

Endeca Basic Development Guide

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 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 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 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

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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 The only Oracle Press guide to creating effective visual presentations of business intelligence data quickly and easily Data Visualization for Oracle Business Intelligence 11g reveals the best practices for creating graphs, tables, maps, and other methodologies for presenting data-driven insights using one of the most common business intelligence front-end systems in the world, Oracle Business Intelligence 11g. This information-rich guide offers clear instructions for building top-quality dashboards, analyses, and visualizations from real-world implementers and respected data visualization experts. You'll learn everything from improving the readability of your tables to implementing the latest Advanced Trellis Chart features and from adding native map views of BI data to designing optimal dashboard layout strategies. You'll see how to produce accurate, compelling, and professional graphics that will immediately enhance corporate decision making. Shows proven steps for extracting maximum impact from native features that are little known to the majority of BI users Covers dashboard strategy, including layout, design, navigation, master detail linking, action links, and prompts Addresses how to extend Oracle Business Intelligence 11g with advanced languages and visualization systems such as JavaScript-based D3 and JQuery, R, and Oracle Application Development Framework Includes an associated web gallery showcasing the colors and graphics that render best digitally

This book highlights the practical aspects of using Oracle

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Essbase and Oracle Business Intelligence Enterprise Edition (OBIEE) as a comprehensive BI solution. It explains the key steps involved in Oracle Essbase and OBIEE implementations. Using case studies, the book covers Oracle Essbase for analytical BI and data integration, using OBIEE for operational BI including presentation services and BI Publisher for real-time reporting services, Self-service BI— in terms of VLDB, scalability, high performance, stability, long-lasting and ease of use that saves time, effort, and costs, while maximizing ROI.

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

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

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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 different products, as well as the general geology and climate of this region, there is extensive coverage on the marine habitats for animal and plant life that these coastlines contain.

Implementing Web-Scale Discovery Services: A Practical Guide for Librarians is a source for librarians seeking to evaluate, purchase, and implement a web-scale discovery service. The book breaks down each phase of the project into decision points and action plans to help librarians select and implement a system that meets their specific needs.

From corporate IT departments to academic institutions, XML has become the language of choice for storing and transmitting data across diverse application domains. For those new to the XML query language, XQuery, this example-rich text serves as a tutorial that brings readers quickly up to speed on XQuery's data model, type system, and core language features.

Written by Oracle insiders, this indispensable guide distills an enormous amount of information about the Oracle Database into one compact volume. Ideal for novice and experienced DBAs, developers, managers, and users, *Oracle Essentials* walks you through technologies and features in Oracle's product line, including its architecture, data structures, networking, concurrency, and tuning. Complete with illustrations and

helpful hints, this fifth edition provides a valuable one-stop overview of Oracle Database 12c, including an introduction to Oracle and cloud computing. Oracle Essentials provides the conceptual background you need to understand how Oracle truly works. Topics include: A complete overview of Oracle databases and data stores, and Fusion Middleware products and features Core concepts and structures in Oracle's architecture, including pluggable databases Oracle objects and the various datatypes Oracle supports System and database management, including Oracle Enterprise Manager 12c Security options, basic auditing capabilities, and options for meeting compliance needs Performance characteristics of disk, memory, and CPU tuning Basic principles of multiuser concurrency Oracle's online transaction processing (OLTP) Data warehouses, Big Data, and Oracle's business intelligence tools Backup and recovery, and high availability and failover solutions Managing the Transition from Print to Electronic Journals and Resources: A Guide for Library and Information Professionals is a collection of essays from the leading authorities on print-to-e-resource transition – from library institutions of all sizes and levels of funding. This book will help librarians and information professionals to design, implement, and manage solutions to effectively provide online access to e-journals and e-resources. Special topics discussed include reconfiguring acquisition models, electronic resource management (ERM) systems, skill sets necessary for e-resource management, efficiency enhancement, and current trends and initiatives in licensing. In addition, the wide

range of articles included in *Managing the Transition from Print to Electronic Journals and Resources: A Guide for Library and Information Professionals*, will aid librarians in navigating the problems of changing formats, staffing issues, workflow approaches, and new and interrelated tools used to manage and provide access.

From operating systems to the cloud, Oracle's products and services are everywhere, and it has the market share to prove it. Given the share diversity of the Oracle product line, and the level of complexity of integration, management can be quite a daunting task. The CIO's *Guide to Oracle Products and Solutions* is the go-to guide for all things Oracle. It provides management-level guidance on how to successfully navigate and manage the full range of Oracle products. The book presents management best practices and user/developer lessons learned in the use of Oracle products and services. Supplying both conceptual and technical views, the text focuses on what CIOs need to do to orient, or reorient, their organization toward the use of Oracle products and services. It describes how to develop a strategic framework for the use of these products and services rather than the specific product or service itself. This strategic framework will help you to prepare, educate, keep up with change, mitigate risk, and implement with the confidence needed to succeed. Providing an overview of the suite of Oracle technologies and solutions, the book covers the heart of the Oracle products set, including Oracle analytics, enterprise performance management, Oracle cloud, data

management, application development, social business, and fusion. It examines compliance and security issues and includes metrics to help you evaluate potential solutions. The book also provides readers with access to a set of helpful resources on the book's page at www.crcpress.com, including cloud procurement best practices, cloud migration tips, a sample project procurement plan template, and various glossaries.

Examines the issues of reference context and discoverability in school, public, and academic libraries, as well as within the reference publishing community.

Indispensable Patterns and Insights for Putting Mashups to Work in Enterprise Environments Using new mashup tools and technologies, enterprise developers can impose their own APIs on everything from Web sites and RSS feeds to Excel and PDF files—transforming a world of content into their own customized information source. In *Mashup Patterns*, Michael Ogrinz applies the concept of software development patterns to mashups, systematically revealing the right ways to build enterprise mashups and providing useful insights to help organizations avoid the mistakes that cause mashups to fail. Drawing on extensive experience building business-critical mashups, Ogrinz offers patterns and realistic guidance for every stage of the mashup development lifecycle and addresses the key issues developers, architects, and managers will face. Each pattern is documented with a practical description,

specific use cases, and crucial insights into the stability of mashups built with it. Ogrinz concludes by presenting twelve start-to-finish case studies demonstrating mashup patterns at work in actual enterprise settings. Coverage includes:

Understanding the relationships among mashups, portals, SOA, EAI/EII, and SaaS Exploring core mashup activities such as data management, surveillance, clipping, transformation, enrichment, publication, and promotion Optimizing security, privacy, accessibility, usability, and performance

Managing mashup development, from planning and governance through integration, testing, and deployment Enhancing basic mashups with search, language translation, workflow support, and other improvements

Performing effective load and regression testing Avoiding “anti-patterns” that cause enterprise mashups to fail Also of interest:

The companion book, *Mashups: Strategies for the Modern Enterprise* by J. Jeffrey Hanson (Addison-Wesley), is an indispensable guide to designing, implementing, and debugging an enterprise mashup, offering sample code to illustrate key concepts.

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 the 350 leading companies in all facets of the advertising, branding and marketing industry. Here you'll find complete 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.

"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 offerings"--Page 4 of cover.

For too long, marketers of sustainable goods and services have targeted "deep green" consumers to promote their products – and they have little to show for their efforts. In this innovative book, Jacquelyn Ottman shows how the green market has moved beyond such niche marketing, and how marketers will find greater success promoting the inherent superior value of their offerings. Greener products are now available within every industry and are a part of our everyday lives. But they didn't get to be so ubiquitous just because they are better for the planet. Whether they were promoted as such or not, sales of green products have grown so fast because of the added value they provide: health, superior performance, good taste, cost-effectiveness, or simply convenience. This central emphasis on primary benefits – the new rules – is critical to winning over the mainstream consumer and to driving overall organizational growth. The New Rules of Green Marketing helps readers understand why value-based sustainability marketing has become a

critical organizational capacity, and how readers can adopt this approach in their own organizations. Illustrated by examples from both international mainstream and the more niche "deep green" leaders who are showing everyone else the way, the book provides practical strategies, tools and inspiration for building every aspect of a credible value-based green marketing strategy, including:

- How to use a proactive approach to sustainability to spur innovation
- How to frame environment-related benefits with relevance to mainstream brands
- How to communicate with credibility and impact – and avoid "greenwashing"
- How to team up with stakeholders to maximize outreach to consumers
- How to use a life cycle orientation to ensure the integrity of one's offerings
- How to best take advantage of recent technological advances in social media

Drawing on the latest data from leading researchers and reflecting on learnings from Ottman's corporate clients and other pioneers including GE, Nike, HSBC, Method, Starbucks, Timberland, HP, NatureWorks, Philips, Procter & Gamble, Stonyfield Farm and Wal-Mart, this book shows how market leaders are edging out the competition using effective value-first marketing strategies. This book captures the best of the author's previous groundbreaking books on green marketing and takes the content into the 21st century. Whereas earlier

works focused on readers who were less familiar with green initiatives, this work squarely focuses on a new generation of marketers who likely themselves grew up with an appreciation of sustainability and who want and need to know how to connect effectively with mainstream consumers.

Bridge the gap between analytics and execution, and actually 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 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. Focusing on new reference sources published since 2008 and reference titles that have retained their relevance, this new edition brings O’Gorman’s complete and authoritative guide to the best reference sources for small and medium-sized academic and public libraries fully up to date. About 40 percent of the content is new to this edition. Containing sources selected and annotated by a team of public and academic librarians, the works included have been chosen for value and expertise in specific subject areas. Equally useful for both library patrons and staff, this resource Covers more

than a dozen key subject areas, including General Reference; Philosophy, Religion, and Ethics; Psychology and Psychiatry; Social Sciences and Sociology; Business and Careers; Political Science and Law; Education; Words and Languages; Science and Technology; History; and Performing Arts Encompasses database products, CD-ROMs, websites, and other electronic resources in addition to print materials Includes thorough annotations for each source, with information on author/editor, publisher, cost, format, Dewey and LC classification numbers, and more Library patrons will find this an invaluable resource for current everyday topics. Librarians will appreciate it as both a reference and collection development tool, knowing it's backed by ALA's long tradition of excellence in reference selection.

An in-depth Oracle Press guide to Oracle Exalytics In-Memory Machine Written by Oracle ACE Director Mark Rittman, this e-book offers comprehensive coverage of Oracle Exalytics In-Memory Machine, the best-in-class, preintegrated BI platform. After an overview of the product and its capabilities, you'll get complete details on installation, configuration, administration, maintenance, and creation of the in-memory adaptive data mart that powers the "speed-of-thought" dashboards. Expert tips for integrating with both Oracle and non-Oracle enterprise data sources are included. Enable your organization to

analyze large amounts of data via rich, visual dashboards using Oracle Exalytics In-Memory Machine and this Oracle Press guide.

This new almanac will be your ready-reference guide to the E-Commerce & Internet Business worldwide! In one carefully-researched volume, you'll get all of the data you need on E-Commerce & Internet Industries, including: complete E-Commerce statistics and trends; Internet research and development; Internet growth companies; online services and markets; bricks & clicks and other online retailing strategies; emerging e-commerce technologies; Internet and World Wide Web usage trends; PLUS, in-depth profiles of over 400 E-Commerce & Internet companies: our own unique list of companies that are the leaders in this field. Here you'll find complete profiles of the hot companies that are making news today, the largest, most successful corporations in all facets of the E-Commerce Business, from online retailers, to manufacturers of software and equipment for Internet communications, to Internet services providers and much more. Our corporate profiles include executive contacts, growth plans, financial records, address, phone, fax, and much more. This innovative book offers unique information, all indexed and cross-indexed. Our industry analysis section covers business to consumer, business to business, online financial services, and technologies as well as Internet access and usage trends. The book includes numerous statistical tables covering such topics as e-commerce revenues, access trends, global Internet users, etc. 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.

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Written by an authoritative practitioner, this book explores the changing nature of cataloguing in the aftermath of e-journal invasion. It traces the development of the issue by examining changes in AACR2 and CONSER rules, focusing on the revision of AACR2, Chapter 12, and emergence of the concept of 'Continuing Resources'. The book analyzes challenges of e-journal cataloguing that stem from an ever-growing number of online publications and aggregator databases. It assesses the complexities of incorporating commercially produced cataloguing into a local database, and offers practical solutions to the most common questions in the process. The book concludes with a look into the future of e-resource cataloguing from technical and conceptual standpoints. Helps understand terminology and key elements of e-sericals cataloguing with examples Focuses on challenges of e-journal cataloguing in aggregator database environments Explores local considerations for implimetation of commercial cataloguing products

As business becomes increasingly reliant on succeeding in export markets, the need for specialist knowledge in international trade is at its highest. With thorough explanations to describe the current international business environment as well as international case studies which include IKEA, Shell, Innocent Drinks, Ford, Match.com and Ryanair, The 30 Day MBA in International Business will boost your knowledge and help you play a more rounded role in shaping the direction of your organization. The 30 Day MBA in International Business covers all the essential elements of international trade and business, including international marketing strategy, managing international organizations and selecting global strategic partners as well as finance, accounting and human resource management. The 30 Day MBA in International Business is packed with links to free resources from the top business schools as well as an online

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list of sources to keep you informed on all the key business issues. Online supporting resources for this book include a bonus chapter on business communication, self-test question and answers and appendices.

We live in an information age that requires us, more than ever, to represent, access, and use information. Over the last several decades, we have developed a modern science and technology for information retrieval, relentlessly pursuing the vision of a "memex" that Vannevar Bush proposed in his seminal article, "As We May Think." Faceted search plays a key role in this program. Faceted search addresses weaknesses of conventional search approaches and has emerged as a foundation for interactive information retrieval. User studies demonstrate that faceted search provides more effective information-seeking support to users than best-first search. Indeed, faceted search has become increasingly prevalent in online information access systems, particularly for e-commerce and site search. In this lecture, we explore the history, theory, and practice of faceted search. Although we cannot hope to be exhaustive, our aim is to provide sufficient depth and breadth to offer a useful resource to both researchers and practitioners. Because faceted search is an area of interest to computer scientists, information scientists, interface designers, and usability researchers, we do not assume that the reader is a specialist in any of these fields. Rather, we offer a self-contained treatment of the topic, with an extensive bibliography for those who would like to pursue particular aspects in more depth. Table of Contents: I. Key Concepts / Introduction: What Are Facets? / Information Retrieval / Faceted Information Retrieval / II. Research and Practice / Academic Research / Commercial Applications / III. Practical Concerns / Back-End Concerns / Front-End Concerns / Conclusion / Glossary

Vital to businesses of all types, the fields of advertising,

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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 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.

"This title will inform and enlighten any reader who wants a glimpse of the past fifty years of technical services librarianship - the highs and the lows - and it may fortify and reenergize readers in today's tech services trenches and may encourage and pique the interest of tomorrow's library professionals."--BOOK JACKET.

What people are saying about Search Patterns "Search Patterns is a delight to read -- very thoughtful and thought provoking. It's the most comprehensive survey of designing

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effective search experiences I've seen." --Irene Au, Director of User Experience, Google "I love this book! Thanks to Peter and Jeffery, I now know that search (yes, boring old yucky who cares search) is one of the coolest ways around of looking at the world." --Dan Roam, author, *The Back of the Napkin* (Portfolio Hardcover) "Search Patterns is a playful guide to the practical concerns of search interface design. It contains a bonanza of screenshots and illustrations that capture the best of today's design practices and presents a fresh perspective on the broader role of search and discovery." --Marti Hearst, Professor, UC Berkeley and author, *Search User Interfaces* (Cambridge University Press) "It's not often I come across a book that asks profound questions about a fundamental human activity, and then proceeds to answer those questions with practical observations and suggestions. Search Patterns is an expedition into the heart of the web and human cognition, and for me it was a delightful journey that delivered scores of insights." --Dave Gray, Founder and Chairman, XPLANE "Search is swiftly transforming everything we know, yet people don't understand how mavens design search: by stacking breadcrumbs, scenting widgets, and keeping eyeballs on the engine. I urge you to put your eyeballs on this unique and important book." --Bruce Sterling, Writer, Futurist, and Co-Founder, The Electronic Frontier Foundation "As one who searches a lot (and often ends up frustrated), Search Patterns is a revelation." --Nigel Holmes, Designer, Theorist, and Principal, Explanation Graphics "Search Patterns is a fabulous must-have book! Inside, you'll learn the whys and wheres of practically every modern search design trick and technique." --Jared Spool, CEO and Founder, User Interface Engineering Search is among the most disruptive innovations of our time. It influences what we buy and where we go. It shapes how we learn and what we believe. In this provocative

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and inspiring book, you'll explore design patterns that apply across the categories of web, ecommerce, enterprise, desktop, mobile, social, and real-time search and discovery. Filled with colorful illustrations and examples, Search Patterns brings modern information retrieval to life, covering such diverse topics as relevance, faceted navigation, multi-touch, personalization, visualization, multi-sensory search, and augmented reality. By drawing on their own experience—as well as best practices and evidence-based research—the authors not only offer a practical guide to help you build effective search applications, they also challenge you to imagine the future of discovery. You'll find Search Patterns intriguing and invaluable, whether you're a web practitioner, mobile designer, search entrepreneur, or just interested in the topic. Discover a pattern language for search that embraces user psychology and behavior, information architecture, interaction design, and emerging technology Boost enterprise efficiency and e-commerce sales Enable mobile users to achieve goals, complete tasks, and find what they need Drive design innovation for search interfaces and applications This unique, concise and beautifully-illustrated guide allows students to identify over 650 of the common, widespread animals and seaweeds of the shore. User-friendly dichotomous keys are supported by details of diagnostic features and biology of each species. Now enhanced with 32 pages of colour, this much acclaimed guide is invaluable to students of marine biology at any level. Questions such as how does the species reproduce? What is its life-cycle? How does it feed? are answered in the notes accompanying each species to give a fascinating insight into the diversity and complexity of life on the

shore. The text is supported by an extensive glossary of scientific terms and a comprehensive bibliography is included to aid further study. The third edition builds on the excellent reviews of earlier editions and will continue to appeal to a wide readership, including students, teachers and naturalists.

Knowing about the open source alternative to integrated library systems and being able to make accurate comparisons can save a library tens to hundreds of thousands of dollars a year while more closely matching the library's functional needs.

Covers topics including HTTP methods and status codes, optimizing proxies, designing web crawlers, content negotiation, and load-balancing strategies.

The sea-star fauna of the region from Glacier Bay, Alaska, to Puget Sound in Washington, is the most diverse of all the temperate waters of the world.

Philip Lambert describes 43 species and subspecies of sea stars in the shallow coastal waters of northwestern North America. *Sea Stars* bridges the gap between academic and popular publications and is enhanced by illustrations and photographs, many in colour.

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