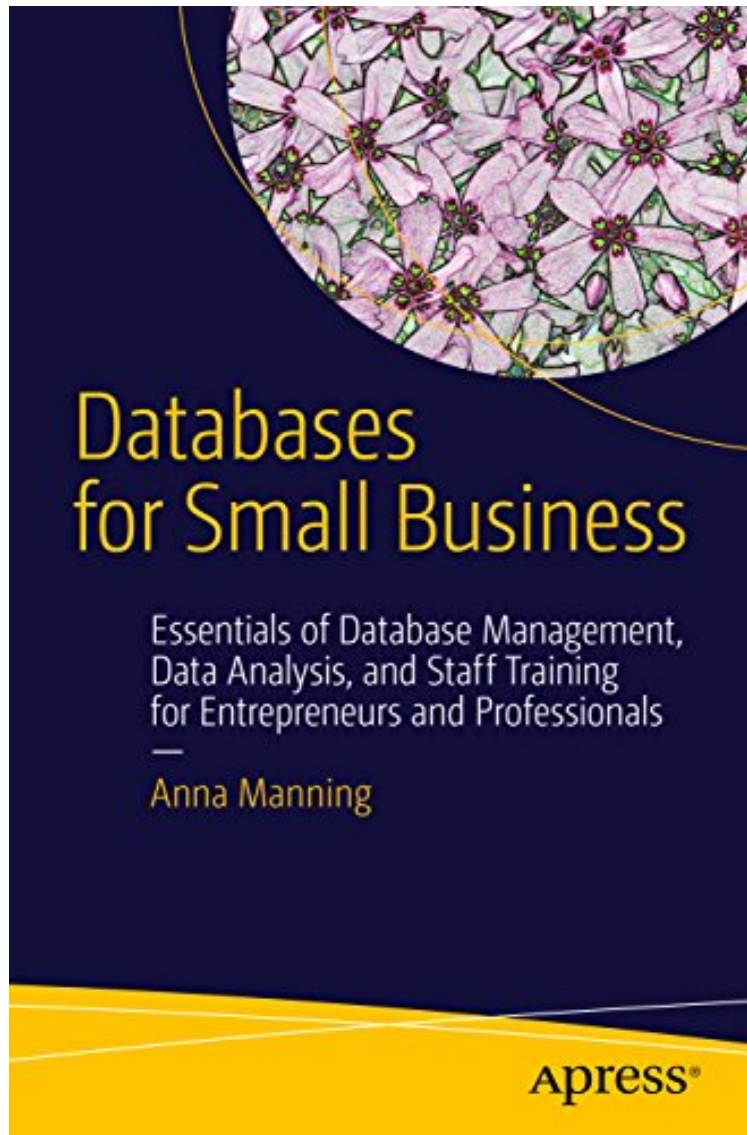


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Databases for Small Business: Essentials of Database Management, Data Analysis, and Staff Training for Entrepreneurs and Professionals

Anna Manning

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Anna Manning : Databases for Small Business: Essentials of Database Management, Data Analysis, and Staff Training for Entrepreneurs and Professionals before purchasing it in order to gage whether or not it would be worth my time, and all praised Databases for Small Business: Essentials of Database Management, Data Analysis, and Staff Training for Entrepreneurs and Professionals:

2 of 2 people found the following review helpful. Should you be using a database for your small business - this book will help you answer the question. By CustomerIf you are wondering if you should be using a database in your business then this is the perfect book for you. For example if you are currently using spreadsheets to store your business information then this book outlines the pros and cons of moving to using a database. The book provides three example organisations, a non-profit organisation, a small business and a legal practice, and demonstrates how they could migrate to using a database and the benefits of doing so. The book also covers all aspects of using a database including backing up the database, archiving the database, cleansing the data, adding data to the database and how to train staff to use the database etc. It also identifies potential legal requirements around data stored in the database, such as data protection and archiving. The book is not proscriptive about which database to use and even discusses using databases hosted in the cloud and their pros and cons. It also discusses how to get the best out of the database once you have got the data into it. The book has a very readable and engaging style. 1 of 1 people found the following review helpful. A good book, if you are not going to build a database but hire someone to build it for you... By

VitoshAcademy I am a blogger, writing reviews about IT books, IT articles and anything I find interesting. I have received the book "Databases for Small Business..." from the publisher Apress.Com for a review, upon a request from my site. Well, after reading it, I may say one thing - it is an interesting book, covering many topics around a database, but it is not exactly a hands-on book about databases. E.g., if this is the first database book you are reading, you have to take a second one to be able to build some simple database to work with. At least my opinion. The book uses MS Access and Libre Office 5 as an example databases, refers to MS Excel as well. The book is good for people, who do not have clue about databases, to act as an introduction to this world and probably to realize that their business needs a database instead of Excel spreadsheets. The case studies in the first few chapters are well described, and later some procedures for collecting, cleansing, maintaining, searching and analyzing data and database are explained without getting into details. In a really beginner's way, which may be good for the understanding of a manager. Let's stop the hate (although I am not hating, but it just comes out this way) and point out some positive things - Some philosophy behind databases is explained in a really simple level with simple words - that would be good for anyone outside the IT business - Options for presenting the data as charts in Excel are given - at first I was thinking that this is a little aside from the book, but then I thought it is probably not so bad - Basic statistical terms as mode and median are explained - same as previous comment - Actually I am really wondering how many stars to give - if you are expecting after reading this book to be able to make and maintain even a simple database alone, I have to probably disappoint you - you will not be. Really no. E.g. the querying in a db is explained in 2 pages, SQL is not mentioned, not all normalization rules are given. However, if you are a manager of a company, and you have never heard about Databases nor you have some IT skills, this is probably the best book in the market to start with - the technical information will really not bother you, and the examples would be understandable. Thus, any grade is really possible for this book. I would not give 5, as far as the example databases are not shared in the net. Thus, my grade is a 4, hoping that you only need the book to get some basic ideas for databases. And you would not try to create and maintain a database based only on this knowledge. 1 of 1 people found the following review helpful. An Exceptionally Practical Guide for the Managing of Small Business

Information By DrJohnson I write as one who has both worked for a small business and helped other businesses, large and small, organize and make productive use of their data. As I read "Databases for Small Business" I am impressed at how clearly the author explains the benefits of databases for even the smallest business. In spite of her expertise as a specialist in data mining she avoids technical jargon and makes her points with admirable clarity. I recommend this book for any small or start-up business which desires to take full advantage of the information it is creating and using. The book begins with a brief discussion of the potential benefits for even a small business of storing its data in a database, rather than using spreadsheets. Three sample scenarios are given of different types of enterprises: a small manufacturing company, a law firm, and a non-profit. The information goals and needs of each are examined and practical examples given to assist in the design of a stable and successful relational database. In addition, considerations of security, privacy, and integrity of the enterprises' information are given practical and detailed examination. Finally, the author underlines the importance of frequent back-ups and the benefits of using the Cloud for this purpose. This is a book that is indispensable for anyone planning to start or develop a new business. It needs to be read carefully and with attention, but its value as a resource cannot be overstated.

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 organization. What you'll learn: Design a small business database from scratch; Extract the maximum profit from your data; Follow guidance on data protection law; Effectively use data collection and data cleansing techniques; Train staff to leverage your data. Who this book is for: Databases for Small Business is a practical handbook for entrepreneurs, managers, staff, and professionals in any small organization who are not IT specialists but who recognize the need to ramp up their small organization's use of data and to round out their own and their staff's business expertise and office skills with basic database proficiency.

“Well, after reading it, I may say one thing — it is an interesting book, covering many topics around a database. . . if you are a manager of a company, and you have never heard about Databases nor you have some IT skills, this is probably the best book in the market to start with — the technical information will really not bother you, and the examples would be understandable. Thus, any grade is really possible for this book.” (Vitosh Academy, vitoshacademy.com, July, 2016) From the Back Cover: 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 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 organization. Databases for Small Business teaches non-techie entrepreneurs and professionals how to: Design a small business database from scratch; Extract the maximum profit from your data; Follow guidance on data protection law; Effectively use data collection and data cleansing techniques; Train staff to leverage your data. About the Author: Anna Manning is a founding director of an engineering startup company, having worked for eight years as a data scientist at Manchester University. A specialist in data mining and data protection, she contributed to the development of software for protecting confidential data now used by national statistics agencies worldwide. She served as a data analyst and database administrator for large and small law firms and for a nonprofit organization. Dr. Manning's papers in the field of data mining have been published in various research journals. She has a PhD in data mining and a Masters' degree in Informatics from the University of Manchester, an honors degree in Law from the University of Law, and a BA Hons. in Mathematics from Trinity College, Dublin.