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Amazon Web Services For Dummies For Dummies

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AWS For Admins For Dummies John Wiley & Sons

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businesses how to use on-demand IT resources to help their companies grow. If you're like most people just getting their feet wet with this service, your first question is likely to be, "How do I get started with AWS?" This book answers that question—and a multitude more—in language you can understand and shows you how to put this Cloud computing service to work for you right away. AWS is immense and, naturally, intimidating, but with the help of this book, you'll peel back its many layers in no time! Provides overviews that explain what tasks the services perform and how they relate to each other Offers specific paths to follow in order to obtain a particular installation result Gets you started without making a huge investment Reduces the risk of failure by ensuring you understand available options as part of the configuration and usage process Stop wasting time and resources on hardware and software that's quickly outdated. Get started with AWS today!

Cloud Computing For Dummies *John Wiley & Sons*

Get your head—and your business—into the Cloud Cloud computing is no longer just a clever new toy in the world of IT infrastructure. Despite the nebulous name, it's become a real and important part of our information architecture—and tech professionals who ignore it or try to skim their way through risk falling behind rapidly. The new edition of Cloud Computing For Dummies gets you up to speed fast, clarifying your Cloud options, showing you where can save you time and money, giving you ways to frame your decisions, and helping you avoid weeks of research. In a friendly, easy-to-follow style, Cloud Computing For Dummies, 2nd Edition demystifies the Cloud's virtual landscape, breaking up a

complex and multi-layered topic into simple explanations that will make the various benefits clear and ultimately guide you toward making the most appropriate choices for your organization. Know the business case for the Cloud Understand hybrid and multi-cloud options Develop your Cloud strategy Get tips on best practices The Cloud is everywhere, and it can deliver amazing benefits to our lives and businesses. Get a much clearer vision of exactly how with Cloud Computing For Dummies—and you'll begin to see that the sky really is the limit!

Amazon Web Services For Dummies *John Wiley & Sons*

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and create a robust website that meets your needs Amazon Web Services For Dummies is exactly what you need to get your head in the cloud with Amazon Web Services!

AWS For Developers For Dummies *For Dummies*

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Virtualization For Dummies *John Wiley & Sons*

Virtualization has become a “megatrend”—and for good reason. Implementing virtualization allows for

more efficient utilization of network server capacity, simpler storage administration, reduced energy costs, and better use of corporate capital. In other words: virtualization helps you save money, energy, and space. Not bad, huh? If you're thinking about "going virtual" but have the feeling everyone else in the world understands exactly what that means while you're still virtually in the dark, take heart. *Virtualization for Dummies* gives you a thorough introduction to this hot topic and helps you evaluate if making the switch to a virtual environment is right for you. This fun and friendly guide starts with a detailed overview of exactly what virtualization is and exactly how it works, and then takes you on a tour of the benefits of a virtualized environment, such as added space in overcrowded data centers, lower operations costs through more efficient infrastructure administration, and reduced energy costs through server consolidation. Next, you'll get step-by-step guidance on how to: Perform a server virtualization cost versus benefit analysis Weigh server virtualization options Choose hardware for your server virtualization project Create a virtualized software environment Migrate to—and manage—your new virtualized environment Whether you're an IT manager looking to sell the idea to your boss, or just want to learn more about how to create, migrate to, and successfully manage a virtualized environment, *Virtualization for Dummies* is your go-to guide for virtually everything you need to know.

Learning Amazon Web Services (AWS)

A Hands-On Guide to the

Fundamentals of AWS Cloud *Addison-Wesley Professional*

Learning Amazon Web Services (AWS) is a clear, complete, practical, and hands-on introduction to the world's leading cloud platform -- a perfect resource for everyone who needs to understand AWS, whatever their previous IT background. Top cloud trainer and evangelist Mark Wilkins covers all you need to know to succeed with AWS, introducing each key concept in the context of a book-length case study. He teaches best practices that fully align with Amazon's Well Architected Framework, the basis of all AWS certifications -- making this guide a valuable learning tool for those seeking to demonstrate their expertise by pursuing formal certification. Wilkins introduces new concepts based on how they are presented in the AWS self-service portal, making his coverage even easier to learn from and practice with. Coverage includes: The big picture: What AWS is, how it has evolved, and how it can help you Foundation Core Services: compute, network, storage, and databases Implementing AWS Compute Services and EC2 instances (and understanding their pricing) Enforcing AWS security, compliance, and control Leveraging AWS Networking Services, including VPC, CIDR, DHCP, NAT, Internet gateways, endpoints, and VPNs Utilizing AWS cloud storage and databases Efficiently administering and managing AWS

AWS for Developers For Dummies *John Wiley & Sons*

Everything you need to get running with IaaS for Amazon Web Services Modern businesses rely on Infrastructure-as-a-Service (IaaS)—a setup in which someone else foots the bill to create application environments—and

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Tomorrow 3.0 *Cambridge University Press*

Munger predicts that smartphones will allow the 'transactions cost economy' to commodify excess capacity, promoting sharing instead of owning.m

101 "e;Insanely Great"e; Resources -- Big Data *eBook Partnership*

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Forever Contemporary: The Economics of Ronald Coase *London Publishing Partnership*

Ronald Coase is one of the most important economists of the twentieth century. Amongst other great achievements, Coase taught us why firms exist and how we can better understand how to solve environmental problems. He also made a profound contribution to our understanding of the provision of so-called "public goods" and helped join the often distinct intellectual fields of law and economics. Coase coined the phrase "blackboard economics" to describe an approach to economics that involved ignoring what happens in practice and, instead, led the profession to obsess with theory. He once said: 'If economists wished to study the horse, they wouldn't go and look at horses. They'd sit in their studies and say to themselves, "what would I do if I were a horse?"' There is much that students, teachers, policymakers and regulators can learn from the economics of Ronald Coase, and he will, no doubt, provide a rich seam of material for decades to come. The authors of this short book have taken up the challenge. They apply Coase's ideas to a number of different areas of economics and, in doing so, provide a practical and very readable introduction to a number of topics that have direct relevance for regulation and for public policy.

Getting a Web Development Job For Dummies *John Wiley & Sons*

Provides information on pursuing a career in web development, including the major categories of web development jobs, the necessary skills, how to build a resume and develop a web portfolio, and how to use online job boards.

Networking All-in-One For Dummies *John Wiley & Sons*

Becoming a master of networking has never been easier. Whether you're in charge of a small network or a large network, *Networking All-in-One* is full of the information you'll need to set up a network and keep it functioning. Fully updated to capture the latest Windows 10 releases through Spring 2018, this is the comprehensive guide to setting up, managing, and securing a successful network. Inside, nine minibooks cover essential, up-to-date information for networking in systems such as Windows 10 and Linux, as well as best practices for security, mobile and cloud-based networking, and much more. Serves as a single source for the most-often needed network administration information. Covers the latest trends in networking. Get nine detailed and easy-to-understand networking minibooks in one affordable package. *Networking All-in-One For Dummies* is the perfect beginner's guide as well as the professional's ideal reference book.

Anticipate Industry Disruption Take Your IT to the Next Level *Lulu Press, Inc*

Digital transformation isn't narrowed to technology and to some extent to technical matters; it's primarily a transformation of two pillars of your business: the operating model and infrastructure. By telling business leaders a different story, stressing IT tools and infrastructure, the major IT vendors aren't helping. In this book of his *The Future of Your IT Series™*, digital transformation strategist Philippe Abdoulaye shares three of his major articles featured in the prestigious technology news website CIO.com from the International Data Group (IDG). The

reasons to adopt a new IT paradigm, the digital disruption impacts on the business particularly on the IT function, the new IT function's structure, processes, practices, tools, infrastructures and governance capability are explored and clearly explained. This book is written to provide business and IT practitioners the philosophy, approach, principles, and methodology they need to be instrumental to their business transformation.

Cloud Computing For Dummies *John Wiley & Sons*

Get your head—and your business—into the Cloud Cloud computing is no longer just a clever new toy in the world of IT infrastructure. Despite the nebulous name, it's become a real and important part of our information architecture—and tech professionals who ignore it or try to skim their way through risk falling behind rapidly. The new edition of *Cloud Computing For Dummies* gets you up to speed fast, clarifying your Cloud options, showing you where can save you time and money, giving you ways to frame your decisions, and helping you avoid weeks of research. In a friendly, easy-to-follow style, *Cloud Computing For Dummies*, 2nd Edition demystifies the Cloud's virtual landscape, breaking up a complex and multi-layered topic into simple explanations that will make the various benefits clear and ultimately guide you toward making the most appropriate choices for your organization. Know the business case for the Cloud Understand hybrid and multi-cloud options Develop your Cloud strategy Get tips on best practices The Cloud is everywhere, and it can deliver amazing benefits to our lives and businesses. Get a much clearer vision of

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Selling on Amazon For Dummies *John Wiley & Sons*

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Hybrid Cloud For Dummies *John Wiley & Sons*

Choose the right combination of public, private, and datacenter resources to empower your business Hybrid clouds are transforming the way that organizations do business. This handy guide helps you find out what this new

clouddeployment model is all about. You'll get down- to-earthinformation about cloud technology, questions to consider, and howto plan and deliver your move to a hybrid environment. Constructing the cloud — learn the basic concepts of thehybrid cloud from both a technical and business perspective Delivering cloud services — dive deeper into the actualfoundational elements of the hybrid cloud Identifying business value — determine your hybrid cloudneeds based on your business objectives Unified hybrid environments — find out what it means tocreate a computing environment that brings elements of the datacenter together with public and private cloud services Making it work — examine the steps you need to take tomake this new architectural approach work — includingsecurity, governance, data, integration, monitoring, and more Get your ticket to the cloud — tips on how to talk tocloud providers and plan for the service you choose Open the book and find: Different cloud deployment models and what differentiates ahybrid cloud from other cloud models The impact of the hybrid cloud on cloud delivery models Why service orientation matters in a hybrid cloud Ways to develop and deploy applications in a hybrid world Guidance in finding the right hybrid cloud service providers Security and governance in a hybrid model The role of workload optimization in hybrid environments Learn to: Recognize the benefits and challenges of a hybrid cloud Efficiently deliver and manage cloud services Understand the impact of emerging cloud standards Protect customer data with sound security practices

Networking For Dummies *John Wiley & Sons*

The #1 bestselling beginner's guide to computer networking—now in a new edition Need networking know-how, but don't know where to turn? Run—don't walk—to the no-nonsense networking guidance offered in this friendly guide! Whether you're a networking administrator or an everyday computer user looking to set up a network in your home or office, *Networking For Dummies* seamlessly gets you connected with the basics and gives you the knowledge to work out whatever kinks may come your way—in no time. A network can make everything in your home or office run more smoothly and easily, but setting one up can be challenging for even the most computer-savvy people. Well, relax—this bestselling guide has you covered! Inside, you'll find step-by-step instructions on setting up and maintaining a network, working with broadband and wireless technologies, ensuring you're following best practices with storage and back-up procedures, building a wired or wireless network, and much more. Set up a network for all major operating systems Secure, optimize, and troubleshoot your network Create an intranet and use the Cloud safely Make sense of the latest updates to Windows 10 Don't let a thorny networking issue get the best of you! Heed the simple guidance in this friendly guide and effectively network your way to more effective shared data and resources.

Data Lakes For Dummies *John Wiley & Sons*

Take a dive into data lakes “Data lakes” is the latest buzz word in the world of data storage, management, and analysis. *Data Lakes For Dummies* decodes and demystifies the concept and helps you get a straightforward

answer the question: “What exactly is a data lake and do I need one for my business?” Written for an audience of technology decision makers tasked with keeping up with the latest and greatest data options, this book provides the perfect introductory survey of these novel and growing features of the information landscape. It explains how they can help your business, what they can (and can’t) achieve, and what you need to do to create the lake that best suits your particular needs. With a minimum of jargon, prolific tech author and business intelligence consultant Alan Simon explains how data lakes differ from other data storage paradigms. Once you’ve got the background picture, he maps out ways you can add a data lake to your business systems; migrate existing information and switch on the fresh data supply; clean up the product; and open channels to the best intelligence software for to interpreting what you’ve stored. Understand and build data lake architecture Store, clean, and synchronize new and existing data Compare the best data lake vendors Structure raw data and produce usable analytics Whatever your business, data lakes are going to form ever more prominent parts of the information universe every business should have access to. Dive into this book to start exploring the deep competitive advantage they make possible—and make sure your business isn’t left standing on the shore.

Microsoft Azure For Dummies *John Wiley & Sons*

Your roadmap to Microsoft Azure Azure is Microsoft’s flagship cloud computing platform. With over 600 services available to over 44 geographic regions,

it would take a library of books to cover the entire Azure ecosystem. Microsoft Azure For Dummies offers a shortcut to getting familiar with Azure’s core product offerings used by the majority of its subscribers. It’s a perfect choice for those looking to gain a quick, basic understanding of this ever-evolving public cloud platform. Written by a Microsoft MVP and Microsoft Certified Azure Solutions Architect, Microsoft Azure For Dummies covers building virtual networks, configuring cloud-based virtual machines, launching and scaling web applications, migrating on-premises services to Azure, and keeping your Azure resources secure and compliant. Migrate your applications and services to Azure with confidence Manage virtual machines smarter than you’ve done on premises Deploy web applications that scale dynamically to save you money and effort Apply Microsoft’s latest security technologies to ensure compliance to maintain data privacy With more and more businesses making the leap to run their applications and services on Microsoft Azure, basic understanding of the technology is becoming essential. Microsoft Azure For Dummies offers a fast and easy first step into the Microsoft public cloud.

Python All-in-One For Dummies *John Wiley & Sons*

The one-stop resource for all your Python queries Powerful and flexible, Python is one of the most popular programming languages in the world. It’s got all the right stuff for the software driving the cutting-edge of the development world—machine learning, robotics, artificial intelligence, data science, etc. The good news is that it’s also pretty straightforward to learn, with a simplified syntax, natural-language

flow, and an amazingly supportive user community. The latest edition of *Python All-in-One For Dummies* gives you an inside look at the exciting possibilities offered in the Python world and provides a springboard to launch yourself into wherever you want your coding career to take you. These 7 straightforward and friendly mini-books assume the reader is a beginning programmer, and cover everything from the basic elements of Python code to introductions to the specific applications where you'll use it. Intended as a hands-on reference, the focus is on practice over theory, providing you with examples to follow as well as code for you to copy and start modifying in the "real world"—helping you get up and running in your area of interest almost right away. This means you'll be finishing off your first app or building and remote-controlling your own robot much faster than you can believe. Get a thorough grounding in the language basics. Learn how the syntax is applied in high-profile industries. Apply Python to projects in enterprise. Find out how Python can get you into hot careers in AI, big data, and more. Whether you're a newbie coder or just want to add Python to your magic box of tricks, this is the perfect, practical introduction—and one you'll return to as you grow your career.

DevOps For Dummies *John Wiley & Sons*

Develop faster with DevOps. DevOps embraces a culture of unifying the creation and distribution of technology in a way that allows for faster release cycles and more resource-efficient product updating. *DevOps For Dummies* provides a guidebook for those on the development or operations side in need of a primer on this way of working.

Inside, DevOps evangelist Emily Freeman provides a roadmap for adopting the management and technology tools, as well as the culture changes, needed to dive head-first into DevOps. Identify your organization's needs. Create a DevOps framework. Change your organizational structure. Manage projects in the DevOps world. *DevOps For Dummies* is essential reading for developers and operations professionals in the early stages of DevOps adoption.

Mining Amazon Web Services

Building Applications with the Amazon API *John Wiley & Sons*

Profit with Amazon Web Services—as a Buyer, Seller, or Independent Developer. In a few short years, Amazon has evolved from an online bookstore into a complex marketplace comprised of thousands of vendors, millions of customers, and an ever-widening selection of products. With the launch of Amazon Web Services, buyers and sellers have unprecedented access to the immense body of data underpinning this marketplace. *Mining Amazon Web Services: Building Applications with the Amazon API* shows you what you can do with these powerful tools, and exactly how to do it. As a buyer, you'll build applications that let you comparison-shop far more effectively, consistently saving money and finding exactly the right product. As a seller, you'll leverage Amazon Web Services in ways that help you attract more customers, make more commissioned referrals, and improve your bottom line. This book is also a great resource for independent developers who want to create and publish—even make money with—applications for others. Here's

some of what you'll find covered inside:
 Performing complex product searches
 Analyzing the data obtained in your searches
 Connecting Amazon Web Services to a local database
 Building a Web Services-based shopping cart
 Using Amazon-supported search technologies, including XML over HTTP and SOAP
 Improving speed and reliability
 Building applications for mobile devices
 Building and publishing applications for others
 All that's required is some basic experience with any one of several programming languages, including VBA, Visual Basic 6, Visual C++ 6, Visual Basic .NET, Visual C# .NET, Java, and PHP, all of which are fully represented in the book's downloadable code.

Alexa For Dummies *John Wiley & Sons*

Upgrade your Echo expertise with this Dummies guide to all things Alexa. Amazon's hugely popular family of Echo devices has made Alexa a household name. She can answer your questions, entertain you, and even help around the house. Alexa for Dummies is the perfect guide for Alexa users who want to get up and running with their Echo devices. From basic setup to making the most of Alexa's powerful smart home capabilities, this is your one-stop resource to all things Alexa. Whether you'll use Alexa to send text messages, play music, control your thermostat, look up recipes, replenish your pantry, or just search the internet for information, you'll find detailed instructions in this fun and easy-to-understand guide. Set up and personalize your Alexa device with an Amazon account and custom settings, including your preferred Alexa voice. Use Alexa to play music throughout your home, stream videos online, and meet all your entertainment needs. Unlock the power of advanced features like Alexa

Skills and make your Alexa accessible. Turn your ordinary house into a modern smart home with advanced smart home features and Echo accessories. The virtual assistant you've dreamed of is now a reality with your favorite Echo device. Let Alexa For Dummies make your wish Alexa's command.

Getting a Big Data Job For Dummies

John Wiley & Sons

Hone your analytic talents and become part of the next big thing. Getting a Big Data Job For Dummies is the ultimate guide to landing a position in one of the fastest-growing fields in the modern economy. Learn exactly what "big data" means, why it's so important across all industries, and how you can obtain one of the most sought-after skill sets of the decade. This book walks you through the process of identifying your ideal big data job, shaping the perfect resume, and nailing the interview, all in one easy-to-read guide. Companies from all industries, including finance, technology, medicine, and defense, are harnessing massive amounts of data to reap a competitive advantage. The demand for big data professionals is growing every year, and experts forecast an estimated 1.9 million additional U.S. jobs in big data by 2015. Whether your niche is developing the technology, handling the data, or analyzing the results, turning your attention to a career in big data can lead to a more secure, more lucrative career path. Getting a Big Data Job For Dummies provides an overview of the big data career arc, and then shows you how to get your foot in the door with topics like: The education you need to succeed. The range of big data career path options. An overview of major big data employers. A plan to develop your job-landing strategy. Your analytic

inclinations may be your ticket to long-lasting success. In a highly competitive job market, developing your data skills can create a situation where you pick your employer rather than the other way around. If you're ready to get in on the ground floor of the next big thing, *Getting a Big Data Job For Dummies* will teach you everything you need to know to get started today.

Cloud Security For Dummies *John Wiley & Sons*

Embrace the cloud and kick hackers to the curb with this accessible guide on cloud security. Cloud technology has changed the way we approach technology. It's also given rise to a new set of security challenges caused by bad actors who seek to exploit vulnerabilities in a digital infrastructure. You can put the kibosh on these hackers and their dirty deeds by hardening the walls that protect your data. Using the practical techniques discussed in *Cloud Security For Dummies*, you'll mitigate the risk of a data breach by building security into your network from the bottom-up. Learn how to set your security policies to balance ease-of-use and data protection and work with tools provided by vendors trusted around the world. This book offers step-by-step demonstrations of how to: Establish effective security protocols for your cloud application, network, and infrastructure. Manage and use the security tools provided by different cloud vendors. Deliver security audits that reveal hidden flaws in your security setup and ensure compliance with regulatory frameworks. As firms around the world continue to expand their use of cloud technology, the cloud is becoming a bigger and bigger part of our lives. You can help safeguard this critical component of modern IT

architecture with the straightforward strategies and hands-on techniques discussed in this book.

Statistics for Big Data For Dummies

John Wiley & Sons

The fast and easy way to make sense of statistics for big data. Does the subject of data analysis make you dizzy? You've come to the right place! *Statistics For Big Data For Dummies* breaks this often-overwhelming subject down into easily digestible parts, offering new and aspiring data analysts the foundation they need to be successful in the field. Inside, you'll find an easy-to-follow introduction to exploratory data analysis, the lowdown on collecting, cleaning, and organizing data, everything you need to know about interpreting data using common software and programming languages, plain-English explanations of how to make sense of data in the real world, and much more. Data has never been easier to come by, and the tools students and professionals need to enter the world of big data are based on applied statistics. While the word "statistics" alone can evoke feelings of anxiety in even the most confident student or professional, it doesn't have to. Written in the familiar and friendly tone that has defined the *For Dummies* brand for more than twenty years, *Statistics For Big Data For Dummies* takes the intimidation out of the subject, offering clear explanations and tons of step-by-step instruction to help you make sense of data mining—without losing your cool. Helps you to identify valid, useful, and understandable patterns in data. Provides guidance on extracting previously unknown information from large databases. Shows you how to discover patterns available in big data. Gives you

access to the latest tools and techniques for working in big data. If you're a student enrolled in a related Applied Statistics course or a professional looking to expand your skillset, *Statistics For Big Data For Dummies* gives you access to everything you need to succeed.

Affiliate Marketing For Dummies

John Wiley & Sons

Get Your Piece of the Hottest Business Online Today! Affiliate marketing is your route to earning some serious bucks. Thousands of companies both large & small like Amazon, Sears, Best Buy, Overstock, Lowe's, Priceline & others have programs so you can profit from the thousands of products they offer. Affiliate marketing is ideal for bloggers looking to monetize their work. This is a multibillion-dollar market, and there are 10+ million people involved in the biz worldwide. There's always room for more because the opportunity keeps growing as more and more companies offer affiliate programs. *Affiliate Marketing For Dummies* shows you how to get a slice of the pie! Choose the right affiliate product or service for you. Find the best affiliate programs for you. Find the best affiliate marketing strategies. *Affiliate Marketing for Dummies* is your friendly step-by-step guide to getting in on this moneymaker—big time.

Facebook Application Development For Dummies

John Wiley & Sons

A fun and easy guide to creating the next great Facebook app! Want to build the next runaway Facebook app like Farmville or Mafia Wars? Interested in leveraging Facebook app development as part of a marketing strategy? Whether you want to build your own Facebook app from scratch, extend an existing Facebook app, or create a

game, this book gets you up and running in no time. Master the Facebook toolkit, get acquainted with the Facebook Markup and Query languages, navigate the Facebook API—even learn how to make money with your new app! Shows you how to build the next great Facebook application with just basic HTML and scripting skills. Delves into what makes a good app and what makes a lucrative app. Explores how to create Facebook apps for marketing and viral reach, creating apps that can make money, and Facebook game development. Reviews the Facebook toolkit and gets you started with the My First Facebook application. Covers Facebook Markup and Query languages, navigating the Facebook API, and how to create a compelling interface. Create the next killer Facebook app with this approachable, fun guide!

Getting a Big Data Job For Dummies

John Wiley & Sons

Hone your analytic talents and become part of the next big thing. *Getting a Big Data Job For Dummies* is the ultimate guide to landing a position in one of the fastest-growing fields in the modern economy. Learn exactly what "big data" means, why it's so important across all industries, and how you can obtain one of the most sought-after skill sets of the decade. This book walks you through the process of identifying your ideal big data job, shaping the perfect resume, and nailing the interview, all in one easy-to-read guide. Companies from all industries, including finance, technology, medicine, and defense, are harnessing massive amounts of data to reap a competitive advantage. The demand for big data professionals is growing every year, and experts forecast an estimated 1.9 million additional U.S. jobs in big

data by 2015. Whether your niche is developing the technology, handling the data, or analyzing the results, turning your attention to a career in big data can lead to a more secure, more lucrative career path. Getting a Big Data Job For Dummies provides an overview of the big data career arc, and then shows you how to get your foot in the door with topics like: The education you need to succeed The range of big data career path options An overview of major big data employers A plan to develop your job-landing strategy Your analytic inclinations may be your ticket to long-lasting success. In a highly competitive job market, developing your data skills can create a situation where you pick your employer rather than the other way around. If you're ready to get in on the ground floor of the next big thing, Getting a Big Data Job For Dummies will teach you everything you need to know to get started today.

Slack For Dummies *John Wiley & Sons*
Say goodbye to the old, inefficient way of working Have you ever wondered what it would feel like to be less overwhelmed, more efficient, and more engaged at work? Imagine being able to quickly and easily locate key documents and conversations. Every day, more than twelve million employees need not wonder. By using a remarkably useful, flexible, popular, affordable, and intuitive tool called Slack, they have fundamentally changed how they work. Slack For Dummies provides an approachable road map to understanding how to use Slack to maximum effect. This easy-to-use reference guide explores the Slack user interface and its key features. It walks you through the process of setting up workspaces, channels, and threads. It

also offers insight on how to get your colleagues on board with this modern way of communicating and collaborating. Navigate Slack's user interface and understand its key features Guide you through the process of creating workspaces, channels, and threads Provide additional context to group and individual messages Extend the power of Slack with third-party apps and integrations Improve employee morale and productivity Slack For Dummies is a full-color, step-by-step resource that will change the way that you communicate and collaborate with your colleagues—for the better and for good.

Syndicating Web Sites with RSS Feeds For Dummies *John Wiley & Sons*

So you have a business and you have a Web site. Bravo! You're doing all the right things to be successful. But wait — the information on your Web site needs to be updated, and your customers need to know. Good heavens, didn't you spend half of last week doing that? There's got to be a quicker, easier way to keep your clientele informed, and while we're at it, how about building your business too? RSS can come to your rescue, but first you need to know what it is and how to use it. Syndicating Web Sites With RSS Feeds For Dummies has what you need to know to get up and running fast—and with today's flood of constantly-changing information, "fast" is a top priority. Here, in plain English, you'll find out how to: Use RSS to drive traffic to your Web site and build brand awareness Choose and install the right software, set up RSS feeds, and decide on the format that meets your needs Create RSS feeds from scratch, or put a news reader on your Web site Improve your site's ranking in search engines and build customer loyalty Enable your

customers to choose when and how they receive updated information Tailor information for your audience and publish all your updates quickly and easily Promote your RSS feed and explain to your customers how to use it Provide added value for your customers Making the most of RSS can make life easier for both you and those who do business with you. Syndicating Web Sites With RSS Feeds For Dummies will help you maintain fresh content for your Web site, blog, or e-zine, promote your site and establish links to it, and even update vital documents like employee guides, price lists, and procedures manuals, quickly and easily.

Big Data For Small Business For Dummies *John Wiley & Sons*

Capitalise on big data to add value to your small business Written by bestselling author and big data expert Bernard Marr, *Big Data For Small Business For Dummies* helps you understand what big data actually is—and how you can analyse and use it to improve your business. Free of confusing jargon and complemented with lots of step-by-step guidance and helpful advice, it quickly and painlessly helps you get the most from using big data in a small business. Business data has been around for a long time. Unfortunately, it was trapped away in overcrowded filing cabinets and on archaic floppy disks. Now, thanks to technology and new tools that display complex databases in a much simpler manner, small businesses can benefit from the big data that's been hiding right under their noses. With the help of this friendly guide, you'll discover how to get your hands on big data to develop new offerings, products and services; understand technological change; create

an infrastructure; develop strategies; and make smarter business decisions. Shows you how to use big data to make sense of user activity on social networks and customer transactions Demonstrates how to capture, store, search, share, analyse and visualise analytics Helps you turn your data into actionable insights Explains how to use big data to your advantage in order to transform your small business If you're a small business owner or employee, *Big Data For Small Business For Dummies* helps you harness the hottest commodity on the market today in order to take your company to new heights.

Business Plans For Dummies *John Wiley & Sons*

Plan to succeed as an entrepreneur—we show you how *Business Plans For Dummies* can guide you, as a new or aspiring business owner, through the process of creating a comprehensive, accurate, and useful business plan. In fact, it is just as appropriate for an already up-and-running firm that realizes it's now time for a full-bore check-up, to ensure the business is in tip-top shape to meet the challenges of the globalized, digitized, and constantly changing 21st Century. This edition of is fully updated, featuring the most recent practices in the business world. Let us walk you through each step of the planning process. You'll find everything you need in this one book, so you can finally stop googling, close all those browser tabs, and get organized and get going. Updates to this new revision include knowing how to pivot when your situation changes, recognizing the need for diversity and inclusion in the workplace, where to tap the latest funding sources, and how to plan for a digital strategy, market disruption, and

environmental sustainability. You'll also learn how today's globalized marketplace influences your business—and how you can use social media to influence your customers right back. Learn the ins and out of creating a business plan that will actually work. Set effective goals and objectives so your business can find success. Wow investors with your knowledge of today's important business trends. Map out your finances, marketing plan, and operational blueprint—then confidently get to work! Challenge the traditional framework by building a business plan that's workable in today's reality. Dummies is here to help.

PHP, MySQL, & JavaScript All-in-One For Dummies *John Wiley & Sons*

Explore the engine that drives the internet. It takes a powerful suite of technologies to drive the most-visited websites in the world. PHP, MySQL, JavaScript, and other web-building languages serve as the foundation for application development and programming projects at all levels of the web. Dig into this all-in-one book to get a grasp on these in-demand skills, and figure out how to apply them to become a professional web builder. You'll get valuable information from seven handy books covering the pieces of web programming, HTML5 & CSS3, JavaScript, PHP, MySQL, creating object-oriented programs, and using PHP frameworks. Helps you grasp the technologies that power web applications. Covers PHP version 7.2. Includes coverage of the latest updates in web development. Perfect for developers to use to solve problems. This book is ideal for the inexperienced programmer interested in adding these skills to their toolbox. New coders

who've made it through an online course or boot camp will also find great value in how this book builds on what you already know.

FinTech For Dummies *John Wiley & Sons*

This comprehensive, hands-on guide is the go-to source for everything you need to confidently navigate the ever-changing scene of this booming industry. FinTech For Dummies will shed light on this rapidly changing landscape making it an invaluable source of information for anybody working in or interested in this space. This book provides insights, knowledge and guidance from industry experts Steve O'Hanlon and Susanne Chishti on the following: Gaining insight into the fastest growing market segment of the financial markets. Learning the core decision making to effect a growth plan. Securing knowledge of the fastest growing fintech companies in the world. Navigating the fintech world. The ingredients into building a FinTech company.

Green Home Computing For Dummies *John Wiley & Sons*

It can be easy to be green! Follow these suggestions and help save the planet. Get on board the green machine! Here's how to assess your technology's green factor and make small changes with big impact. You'll also find tips for using technology in green ways and advice on getting rid of old devices in an environmentally friendly way. Learn what to buy, when to upgrade, where to find green ideas, and much more. Watch your step — calculate the size of your carbon footprint and see how much your electronics contribute to it. Do your home work — find great advice to help you make the case to your employer for

telecommuting options You have the power — to use less energy, and you'll find lots of ways to do that Green upgrades — discover how to give your current computer a green makeover Buying green — learn what to look for when shopping for a new computer and peripherals When it's time to retire your electronic devices — uncover earth-friendly ways to recycle your old computer and be sure you don't give away your personal data Sharing is good — see how home networks, device sharing, and Windows Home Server can protect the planet The green cloud — find out why cloud computing makes green sense Open the book and find: What the Energy Star can tell you Tips for reducing energy use throughout your home The difference between Energy Star and EnergyGuide How to decide what to print and what to read on an electronic device Ten great places to

find green hints Definitions of common green terms How to prepare equipment for recycling Guidelines for setting up a green home office

VBA For Dummies *John Wiley & Sons*

VBA helps you put your computer in its place Write programs that automate tasks and make Office 2007 work better for you If your computer is becoming your boss instead of your servant, start using VBA to tell it what to do! Here's the latest on the VBA IDE and program containers, debugging and controlling your programs, working with multiple applications using a single program, and the most exciting stuff -- programming for all the Office 2007 applications. Discover how to Customize an application's interface Quick-launch a VBA program Store and modify information Use VBA with the Ribbon Understand object-oriented programming Avoid runtime errors