

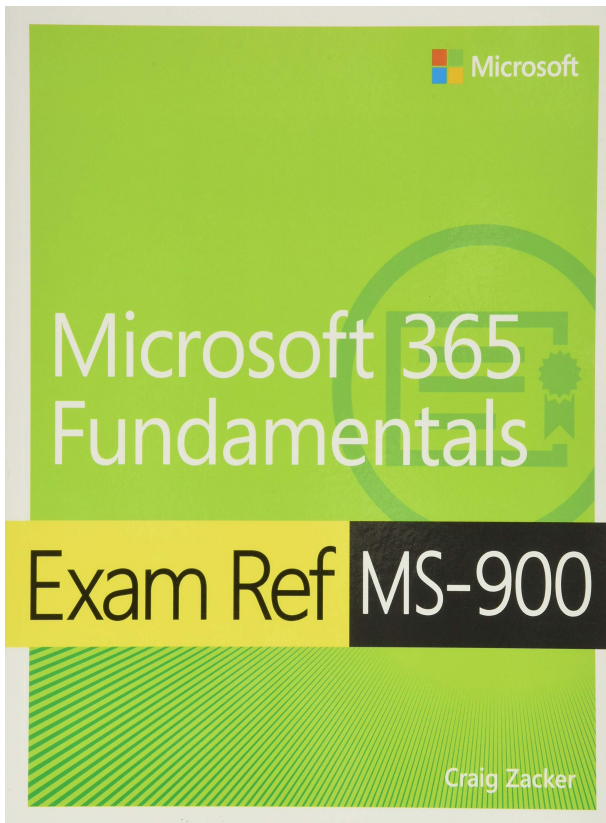


Microsoft 365 Fundamentals

Exam Ref MS-900

Craig Zacker

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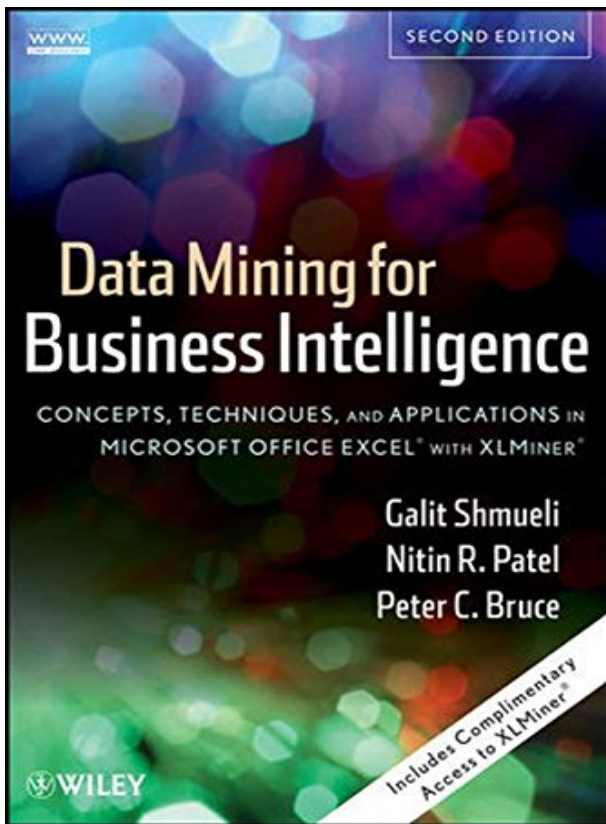
Microsoft 365 Fundamentals Exam Ref MS-900

Book Synopsis

Prepare for Microsoft Exam MS-900-and help demonstrate your mastery of real-world foundational knowledge about the considerations and benefits of adopting cloud services and the Software as a Service cloud model, as well as specific options and benefits of Microsoft 365 cloud service offerings. Designed for IT professionals, Exam Ref focuses on critical thinking and decision-making acumen needed for success at the Microsoft Certified Fundamentals level. Focus on the expertise measured by these objectives: Understand cloud concepts Understand core Microsoft 365 services and concepts Understand security, compliance, privacy, and trust in Microsoft 365 Understand Microsoft 365 pricing and support This Microsoft Exam Ref: Organizes its coverage by exam objectives Features strategic,

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Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner



Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner

Book Synopsis

Data Mining for Business Intelligence, Second Edition uses real data and actual cases to illustrate the applicability of data mining (DM) intelligence in the development of successful business models. Featuring complimentary access to XLMiner, the Microsoft Office Excel add-in, this book allows readers to follow along and implement algorithms at their own speed, with a minimal learning curve. In addition, students and practitioners of DM techniques are presented with hands-on, business-oriented applications. An abundant amount of exercises and examples, now doubled in number in the second edition, are provided to motivate learning and understanding. This book helps readers understand the beneficial relationship that can be established between DM and smart business practices, and is an

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Online Marketing for Busy Authors: A Step-by-Step Guide



Foreword by S.C. GWYNNE
New York Times Bestselling Author and Pulitzer Finalist

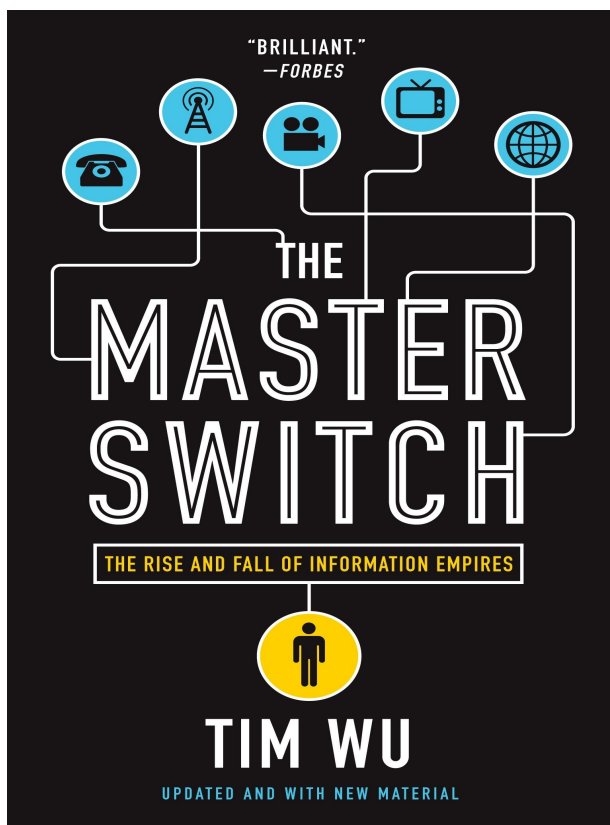
Online Marketing for Busy Authors: A Step-by-Step Guide

Book Synopsis

If You Want People to Read Your Book, Writing It Is Only the Beginning There has truly never been a better time to be an author. For the first time, authors have direct access to the public via the Internet and can create a community eagerly awaiting their book. But where do new authors start? How do they sort through the dizzying range of online options? Where should they spend their time online and what should they be doing? Enter Fauzia Burke, a digital book marketing pioneer and friend of overwhelmed writers everywhere. She takes authors step-by-step through the process of identifying their unique personal brand, defining their audience, clarifying their aspirations and goals, and setting priorities. She offers advice on designing a successful website, building a mailing list of

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The Master Switch: The Rise and Fall of Information Empires



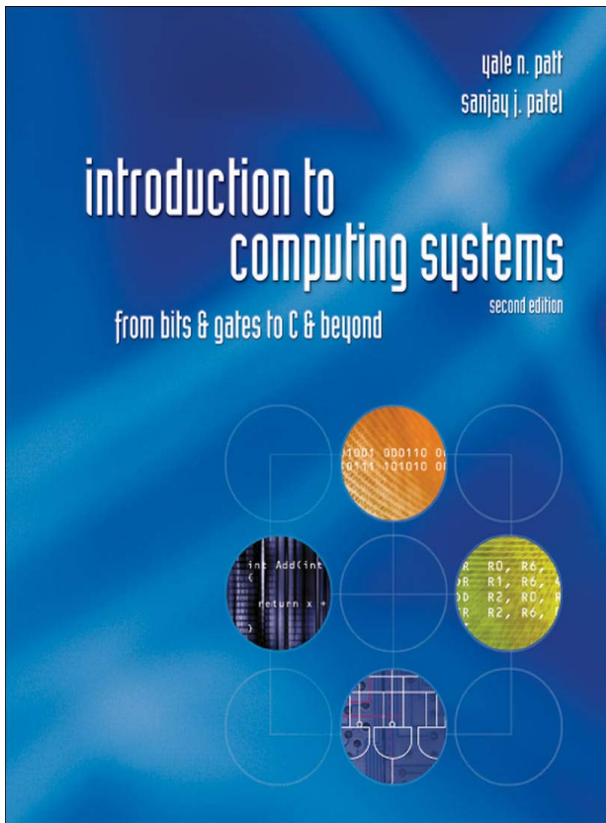
The Master Switch: The Rise and Fall of Information Empires

Book Synopsis

It is easy to forget that every development in the history of the American information industry—from the telephone to radio to film—once existed in an open and chaotic marketplace inhabited by entrepreneurs and utopians, just as the Internet does today. Each of these, however, grew to be dominated by a monopolist or cartel. In this pathbreaking book, Tim Wu asks: will the Internet follow the same fate? Could the Web—the entire flow of American information—come to be ruled by a corporate leviathan in possession of the master switch? Analyzing the strategic maneuvers of today's great information powers—Apple, Google, and an eerily resurgent AT&TWu uncovers a time-honored pattern in which invention begets industry and industry begets empire. He shows how a battle royale for Internet's

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Introduction to Computing Systems: From Bits and Gates to C and Beyond



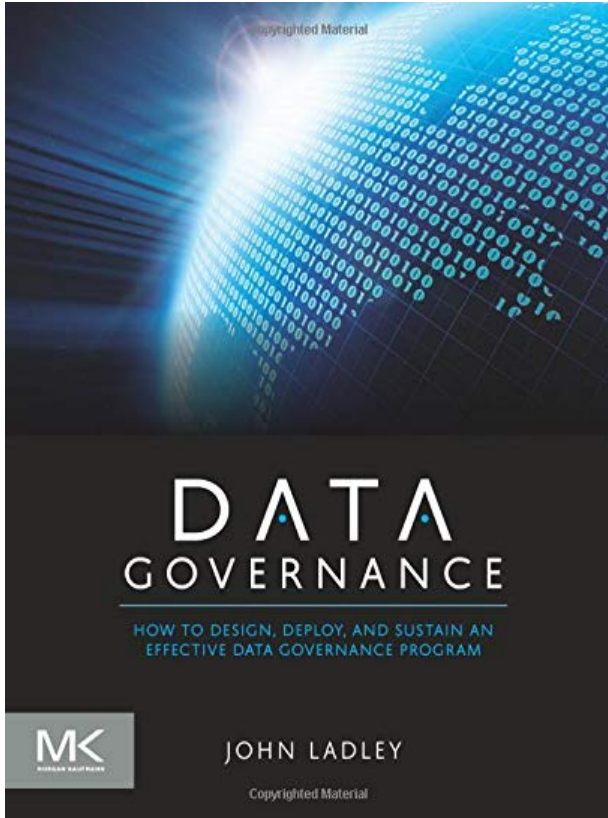
Introduction to Computing Systems: From Bits and Gates to C and Beyond

Book Synopsis

Introduction to Computing Systems: From bits & gates to C & beyond, now in its second edition, is designed to give students a better understanding of computing early in their college careers in order to give them a stronger foundation for later courses. The book is in two parts: (a) the underlying structure of a computer, and (b) programming in a high level language and programming methodology. To understand the computer, the authors introduce the LC-3 and provide the LC-3 Simulator to give students hands-on access for testing what they learn. To develop their understanding of programming and programming methodology, they use the C programming language. The book takes a motivated bottom-up approach, where the students first get exposed to the big picture and then start at the bottom and

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Data Governance: How to Design, Deploy and Sustain an Effective Data Governance Program (The Morgan Kaufmann Series on Bus...



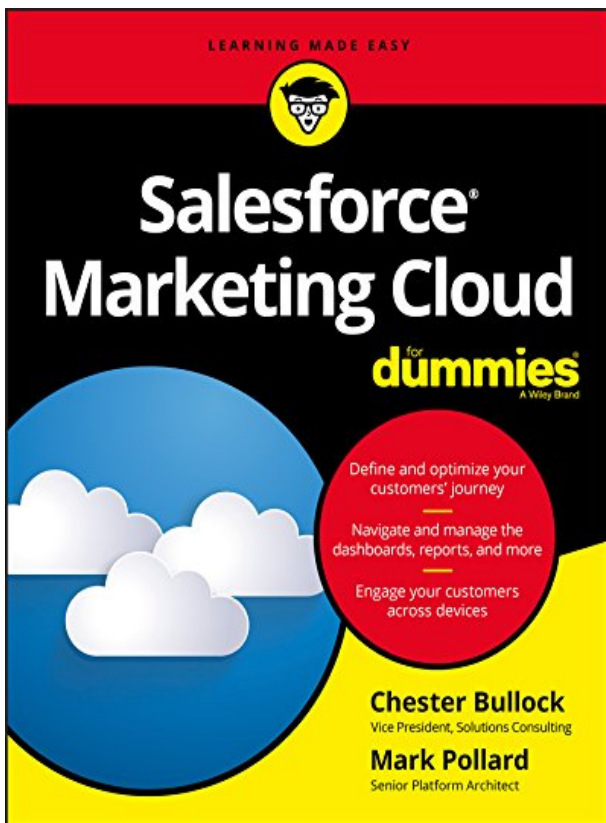
Data Governance: How to Design, Deploy and Sustain an Effective Data Governance Program (The Morgan Kaufmann Series on Bus...

Book Synopsis

This book is for any manager or team leader that has the green light to implement a data governance program. The problem of managing data continues to grow with issues surrounding cost of storage, exponential growth, as well as administrative, management and security concerns - the solution to being able to scale all of these issues up is data governance which provides better services to users and saves money. What you will find in this book is an overview of why data governance is needed, how to design, initiate, and execute a program and how to keep the program sustainable. With the provided framework and case studies you will be enabled and educated in launching your very own successful and money saving data governance program.

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Salesforce Marketing Cloud For Dummies (For Dummies (Computers))



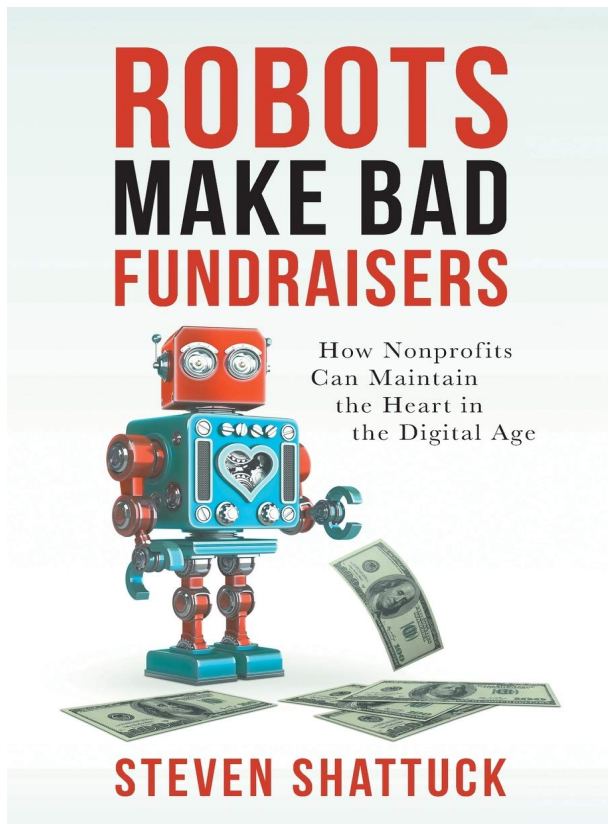
Salesforce Marketing Cloud For Dummies (For Dummies (Computers))

Book Synopsis

Salesforce Marketing Cloud: Take your digital marketing on a journey! Everything seems to be moving to the cloud these days--and digital marketing is no exception! Salesforce Marketing Cloud For Dummies guides you through the use of Salesforce's exciting suite of cloud-based digital marketing solutions, which have the power to help you plan, personalize, and optimize your customers' journey. Written by a leader of the Salesforce training and development team, Salesforce Marketing Cloud users will find essential information on using the suite of tools and tips and tricks that only an insider would be able to share. With easy-to-follow instructions, this guide helps you discover how to incorporate your data sets into the tools to create models, campaigns, and customer maps that enable you

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Robots Make Bad Fundraisers: How Nonprofits Can Maintain the Heart in the Digital Age



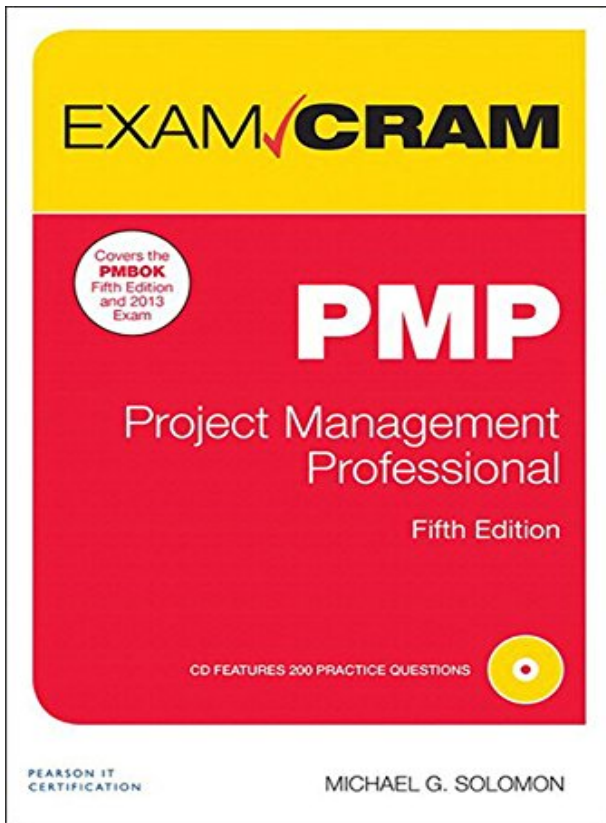
Robots Make Bad Fundraisers: How Nonprofits Can Maintain the Heart in the Digital Age

Book Synopsis

The world has gone fully digital. Should the nonprofit sector? In some ways, we're in a golden age of fundraising. There have never been more ways to capture attention, rally supporters, generate revenue, and measure fundraising performance than there are today. The accessibility of this technology has also never been greater, even to the smallest charities. But with all the software, tools, apps and intelligence available to us, why has fundraising performance stagnated? Has technology actually gotten in the way of building a personal connection with our supporters? In this book, we'll explore ways to apply time-tested principles of philanthropy to the modern technology available to fundraisers - with the goal of keeping the donors we already have, inspiring new donors to give, and

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PMP Exam Cram: Project Management Professional



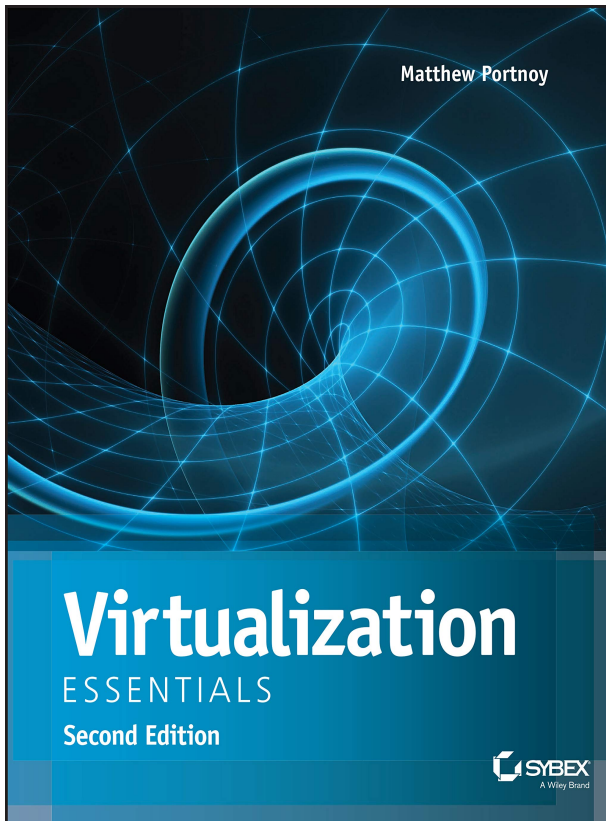
PMP Exam Cram: Project Management Professional

Book Synopsis

This is the eBook version of the printed book. If the print book includes a CD-ROM, this content is not included within the eBook version. PMP Exam Cram, 3/e, provides a condensed and focused study vehicle for PMP candidates. The book is organized for optimal learning of critical project management steps and covers all objectives areas presented by PMI. The book helps you decipher and effectively use PMI's PMBOK, which is the body of knowledge that PMP questions are based on. The book will also include notes, tips, and cautions to extend on PMP content. It will also explain differences between traditional methods of project management and what PMI considers good project management techniques, since some traditional methods may not match with PMI's expectations. The book also contains the

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Virtualization Essentials



Virtualization Essentials

Book Synopsis

Learn virtualization skills by building your own virtual machine Virtualization Essentials, Second Edition provides new and aspiring IT professionals with immersive training in working with virtualization environments. Clear, straightforward discussion simplifies complex concepts, and the hands-on tutorial approach helps you quickly get up to speed on the fundamentals. You'll begin by learning what virtualization is and how it works within the computing environment, then you'll dive right into building your own virtual machine. You'll learn how to set up the CPU, memory, storage, networking, and more as you master the skills that put you in-demand on the job market. Each chapter focuses on a specific goal, and concludes with review questions that test your understanding as well as

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