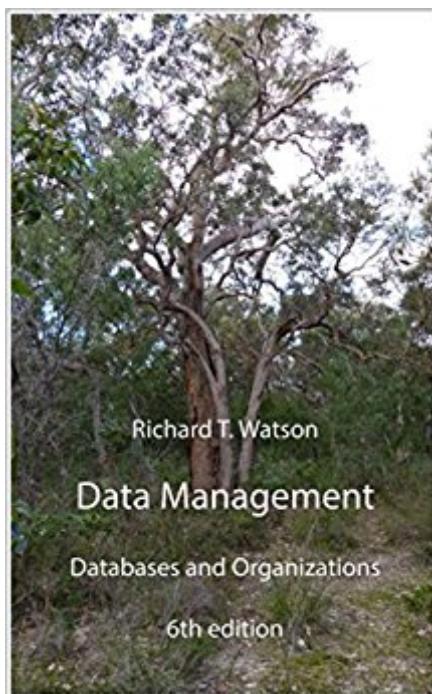The book was found

# Data Management: Foundations Of Data Analytics

# Synopsis

Data Management offers an in-depth, fully integrated coverage of data modeling and SQL that distinguishes it from other texts on this topic. The intertwining of data modeling and SQL is pedagogically effective in providing students with the essentials skills for data analytics.The 6th edition has been enhanced to reflect the current demand for data analysis skills, and it now includes chapters on R, data visualization, text mining, and Hadoop distributed file system and MapReduce.The managerial perspective of the book makes it very appropriate for information systems students and professionals seeking data analytic skills.See the book's web site at http://richardtwatson.com/dm6e/

# Book Information

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# Customer Reviews

I came across this book while searching for a textbook for my introductory course to DB. This book is of an extreme value. It is a comprehensive reference for traditional relational data modeling and SQL and also contains updated advanced material on data mining, natural language processing, visualization and big data.What I also like about the book is that it blends theory and practice of data

modeling and SQL. Each chapter in the first part of the book starts with a data modeling concept (i.e. single entity, one-many, many-many etc...) and then shows how to implement it and perform queries with SQL.The companion website includes all slides, datasets, and partial solutions of the exercises. All of that for $10 with Kindle, I can't ask for more. This is a must for database students and practitioners as well.

This is the worst textbook I've ever had to use. It's unnecessarily wordy, full of grammatical and formatting errors (in one part of the book, the same paragraph was printed twice in a row; in another, the book said that there were three reasons for something and then proceeded to list four - and there are similar errors splattered throughout the entire book), and extremely hard to navigate. I have better luck jumping around randomly in the book in search of a section than I do trying to actually use the search function to find it. The author jumps around from subject to subject in a way that makes it hard to understand; it's almost like he put a bunch of SQL concepts in a hat and randomly drew a couple for each chapter he wrote. Furthermore, there is some weird story about a lady named Alice mixed in with the chapters in what I perceive to be an attempt to make the book slightly more interesting. I assume that my professor is personal friends with the author, because that's the only reason I could think of for any professor to choose this book as a class textbook. The reason I gave it two stars instead of one is because the book has been useful in the context of my Database Management class, and it has been genuinely entertaining to read a textbook so poorly written. However, unless you are absolutely required to have this textbook for your class, I'd recommend against buying it. I'm sure there are much better-written SQL books out there that will teach you a lot more.

Although the information contained is valid and helpful, I can find no logical way to locate that information. The Kindle version is very difficult to navigate, (location values instead of page numbers). I had a classmate with the printed version ask me for help in locating a specific exercise in a specific chapter. I couldn't do it because her version (printed) had page numbers for reference, and my version (Kindle) had location values. I have been hesitant to purchase a Kindle product and after seeing how this text is presented in the Kindle app for Windows, I'll pass. The reason I purchased the Kindle version is because it is "Required" under my educational program. In summary, the information is valid, but the presentation sucks.

I got this book for my college class as required by the school I'm attending. It is a good book with

valuable information inside. But the fact that it was a kindle book made it very limited in terms of how I could learn the material. It is written like a novel. A book like this needs more interactive features on a platform like Pearson. I think it would have been much better if we bought a hard copy instead.

I use this book, and have done so for years, in an MSc course for students from all sciences that want to acquire literacy on database design and SQL. The students like it and it allows them to work quite independently, having both a lesurely pace and enough depth. The author keeps it up to date, too.It's not at its strongest as a reference; but since SQL versions differ and change, that might be too much to ask.

Great text book!

Have been using this book for teaching and for personal reference for years. If only all textbook authors were as clear as Watson. Bought Kindle version to stay current with updates.

It's definitely passable, and some of the homework questions were really fun to think about and answer (they were written in such a lighthearted tone), but overall the book organized information in some counter-intuitive ways and was more verbose than it needed to be.

Analytics: Business Intelligence, Algorithms and Statistical Analysis (Predictive Analytics, Data Visualization, Data Analytics, Business Analytics, Decision Analysis, Big Data, Statistical Analysis) Data Analytics: Applicable Data Analysis to Advance Any Business Using the Power of Data Driven Analytics (Big Data Analytics, Data Science, Business Intelligence Book 6) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Data Analytics and Python Programming: 2 Bundle Manuscript: Beginners Guide to Learn Data Analytics, Predictive Analytics and Data Science with Python Programming Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data Book 1) Big Data For Business: Your Comprehensive Guide to Understand Data Science, Data Analytics and Data Mining to Boost More Growth and Improve Business - Data Analytics Book, Series 2 Data Analytics For Beginners: Your Ultimate Guide To Learn and Master Data Analysis. Get Your Business Intelligence Right Ã¢â ¬â œ Accelerate Growth and Close More Sales (Data Analytics

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