.

Other People's Money John Wiley & Sons

Praise for Service-Oriented Architecture "This book provides a superb overview of the SOA topic. Marks and Bell provide practical guidance across the entire SOA life cycle—from business imperatives and motivations to the post-deployment business and technical metrics to consider. With this book, Marks and Bell demonstrate a unique ability to take the complex dynamics of SOA, and through an eloquent set of metaphors, models, and principles, provide an understandable and insightful how-to manual for both technical and business executives. This will become a required handbook for any organization implementing SOA." —Dan Bertrand, Enterprise Technology Officer & EDS Fellow, EDS Corporation "A fundamental breakthrough in the business and technology perspectives of SOA—this book belongs in every software developer, architect, and IT executive library. Marks and Bell demonstrate a creative and practical approach to building complex, service-oriented

systems. I especially liked the hands-on perspective brought to multiple aspects of SOA. A must-have guide in the technology turbulence of the future." —Ariel Aloni, Chief Technology Officer, SunGard Data Management Solutions "This outstanding text gets straight to the heart of the matter, cutting through the hyperbole and discussing how to drive real business value through SOA. It will certainly impact my behavior, our governance models, and, subsequently, the successful business outcomes we derive as we continue to embrace SOA. A must-read for battle-scarred SOA veterans and fledgling architects alike." —Christopher Crowhurst, Vice President and Chief Architect, Thomson Learning "Too often, SOA has been perceived as 'all about the technology'-standards, technology stacks, operational monitoring, and the like. In this book, Marks and Bell expand beyond the technology to provide a refreshing business-driven perspective to SOA, connecting the dots between business requirements, architecture, and development and operations, and overlaying these perspectives with tried-and-true governance techniques to keep SOA initiatives on track. A must-read for those leading the charge to adopt SOA within their enterprise." —Brent Carlson, Chief Technology Officer,

LogicLibrary and coauthor of San Francisco Design Patterns: Blueprints for Business Software "Marks and Bell have captured a wealth of practical experience and lessons learned in what has become the hottest topic in software development. In this book, they explain in detail what works and what does not, from procedural issues to technical challenges. This book is an invaluable reference for organizations seeking the benefits of SOAs." —Dr. Jeffrey S. Poulin, System Architect, Lockheed Martin and author of Measuring Software Reuse: Principles, Practices, and Economic Models "One of the last things companies often consider when implementing a business solution such as SOA is the impact on people. Marks and Bell provide an in-depth look at 'what has to change' from a process standpoint to make any SOA implementation a success. A great read for those considering to embark on an enterprise SOA and looking for the right mix of people, process, and products." —Alan Himler, Vice President of Product Management and Marketing, LogicLibrary SOA is a complex topic and a complex organizational goal Service-Oriented Architecture: A Planning and Implementation Guide for Business and Technology shows you how to plan, implement, and achieve SOA value through its

prescriptive approach, joining the business and strategic perspective to the technical and architectural perspective. Applicable to all industries, technology platforms, and operating environments, this innovative book provides you with the essential strateg Reinventing Fire John Wiley & Sons

Digital transformation is reshaping the business arena as new, successful digital business models are increasing agility and presenting better ways to handle business than the traditional alternatives. Industry 4.0 affects everything in our daily lives and is blurring the line between the physical, the biological, and the digital. This created an environment where technology and humans are so closely integrated that it is impacting every activity within the organizations. Specifically, contracting processes and procedures are challenged to align with the new business dynamics as traditional contracts are no longer fitting today's agile and continuously changing environments. Businesses are required to facilitate faster, more secure, soft, and real-time transactions while protecting stakeholders' rights and obligations. This includes agile contracts which are dynamically handling scope changes, smart contracts that can automate rule-based functions, friction-less contracts

that can facilitate different activities, and opportunity contracts that looks toward the future. Innovative and Agile Contracting for Digital Transformation and Industry 4.0 analyzes the consequences, benefits, and possible scenarios of contract transformation under the pressure of new technologies and business dynamics in modern times. The chapters cover the problems, issues, complications, strategies, governance, and risks related to the development and enforcement of digital transformation contracting practices. While highlighting topics in the area of digital transformation and contracting such as artificial intelligence, digital business, emerging technologies, and blockchain, this book is ideally intended for business, engineering, and technology practitioners and policy makers, along with practitioners, stakeholders, researchers, academicians, and students interested in understanding the scope, complexity, and importance of innovative contracts and agile contracting.

Paperless Packt Publishing Ltd
Market_Desc: Small business managers; database and IT managers
Special Features: - All authors are Microsoft Access MVPs---each with their own community platforms for promoting the book. - The accompanying CD-ROM includes working Access database models for for real-world business

activities, like marketing, sales, and customer support. - The book more than pays for itself by providing ready-to-load databases that can be quickly customized---saving countless hours of development time. - The database models are independent of specific releases of Microsoft Access, ensuring a long and profitable sales life. About The Book: This book explains how to design a database for specific business functions common to most small businesses--including:

- Marketing and sales
- Customer management
- Inventory management
- Quality control
- Budgeting
- Financial tracking and analysis

The book is aimed primarily at the needs of small-to-medium size businesses that rely on Microsoft Office and related technologies. The accompanying CD-ROM includes pre-built database models for each of the business activities described in the book, ready to load into Microsoft Access. The databases work across multiple versions of Microsoft Access. The authors show how even non-technical readers can quickly customize these databases to meet their unique business needs. To that end, they present step-by-step interview processes that help tailor the database structure to specific business scenarios or industry requirements.

Innovative and Agile Contracting for Digital Transformation and Industry 4.0 Apress
Streamline your organization by replacing paper documents with electronic solutions
Paperless is one part

inspiration and two parts instruction. You will be inspired by real-world case studies as you meet people who have brought paperless change to their organizations. You will learn what worked and how you can apply these experiences to your own work. Meet lawyers, doctors, and business leaders who have transformed their operations with Adobe technology. Also, learn how city, state, and federal governments are saving money and providing better services with paperless solutions. The inspiration is just the beginning. The majority of this book is instruction on Adobe's most important paperless technologies. Each section is full of hands-on demos that will show you how to get real business value from products you may already own. You will learn how to create and use digital signatures, certify PDFs, and integrate dynamic documents with your existing systems. This book explains all you need to know to be on your way to a paperless future.

- Read the stories of those who have created today's leading-edge paperless solutions.
- Learn how the Federal Government uses certified PDFs and how New York State uses e-Forms to save millions of dollars.
- Find out how the Kane County court system takes advantage of PDF forms to protect abuse victims.
- See how one doctor is reducing

Medicare costs by replacing expensive emergency room visits with paperless house calls.

- Follow in-depth lessons on Acrobat®, LiveCycle® Designer, LiveCycle® ES/ES2, and InDesign® Server.
- Download demos, source code, and sample files to use with the book's exercises (www.paperlessbook.info).

"Using real-world examples, such as the ones in J.P. Terry's Paperless, to illustrate how PDF can be used to move from paper to electronic processes is a simple-to-understand, yet very powerful learning tool for business and government alike." — Lori DeFurio, Group Product Manager, Acrobat, Adobe Systems

"In Paperless, J.P. Terry weaves the business case and technical implementation into a complete story on how a variety of businesses have benefited from Adobe solutions. This book is an enjoyable read and a must-have reference for automating business processes." — Jeff Stanier, Senior Product Manager, Adobe LiveCycle

Beginning SharePoint 2013
John Wiley & Sons

Information doesn't just provide a window on the business, increasingly it is the business. The global economy is moving from products to services which are described almost entirely electronically. Even those

businesses that are traditionally associated with making things are less concerned with managing the manufacturing process (which is largely outsourced) than they are with maintaining their intellectual property. Information-Driven Business helps you to understand this change and find the value in your data. Hillard explains techniques that organizations can use and how businesses can apply them immediately. For example, simple changes to the way data is described will let staff support their customers much more quickly; and two simple measures let executives know whether they will be able to use the content of a database before it is even built. This book provides the foundation on which analytical and data rich organizations can be created. Innovative and revealing, this book provides a robust description of Information Management theory and how you can pragmatically apply it to real business problems, with almost instant benefits. Information-Driven Business comprehensively tackles the challenge of managing information, starting with why information has become important and how it is

encoded, through to how to
measure its use.