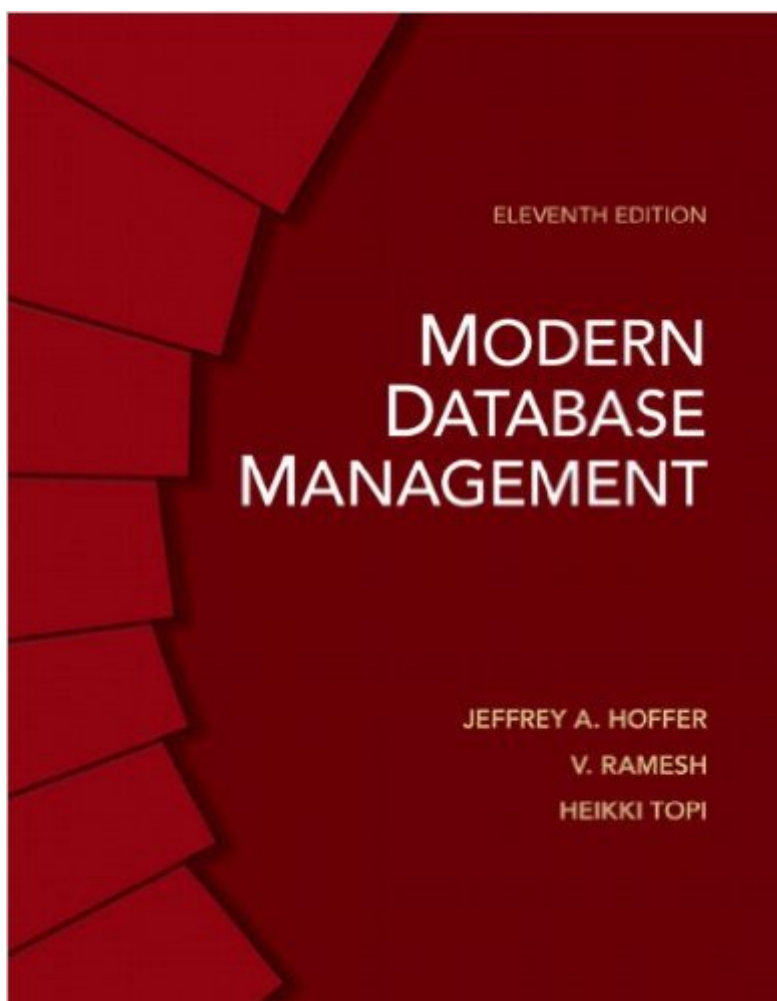


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Modern Database Management (11th Edition)



Synopsis

Focusing on what leading database practitioners say are the most important aspects to database development, *Modern Database Management* presents sound pedagogy and includes topics that are critical for the practical success of database professionals.

Book Information

Hardcover: 624 pages

Publisher: Pearson; 11 edition (July 26, 2012)

Language: English

ISBN-10: 0132662256

ISBN-13: 978-0132662253

Product Dimensions: 8.5 x 1 x 10.9 inches

Shipping Weight: 2.8 pounds

Average Customer Review: 3.3 out of 5 stars 76 customer reviews

Best Sellers Rank: #29,222 in Books (See Top 100 in Books) #8 in Books > Computers & Technology > Networking & Cloud Computing > Network Administration > Storage & Retrieval #41 in Books > Textbooks > Computer Science > Database Storage & Design #66 in Books > Business & Money > Management & Leadership > Information Management

Customer Reviews

Jeffrey A. Hoffer (hoffer@udayton.edu) is the Sherman -- Standard Register Professor of Data Management in the MIS, Operations Management, and Decision Sciences Department at the University of Dayton. He received a PhD from Cornell University in 1973 and was on the faculties of Case Western Reserve University and Indiana University before joining UD. He is a founder of the INFORMS College on Information Systems, the International Conference on Information Systems (and its conference chair in 1985), and the Association for Information Systems. He is author of many scholarly publications in the areas of database management, data warehousing, systems analysis, strategic systems planning, and human-computer interaction. He is co-author of several leading textbooks: "Modern Database Management," "Modern Systems Analysis and Design," "Essentials of Systems Analysis and Design," "Object-Oriented Systems Analysis and Design," and "Managing Information Technology: What Managers Need to Know," all published by Prentice-Hall. Dr. Hoffer is also an Associate Director of the Teradata University Network, the leading web portal for faculty and students in the data management, data warehousing, decision support, and business intelligence areas.

Content was mediocre, but the presentation in the kindle version was terrible. The table of contents had so many headings (often more than one per page of content) that trying to move to a location in the second half of the book required a ton of scrolling through the list. I also inadvertently tried to open the book on one too many devices. Typically, Kindle books can be read on up to 6 devices, but this one balked on device #4. I got a warning that I needed to deregister it from a device to download it again. I tried doing so on my home PC and phone, so I could access from the laptop I use for the class which assigned the book, and it still didn't work. I had to make sure that I had my iPad with me because that was the only device which could still access the content. Of course, I could have purchased it again. Given the price of this book, I assume that the publishers cracked down on usage on concurrent devices because they knew otherwise students would try to share it and they'd miss out on gouging as many students as they can.

I read this cover to cover as a casual database user. Never designed a database in my life or been responsible for database administration. This book provided some good high-level context to me about databases, and reinforced and added to my knowledge about querying databases. The text is a little disjointed (jumping from text to SQL to C to JavaScript just assuming the reader could comprehend the what and why of the code). It's all written for Oracle, so some of the functions simply are irrelevant if you don't use that expensive but powerful system. One last thought. The text is very verbose. Lots of sentences with highlighted keywords and no definitions. Don't try to define a word by using it in a sentence. Too much of the material made me say "huh?? what information was imparted here?" But there are good nuggets buried in the dross.

This isn't one of those books you can quickly scan and understand. Rather, it's a text you find a quiet place and dedicate time to interpret and appreciate the foundation of E-R model. Once I realized the difference (by Chapter 3 I went back to chapter 1), and spent hours with each chapter, I could appreciate that everything was presented logically and of necessity. Excellent text - a keeper.

If this book is necessary for a class (as was the case for me) then I feel for you. There are a lot of concepts discussed and while some of them can be a little confusing, it seems like the author goes to great lengths to explain them in a way that makes everything as complicated as possible. I thought the idea of a textbook was to clearly impart information and ideas. This book does the exact opposite. The author is clearly more interested in 'sounding smart' than explaining things in a helpful

way.

Basically, the information this book contains is rendered inaccessible by the poor presentation. Remember writing that paper where you needed more length, so you went back and reworded everything to be expressed in a more complicated way? That's this textbook. Sentences are needlessly long, making content more difficult to absorb. Word choices are fluttery and fanciful when they need to be brick-solid. The prose squanders my time and my attention. Composition is bad. This book consistently names something I've never heard of, talks for a few paragraphs about it as though I know what it is, leads me to believe I've missed something and maybe I should go back and find it, and then finally defines the thing. Additionally, time after time something is brought up and then dismissed as being "beyond the scope of this text" or contained in proper detail in some other, future chapter (your princess is in another castle...). Images are never anywhere near the point in the text that references them! Reading about figure X-X? Well, figure X-Y is directly adjacent to what you're reading, and X-X is two pages back. For an e-book this is impossible to deal with, and even for a physical copy this would be ridiculous. And the jokes? Yes, it's got jokes. They aren't good. They aren't funny. They are meant to be a way of keeping the reader engaged, but they fall flat and they take up space I had hoped would contain useful information. This textbook is awful. It contains mountains of good information, but the writing is so bad as to render the content inaccessible.

Had to use this for a class, the content was generally pretty good. The authors cover the critical concepts generally well, but the verbose nature of the composition is unnecessary. I ended up buying "The Kimball Group Reader - Remastered Collection", which has a much better flow and an engaging read, plus it is much more economical. Unlike the price for MDBM edition 12 -- beyond reasonable! Even for the rental. Such is the racket that Pearson is known to have a near monopoly on the college and university market. FTC should investigate. Seriously, it is nothing short of racketeering.

I'm a little irritated. When you try to download the Access version for the big Pine Valley Furniture Company it links to the ASCII version. If you replace the file name with BigPVFC11e.zip you will get the file. However the examples in chapter 2 don't actually match what you download. So the queries they show you as an example don't work. You can still play with the tables but for a \$200 book you think they would make sure their website is accurate. The information in the book seems

comprehensive.

i needed this for a class. this book is terrible. yes you'll learn what you need to but its sooo boringly written. and its oracle based.

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