

Dell Client Solutions Emc

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Stop Creating Ads, Start Creating Worlds

Driving Business Strategies with Data Science

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Understanding How Data Powers Big Business

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ENGLISH BRIGGS

Network World Wealth Creation in the World's Largest Mergers and Acquisitions Integrated Case Studies
Leverage big data to add value to your business Social media analytics, web-tracking, and other technologies help companies acquire and handle massive amounts of data to better understand their customers, products, competition, and markets. Armed with the insights from big data, companies can improve customer experience and products, add value, and increase return on investment. The tricky part for busy IT professionals and executives is how to get this done, and that's where this practical book comes in. Big Data: Understanding How Data Powers Big Business is a complete how-to guide to leveraging big data to drive business value. Full of practical techniques, real-world examples, and hands-on exercises, this book explores the technologies involved, as well as how to find areas of the organization that can take full advantage of big data. Shows how to decompose current business strategies in order to link big data initiatives to the organization's value creation processes Explores different value creation processes and models Explains issues surrounding operationalizing big data, including organizational structures, education challenges, and new big data-related roles Provides methodology worksheets and exercises so readers can apply techniques Includes real-world examples from a variety of organizations leveraging big data Big Data: Understanding How

Data Powers Big Business is written by one of Big Data's preeminent experts, William Schmarzo. Don't miss his invaluable insights and advice.

Smart Cities in the Gulf Springer

At nineteen, Michael Dell started his company as a freshman at the University of Texas with \$1,000 and has since built an industry powerhouse. As Dell journeys through his childhood adventures, ups and downs, and mistakes made along the way, he reflects on invaluable lessons learned. Michael Dell's revolutionary insight has allowed him to persevere against all odds, and Direct from Dell contains valuable information for any business leader. His strategies will show you effective ways to grow your business and will help you save time on costly mistakes by following his direct model for success.

A COMPLETE GUIDE TO VXRAIL APPLIANCE ADMINISTRATION AND CONFIGURATION

John Wiley & Sons

With a full explanation on the basic principles of marketing, this guidebook helps readers answer such questions as What is marketing? What is a marketing forecast? and What is the best way to conduct market research? Written by professionals for students and entrepreneurs, this text also features international case studies, numerous up-to-date examples of the latest developments and trends in marketing, and tried and tested information that helps students learn.

Informationweek John Wiley & Sons

For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce.

Network World Springer

Computerworld Россия – ведущий международный еженедельник, посвященный информационным технологиям. В журнале вы найдете обзор важнейших событий ИТ-индустрии в России и в мире, материалы о новых технологиях. В номере: Большой день ИТ-индустрии 7 сентября ознаменовалось целым рядом грандиозных событий, которые, несомненно, окажут большое влияние на развитие ИТ-рынка. Объявлено о слиянии Dell и EMC. «Цена» Dell Technologies впечатляет – около 67 млрд долл. Как заверил генеральный директор и председатель совета директоров Dell Technologies Майкл Делл, новая компания станет единственной на рынке, способной предложить все – от ПК до магистрального оборудования, ЦОД и облачной инфраструктуры. Принципиальный оппонент «новой Dell» – компания Hewlett Packard Enterprise, напротив, заявила о том, что расстанется с программными бизнес-активами: они отойдут в рамках 9-миллиардной сделки совместному предприятию с Micro Focus, британским разработчиком корпоративного ПО. Intel также собирается отделить часть программных средств – на базе подразделения Intel Security она создаст с инвесторами из TPG независимое предприятие, которому будет возвращено ее прежнее название, McAfee. По традиции в начале очередного сезона компания Apple представила новое поколение смартфонов – iPhone 7 и 7s. Уже с 23 сентября новинки будут доступны в России. Двести тысяч ядер В Принстонском университете разработали 25-ядерный процессор Piton. На его основе собираются создавать системы с гигантским, до 200 тыс., количеством ядер. Чтобы цифровую личность не украли Практически у каждого из нас помимо реальной личности есть цифровая, и с каждым годом ее ценность растет. Как уберечь своего «двойника» от злоумышленников? «Яндекс» зовет программировать В преддверии нового учебного года в «Яндексе» раскрыли подробности образовательной инициативы «Яндекс.Лицей», цель которой – обучить школьников работе на языке Python. Реален ли блокчейн на государственном уровне? Представители госорганизаций, коммерческих структур и ИТ-компаний обсудили перспективы развития блокчейна в России, в частности в задачах государственного управления. Через игрофикацию – к кибербезопасности Компания PwC представила в России интерактивную игру «PwC Game of Threats: имитация киберугроз», которую во многих странах используют для обучения топ-менеджмента защите от кибератак. и многое другое

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John Wiley & Sons

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Network World Packt Publishing Ltd

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Network World James Turnbull

Best practices, guidance, and tips for virtualizing Microsoft® business critical applications on the VMware vSphere® platform By virtualizing Microsoft's enterprise applications on vSphere, you can drive down costs while migrating toward flexible, low-cost private cloud architectures. This unique guidebook bridges the gap between the Microsoft and VMware worlds, bringing together the deep knowledge, cutting-edge best practices, and practical techniques you need to succeed. Leading experts Matt Liebowitz and Alex Fontana present end-to-end coverage of virtualizing Windows Server 2012 AD domain controllers and failover clusters, Exchange Server 2013, SQL Server 2012, and SharePoint Server 2013. They offer indispensable advice on sizing, architecture, performance, availability, monitoring, and metrics. Throughout, the authors share valuable tips, tricks, and insights from their own experiences. For each Microsoft application, they provide "proof of concept" sample configurations and clearly explain how new features impact virtualization. You'll also find authoritative, up-to-date guidance on licensing and other issues related to ensuring full support from both Microsoft and VMware. Coverage includes • Evaluating the benefits, risks, and challenges of virtualizing Microsoft business critical applications • Identifying strategies for success associated with people, processes, and technology • Reviewing VMware vSphere features most important to virtualizing business-critical applications • Taking advantage of new virtualization-aware features built in to Windows Server 2012 domain controllers • Designing and configuring vSphere High Availability (vSphere HA) clusters to run Windows enterprise applications • Reflecting Exchange Server 2013's new architecture to maximize its performance in virtualized environments • Leveraging new SQL Server 2012 features to simplify the delivery of high availability on virtual servers • Reducing SQL Server 2012 licensing costs through virtualization • Planning, designing, and deploying virtualized SharePoint Server 2013 environments

John Wiley & Sons

This is the fundamental truth about data protection: backup is dead. Or rather, backup and recovery, as a standalone topic, no longer has relevance in IT. As a standalone topic, it's been killed off by seemingly exponential growth in storage and data, by the cloud, and by virtualization. So what is data protection? This book takes a holistic, business-based approach to data protection. It explains how data protection is a mix of proactive and reactive planning, technology and activities that allow for data continuity. It shows how truly effective data protection comes from a holistic approach considering the entire data lifecycle and all required SLAs. Data protection is neither RAID nor is it continuous availability, replication, snapshots or backups—it is all of them, combined in a considered and measured approach to suit the criticality of the data and meet all the requirements of the business. The book also discusses how businesses seeking to

creatively leverage their IT investments and to drive through cost optimization are increasingly looking at data protection as a mechanism to achieve those goals. In addition to being a type of insurance policy, data protection is becoming an enabler for new processes around data movement and data processing. This book arms readers with information critical for making decisions on how data can be protected against loss in the cloud, on-premises, or in a mix of the two. It explains the changing face of recovery in a highly virtualized data center and techniques for dealing with big data. Moreover, it presents a model for where data recovery processes can be integrated with IT governance and management in order to achieve the right focus on recoverability across the business.

GREEN AND SUSTAINABLE COMPUTING:

John Wiley & Sons

A Dell Technologies perspective on today's data landscape and the key ingredients for planning a modern, distributed data pipeline for your multicloud data-driven enterprise

Network World Sterling Publishing (NY)

In this 13th edition of *Sales Force Management*, Mark Johnston and Greg Marshall continue to build on the book's reputation as a contemporary classic, fully updated for modern sales management teaching, research, and practice. The authors have strengthened the focus on the use of technology in sales management, offered new discussions on innovative sales practices, and further highlighted sales and marketing integration. By identifying recent trends and applications, *Sales Force Management* combines real-world sales management best practices with cutting-edge theory and empirical research in a single, authoritative source. Pedagogical features include: Engaging breakout questions designed to spark lively discussion. Leadership Challenge assignments and Minicases at the end of every chapter to help students understand and apply the principles they have learned in the classroom. Leadership, Innovation, and Technology boxes that simulate real-world challenges faced by salespeople and their managers. Ethical Moment boxes in each chapter put students on the firing line of making ethical choices in sales. Role-Play exercises at the end of each chapter, designed to enable students to learn by doing. A comprehensive selection of updated and revised longer sales management case studies, in the book and on the companion website. This fully updated new edition offers a thorough and integrated overview of accumulated theory and research relevant to sales management, translated clearly into practical applications—a hallmark of *Sales Force Management* over the years. It is an invaluable resource for students of sales management at both undergraduate and postgraduate levels. The companion website features an instructor's manual, PowerPoints, case studies, and other tools to provide additional support for students and instructors.

VIRTUALIZING MICROSOFT BUSINESS CRITICAL APPLICATIONS ON VMWARE VSPHERE

Routledge

This book highlights research-based case studies in order to analyze the wealth created in the world's largest mergers and acquisitions (M&A). This book encourages cross fertilization in theory building and applied research by examining the links between M&A and wealth creation. Each chapter covers a specific case and offers a focused clinical examination of the entire lifecycle of M&A for each mega deal, exploring all aspects of the process. The success of M&A are analyzed through two main research approaches: event studies and financial performance analyses. The event studies examine the abnormal returns to the

shareholders in the period surrounding the merger announcement. The financial performance studies examine the reported financial results of acquirers before and after the acquisition to see whether financial performance has improved after merger. The relation between method of payment, premium paid and stock returns are examined. The chapters also discuss synergies of the deal-cost and revenue synergies. Mergers and acquisitions represent a major force in modern financial and economic environment. Whether in times of boom or bust, M&As have emerged as a compelling strategy for growth. The biggest companies of modern day have all taken form through a series of restructuring activities like multiple mergers. Acquisitions continue to remain as the quickest route companies take to operate in new markets and to add new capabilities and resources. The cases covered in this book highlights high profile M&As and focuses on the wealth creation for shareholders of acquirer and target firms as a financial assessment of the merger's success. The book should be useful for finance professionals, corporate planners, strategists, and managers.

STOP CREATING ADS, START CREATING WORLDS

Litres

For more than 20 years, *Network World* has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce. *Driving Business Strategies with Data Science* John Wiley & Sons The new edition of a bestseller, now revised and update throughout! This new edition of the unparalleled bestseller serves as a full training course all in one and as the world's largest data storage company, EMC is the ideal author for such a critical resource. They cover the components of a storage system and the different storage system models while also offering essential new material that explores the advances in existing technologies and the emergence of the "Cloud" as well as updates and vital information on new technologies. Features a separate section on emerging area of cloud computing Covers new technologies such as: data de-duplication, unified storage, continuous data protection technology, virtual provisioning, FCoE, flash drives, storage tiering, big data, and more Details storage models such as Network Attached Storage (NAS), Storage Area Network (SAN), Object Based Storage along with virtualization at various infrastructure components Explores Business Continuity and Security in physical and virtualized environment Includes an enhanced Appendix for additional information This authoritative guide is essential for getting up to speed on the newest advances in information storage and management.

Big Java Academic Press

For more than 40 years, *Computerworld* has been the leading source of technology news and information for IT influencers worldwide. *Computerworld's* award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

Government Executive World Scientific

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. *InfoWorld* also celebrates people, companies, and projects.

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Information Storage and Management CRC Press

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their companies use to support everything from business critical applications to employee collaboration and electronic commerce.

Juta and Company Ltd

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