Data Management: Databases and Organizations by Richard T. Watson

Now in a completely updated and revised Fourth Edition, this highly readable book emphasizes the core data management skills needed to succeed in today's business environment. The book presents a real-world, management perspective and offers fully integrated coverage of data modeling and SQL.

* New chapter on future directions, including u-commerce.

* New material on data integration, data quality, and data schemas.

* Includes reference sections on data modeling and SQL.

* Presents the big picture of data management.

My Personal Review:
By introducing data modeling and SQL together in gradually increasing level of complexity, this book introduces students to these subjects in an intuitive manner. As a matter of fact, by the time the text covers those two subjects formally in later chapters, most of my students found it almost trivial. And by building on sound data modeling principles throughout, the students learn good data modeling habits from the ground up.

If I have any complaints, it's that when the topic of normalization is covered in a later chapter, my biggest problem is explaining to my students why anyone would have created tables that are not in second or third normal form in the first place!
Truly a joy to teach from.

For More 5 Star Customer Reviews and Lowest Price:
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