



# Data Warehousing, Data Mining, and OLAP (Data Warehousing/Data Management)

By Alex Berson, Stephen J. Smith

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This reference provides strategic, theoretical and practical insight into three information management technologies: data warehousing, online analytical processing (OLAP), and data mining. It shows how these technologies can work together to create a new class of information delivery system: the information factory. The book includes models and indexing techniques, and discusses application development using OLAP tools. Alex Berson is the author of "Client/Server Computing", and co-author (with George Anderson) of "Client/Server Database Design with Sybase" and "Sybase and Client/Server Computing".

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**Data Warehousing, Data Mining, and OLAP (Data Warehousing/Data Management)** By Alex Berson, Stephen J. Smith Bibliography

- Sales Rank: #3687594 in Books
- Published on: 1997-11-05
- Original language: English
- Number of items: 1
- Dimensions: 9.75" h x 7.50" w x 2.00" l,
- Binding: Hardcover
- 640 pages

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### **Editorial Review**

From the Back Cover

Optimize your organization's data delivery system! Improving data delivery is a top priority in business computing today. This comprehensive, cutting-edge guide can help-by showing you how to effectively integrate data mining and other powerful data warehousing technologies. You'll learn how to: Use data warehousing to establish a competitive advantage; Solve business problems faster by exploiting online analytical processing (OLAP); Evaluate various data warehousing solutions (including SMP and MPP, parallel database management systems, metadata, OLAP, etc.); Leverage your data warehousing utility via the Internet, client/server computing, and various data mining tools. In addition to providing a detailed overview and strategic analysis of the available data warehousing technologies, the book serves as a practical guide to data warehouse database design, star and snowflake schema approaches, multidimensional and mutirelational models, advanced indexing techniques, and data mining. You'll also learn how to compare different data mine technologies and products, and understand how they fit into your overall business and data processes. Intended for IS professionals as well as strategic planners, this fascinating book can be well relied upon as the essential reference to the standards, tools, technologies-and possibilities-of data warehousing today.

### **Users Review**

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**Claudia Kelley:**

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**Veronica Gregor:**

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