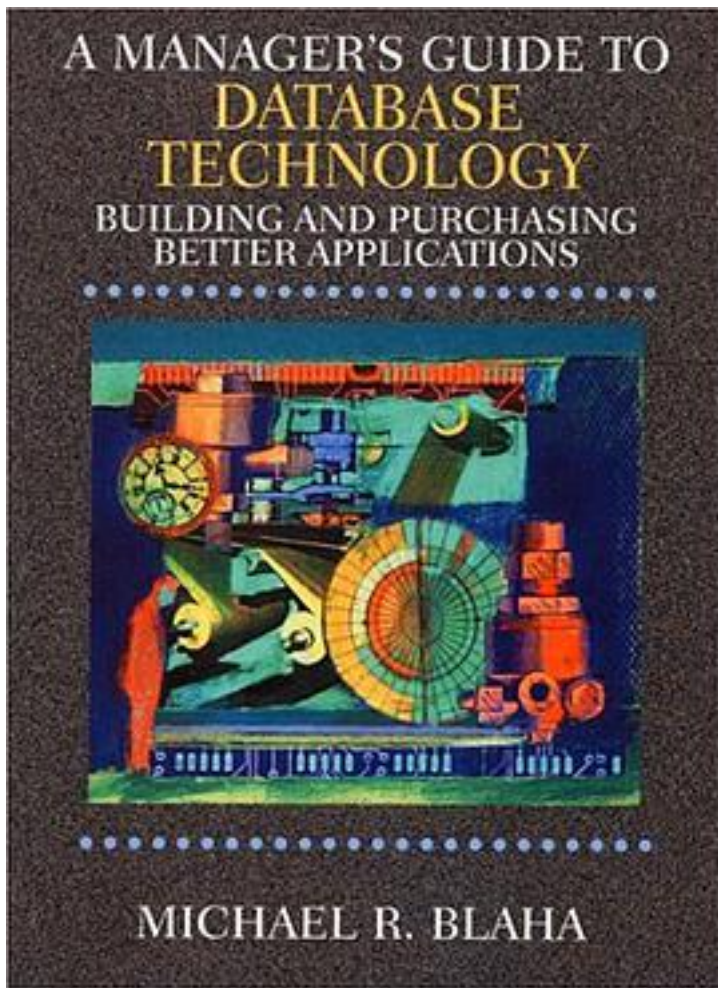# A Manager's Guide to Database Technology

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This is a start-to-finish decision-maker's guide to making the most of database technology: from selecting the right product through optimizing performance, and

beyond. In non-technical, highly accessible language, this book helps business decision-makers master all the database strategies, applications, principles, and paradigms they need to understand -- regardless of their previous experience with databases. Managers will discover where databases fit in the enterprise and in the IT infrastructure; how databases can best be architected to meet changing business requirements; and how to compare and choose among competitive offerings. Then, they'll walk step-by-step through the database development process, learning project management techniques that deliver maximum business value in the shortest time. A Manager's Guide to Database Technology even includes detailed briefings on the latest advances in the field, including distributed and object-oriented databases.

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