



## Databases for Small Business: Essentials of Database Management, Data Analysis, and Staff Training for Entrepreneurs and Professionals (Paperback)

By Anna Manning

aPress, United States, 2015. Paperback. Condition: New. 1st ed.. Language: English . Brand New Book. This book covers the practical aspects of database design, data cleansing, data analysis, and data protection, among others. The focus is on what you really need to know to create the right database for your small business and to leverage it most effectively to spur growth and revenue. Databases for Small Business is a practical handbook for entrepreneurs, managers, staff, and professionals in small organizations who are not IT specialists but who recognize the need to ramp up their small organizations use of data and to round out their own business expertise and office skills with basic database proficiency. Anna Manning—a data scientist who has worked on database design and data analysis in a computer science university research lab, her own small business, and a nonprofit—walks you through the progression of steps that will enable you to extract actionable intelligence and maximum value from your business data in terms of marketing, sales, customer relations, decision making, and business strategy. Dr. Manning illustrates the steps in the book with four running case studies of a small online business, an engineering startup, a small legal firm, and a nonprofit...



**READ ONLINE**  
[ 3.47 MB ]

### Reviews

*A fresh e-book with a brand new perspective. This is certainly for anyone who states that there had not been a really worth reading. I am just happy to explain how this is the very best publication I have gone through in my individual lifestyle and may be the best pdf for ever.*

-- **Margarett Roob**

*The very best publication I possibly study. This is certainly for anyone who states there was not a worth looking at. I am just very happy to tell you that this is basically the best pdf I actually have studied inside my individual life and could be the very best pdf for possibly.*

-- **Darlene Blick**

## You May Also Like



### [Houdini's Gift](#)

Independent Publishers Group (IPG) - Chicago Review Press, 2009. Hardcover. Book Condition: New. Revisiting well-loved characters from a past adventure, this picture book presents animal-loving Ben with the challenge of having another pet after losing his pet hamster. Knowing that Ben is...



### [Dog Farts: Pooter's Revenge](#)

Createspace, United States, 2013. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.BONUS - Includes FREE Dog Farts Audiobook Inside! That's right. For a limited time you can download a FREE audiobook...



### [The Ultimate Knock Knock Jokes: Funny Knock Knock Jokes for Kids](#)

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Funny Knock Knock Jokes for Kids! Joke telling is very fun and can bring a smile to the...



### [Knock Knock! 150+ Knock Knock Jokes for Kids: Funny Jokes for Kids](#)

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Funny Knock Knock Jokes for Kids! Joke telling is very fun and can bring a smile to the...



### [Don't Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large](#)

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. This book is about my cousin, Billy a guy who taught me a lot over the years and who can teach you a lot. Everyone who...



### [Children's Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7-8-9-10 Year-Olds. \[Us English\]](#)

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...