

## Database Concepts 8th Edition By David M Kroenke And J Auer

Database Modeling and Design, Fifth Edition, focuses on techniques for database design in relational database systems. This extensively revised fifth edition features clear explanations, lots of terrific examples and an illustrative case, and practical advice, with design rules that are applicable to any SQL-based system. The common examples are based on real-life experiences and have been thoroughly class-tested. This book is immediately useful to anyone tasked with the creation of data models for the integration of large-scale enterprise data. It is ideal for a stand-alone data management course focused on logical database design, or a supplement to an introductory text for introductory database management. In-depth detail and plenty of real-world, practical examples throughout Loaded with design rules and illustrative case studies that are applicable to any SQL, UML, or XML-based system Immediately useful to anyone tasked with the creation of data models for the integration of large-scale enterprise data.

This book places spatial data within the broader domain of information technology (IT) while providing a comprehensive and coherent explanation of the guiding principles, methods, implementation and operational management of spatial databases within the workplace. The text explains the key concepts, issues and processes of spatial data implementation and provides a holistic management perspective.

In a simple, straightforward manner, this book covers the essential concepts for database processing. Technically accurate and readily understandable discussions are the result of the author's many years of experience in the field and writing about it. Chapter topics include the fundamentals of the relational model, structured query language (SQL), data modeling, database design, and database administration. For future business professionals—in accounting, finance, and production—who will develop personal databases or who will participate as a member of a team that is developing larger databases.

Database Administration, Second Edition, is the definitive, technology-independent guide to the modern discipline of database administration. Packed with best practices and proven solutions for any database platform or environment, this text fully reflects the field's latest realities and challenges. Drawing on more than thirty years of database experience, Mullins focuses on problems that today's DBAs actually face, and skills and knowledge they simply must have. Mullins presents realistic, thorough, and up-to-date coverage of every DBA task, including creating database environments, data modeling, normalization, design, performance, data integrity, compliance, governance, security, backup/recovery, disaster planning, data and storage management, data movement/distribution, data warehousing, connectivity, metadata, tools, and more. This edition adds new coverage of "Big Data," database appliances, cloud computing, and NoSQL. Mullins includes an entirely new chapter on the DBA's role in regulatory compliance, with substantial new material on data breaches, auditing, encryption, retention, and metadata management. You'll also find an all-new glossary, plus up-to-the-minute DBA rules of thumb.

Databases are based on logic - right? Everybody knows that. Or do they? Chris Date's most recent book explores the myriad ways

in which logic affects the database world.

This textbook is designed to teach a first course in Information Technology (IT) to all undergraduate students. In view of the all-pervasive nature of IT in today's world a decision has been taken by many universities to introduce IT as a compulsory core course to all Bachelor's degree students regardless of their specialisation. This book is intended for such a course. The approach taken in this book is to emphasize the fundamental "Science" of Information Technology rather than a cook book of skills. Skills can be learnt easily by practice with a computer and by using instructions given in simple web lessons that have been cited in the References. The book defines Information Technology as the technology that is used to acquire, store, organize, process and disseminate processed data, namely, information. The unique aspect of the book is to examine processing all types of data: numbers, text, images, audio and video data. As IT is a rapidly changing field, we have taken the approach to emphasize reasonably stable, fundamental concepts on which the technology is built. A unique feature of the book is the discussion of topics such as image, audio and video compression technologies from first principles. We have also described the latest technologies such as 'e-wallets' and 'cloud computing'. The book is suitable for all Bachelor's degree students in Science, Arts, Computer Applications, and Commerce. It is also useful for general reading to learn about IT and its latest trends. Those who are curious to know, the principles used to design jpg, mp3 and mpeg4 compression, the image formats—bmp, tiff, gif, png, and jpg, search engines, payment systems such as BHIM and Paytm, and cloud computing, to mention a few of the technologies discussed, will find this book useful. KEY FEATURES • Provides comprehensive coverage of all basic concepts of IT from first principles • Explains acquisition, compression, storage, organization, processing and dis-semination of multimedia data • Simple explanation of mp3, jpg, and mpeg4 compression • Explains how computer networks and the Internet work and their applications • Covers business data processing, World Wide Web, e-commerce, and IT laws • Discusses social impacts of IT and career opportunities in IT and IT enabled services • Designed for self-study with every chapter starting with learning objectives and concluding with a comprehensive summary and a large number of exercises.

Balancing the most technical concepts with practical everyday issues, DATABASE COMMUNICATIONS AND COMPUTER NETWORKS, 8e provides thorough coverage of the basic features, operations, and limitations of different types of computer networks--making it the ideal resource for future business managers, computer programmers, system designers, as well as home computer users. Offering a comprehensive introduction to computer networks and data communications, the book includes coverage of the language of computer networks as well as the effects of data communications on business and society. It provides full coverage of wireless technologies, industry convergence, compression techniques, network security, LAN technologies, VoIP, and error detection and correction. The Eighth Edition also offers up-to-the-minute coverage of near field communications, updated USB interface, lightning interface, and IEEE 802.11 ac and ad wireless standards, firewall updates, router security problems, the Internet of Things, cloud computing, zero-client workstations, and Internet domain names. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

For undergraduate database management students or business professionals Here's practical help for understanding, creating, and managing small databases--from two of the world's leading database authorities. Database Concepts gives undergraduate database management students and business professionals alike a firm understanding of the concepts behind the software, using Access 2016 to illustrate the concepts and techniques. Three projects run throughout the text, to show students how to apply the concepts to real-life business situations. The text provides flexibility for choosing the software instructors want to use in class; allows students to work with new, complete databases, including Wedgewood Pacific, Heather Sweeney Designs, and Wallingford Motors; and includes coverage for some of the latest information on databases available. Teaching and Learning Experience This text will provide a better teaching and learning experience--for you and your students. Here's how: Provides a firm understanding of the concepts behind the software Uses Access 2013 to illustrate the concepts and techniques while also providing flexibility to choose the software used in class Allows students to work with new, complete databases Includes coverage of some of the latest information available

Learn the concepts, principles, design, implementation, and management issues of databases. You will adopt a methodical and pragmatic approach to solving database systems problems. Database Systems: A Pragmatic Approach provides a comprehensive, yet concise introduction to database systems, with special emphasis on the relational database model. This book discusses the database as an essential component of a software system, as well as a valuable, mission-critical corporate resource. New in this second edition is updated SQL content covering the latest release of the Oracle Database Management System along with a reorganized sequence of the topics which is more useful for learning. Also included are revised and additional illustrations, as well as a new chapter on using relational databases to anchor large, complex management support systems. There is also added reference content in the appendixes. This book is based on lecture notes that have been tested and proven over several years, with outstanding results. It combines a balance of theory with practice, to give you your best chance at success. Each chapter is organized systematically into brief sections, with itemization of the important points to be remembered. Additionally, the book includes a number of author Elvis Foster's original methodologies that add clarity and creativity to the database modeling and design experience. What You'll Learn Understand the relational model and the advantages it brings to software systems Design database schemas with integrity rules that ensure correctness of corporate data Query data using SQL in order to generate reports, charts, graphs, and other business results Understand what it means to be a database administrator, and why the profession is highly paid Build and manage web-accessible databases in support of applications delivered via a browser Become familiar with the common database brands, their similarities and differences Explore special topics such as tree-based data, hashing for fast access, distributed and object databases, and more Who This Book Is For Students who are studying database technology, who aspire to a career as a database administrator or designer, and practicing database administrators and developers desiring to strengthen their knowledge of database theory

For any organization to be successful, it must operate in such a manner that knowledge and information, human resources, and

technology are continually taken into consideration and managed effectively. Business concepts are always present regardless of the field or industry – in education, government, healthcare, not-for-profit, engineering, hospitality/tourism, among others. Maintaining organizational awareness and a strategic frame of mind is critical to meeting goals, gaining competitive advantage, and ultimately ensuring sustainability. The Encyclopedia of Organizational Knowledge, Administration, and Technology is an inaugural five-volume publication that offers 193 completely new and previously unpublished articles authored by leading experts on the latest concepts, issues, challenges, innovations, and opportunities covering all aspects of modern organizations. Moreover, it is comprised of content that highlights major breakthroughs, discoveries, and authoritative research results as they pertain to all aspects of organizational growth and development including methodologies that can help companies thrive and analytical tools that assess an organization's internal health and performance. Insights are offered in key topics such as organizational structure, strategic leadership, information technology management, and business analytics, among others. The knowledge compiled in this publication is designed for entrepreneurs, managers, executives, investors, economic analysts, computer engineers, software programmers, human resource departments, and other industry professionals seeking to understand the latest tools to emerge from this field and who are looking to incorporate them in their practice. Additionally, academicians, researchers, and students in fields that include but are not limited to business, management science, organizational development, entrepreneurship, sociology, corporate psychology, computer science, and information technology will benefit from the research compiled within this publication.

Database Concepts Pearson

De lange weg naar de vrijheid is de beroemde autobiografie van een van de grootste mannen van de twintigste eeuw. Nelson Mandela beschrijft de lange weg die hij heeft moeten afleggen van onwetende jongen tot charismatisch staatsman. Dit is het verhaal van misschien wel de wonderbaarlijkste omwenteling in de geschiedenis, verteld door de man die het allemaal heeft meegemaakt en in gang gezet. Het verhaal van Mandela, door Mandela.

Delivering concise, cutting-edge coverage, CONCEPTS OF DATABASE MANAGEMENT, 8e uses real-world cases, examples, and illustrations to give readers a thorough understanding of such critical issues as database design, data integrity, concurrent updates, data security, and more. Completely updated to Microsoft Access 2013 standards, the text presents SQL in a database-neutral environment and covers all major topics, including E-R diagrams, normalization, and database design. It provides detailed coverage of the relational model (including QBE and SQL), normalization and views, database administration and management, and more. Advanced topics include distributed databases, data warehouses, stored procedures, triggers, data macros, and Web databases. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Ulrich & Canale's Nursing Care Planning Guides, 8th Edition Revised Reprint with 2021-2023 NANDA-I® Updates - E-Book

Theo Decker, een dertienjarige jongen uit New York, overleeft op wonderbaarlijke wijze een aanslag waarbij zijn moeder om het

leven komt. Zijn vader is een paar maanden daarvoor verdwenen en Theo komt na de aanslag bij de familie van een rijke vriend terecht. Hij is verbijsterd door zijn nieuwe leefomgeving, verward door zijn klasgenoten die het moeilijk vinden met hem om te gaan en diepbedroefd door het verlies van zijn moeder. Theo vindt houvast aan dat ene object dat hem aan haar doet denken: een klein, mysterieus schilderij, dat hem uiteindelijk in de onderwereld van de kunst doet belanden. Het puttertje is een roman met een ongekeerde energie en vertelkracht, waarin Donna Tartt levendige personages, betoverend taalgebruik en adembenemende spanning combineert met diepgaande bespiegelingen over liefde, identiteit en kunst. Een prachtig boek over verlies, obsessie, overlevingskracht en de meedogenloze speling van het lot. Donna Tartt is geboren in Greenwood, Mississippi. Ze studeerde klassieke talen en filosofie aan Bennington College, Vermont. Ze is de auteur van *De verborgen geschiedenis* en *De kleine vriend*. Haar werk is in meer dan dertig talen verschenen.

Updated and revised to reflect the most current data in the field, perennial bestseller *The Essentials of Computer Organization and Architecture*, Fourth Edition is comprehensive enough to address all necessary organization and architecture topics, but concise enough to be appropriate for a single-term course. Its focus on real-world examples and practical applications encourages students to develop a "big-picture" understanding of how essential organization and architecture concepts are applied in the computing world. In addition to direct correlation with the ACM/IEEE CS2013 guidelines for computer organization and architecture, the text exposes readers to the inner workings of a modern digital computer through an integrated presentation of fundamental concepts and principles. The fully revised and updated Fourth Edition includes the most up-to-the-minute data and resources available and reflects current technologies, including tablets and cloud computing. All-new exercises, expanded discussions, and feature boxes in every chapter implement even more real-world applications and current data, and many chapters include all-new examples. A full suite of student and instructor resources, including a secure companion website, Lecture Outlines in PowerPoint Format, and an Instructor Manual, complement the text. This award-winning, best-selling text is the most thorough, student-friendly, and accessible text on the market today. Key Features: \* The Fourth Edition is in direct correlation with the ACM/IEEE CS2013 guidelines for computer organization and architecture, in addition to integrating material from additional knowledge units. \* All-new material on a variety of topics, including zetabytes and yottabytes, automatons, tablet computers, graphic processing units, and cloud computing \* The MARIE Simulator package allows students to learn the essential concepts of computer organization and architecture, including assembly language, without getting caught up in unnecessary and confusing details. \* Full suite of ancillary materials, including a secure companion website, PowerPoint lecture outlines, and an Instructor Manual \* Bundled with an optional Intel supplement \* Ideally suited for single-term courses

The digital age has presented an exponential growth in the amount of data available to individuals looking to draw conclusions based on given or collected information across industries. Challenges associated with the analysis, security, sharing, storage, and visualization of large and complex data sets continue to plague data scientists and analysts alike as traditional data processing applications struggle to adequately manage big data. *Big Data: Concepts, Methodologies, Tools, and Applications* is a multi-

volume compendium of research-based perspectives and solutions within the realm of large-scale and complex data sets. Taking a multidisciplinary approach, this publication presents exhaustive coverage of crucial topics in the field of big data including diverse applications, storage solutions, analysis techniques, and methods for searching and transferring large data sets, in addition to security issues. Emphasizing essential research in the field of data science, this publication is an ideal reference source for data analysts, IT professionals, researchers, and academics.

In recent years, the science of managing and analyzing large datasets has emerged as a critical area of research. In the race to answer vital questions and make knowledgeable decisions, impressive amounts of data are now being generated at a rapid pace, increasing the opportunities and challenges associated with the ability to effectively analyze this data.

Database Systems: A Pragmatic Approach is a classroom textbook for use by students who are learning about relational databases, and the professors who teach them. It discusses the database as an essential component of a software system, as well as a valuable, mission critical corporate resource. The book is based on lecture notes that have been tested and proven over several years, with outstanding results. It also exemplifies mastery of the technique of combining and balancing theory with practice, to give students their best chance at success. Upholding his aim for brevity, comprehensive coverage, and relevance, author Elvis C. Foster's practical and methodical discussion style gets straight to the salient issues, and avoids unnecessary fluff as well as an overkill of theoretical calculations. The book discusses concepts, principles, design, implementation, and management issues of databases. Each chapter is organized systematically into brief, reader-friendly sections, with itemization of the important points to be remembered. It adopts a methodical and pragmatic approach to solving database systems problems. Diagrams and illustrations also sum up the salient points to enhance learning. Additionally, the book includes a number of Foster's original methodologies that add clarity and creativity to the database modeling and design experience while making a novel contribution to the discipline. Everything combines to make Database Systems: A Pragmatic Approach an excellent textbook for students, and an excellent resource on theory for the practitioner.

This book covers all you need to know to model and design software applications from use cases to software architectures in UML and shows how to apply the COMET UML-based modeling and design method to real-world problems. The author describes architectural patterns for various architectures, such as broker, discovery, and transaction patterns for service-oriented architectures, and addresses software quality attributes including maintainability, modifiability, testability, traceability, scalability, reusability, performance, availability, and security. Complete case studies illustrate design issues for different software architectures: a banking system for client/server architecture, an online shopping system for service-oriented architecture, an emergency monitoring system for component-based software architecture, and an automated guided vehicle for real-time software architecture. Organized as an introduction followed by several short, self-contained chapters, the book is perfect for senior undergraduate or graduate courses in software engineering and design, and for experienced software engineers wanting a quick reference at each stage of the analysis, design, and development of large-scale software systems.

The rapidly increasing volume of information contained in relational databases places a strain on databases, performance, and maintainability: DBAs are under greater pressure than ever to optimize database structure for system performance and administration. *Physical Database Design* discusses the concept of how physical structures of databases affect performance, including specific examples, guidelines, and best and worst practices for a variety of DBMSs and configurations. Something as simple as improving the table index design has a profound impact on performance. Every form of relational database, such as Online Transaction Processing (OLTP), Enterprise Resource Management (ERP), Data Mining (DM), or Management Resource Planning (MRP), can be improved using the methods provided in the book. The first complete treatment on physical database design, written by the authors of the seminal, *Database Modeling and Design: Logical Design, Fourth Edition* Includes an introduction to the major concepts of physical database design as well as detailed examples, using methodologies and tools most popular for relational databases today: Oracle, DB2 (IBM), and SQL Server (Microsoft) Focuses on physical database design for exploiting B+tree indexing, clustered indexes, multidimensional clustering (MDC), range partitioning, shared nothing partitioning, shared disk data placement, materialized views, bitmap indexes, automated design tools, and more!

Een jonge vrouw en moeder die moet leren omgaan met de ondraaglijke pijn van het verlies van haar drie kinderen; een vrouw die probeert wraak te nemen op haar concurrente in de liefde; en een negentiende-eeuwse vrouwelijke wiskundige die het geluk najaagt: Alice Munro schrijft met een bedrieglijke eenvoud in tien nieuwe verhalen over de levens van vrouwen en de meedogenloosheid van het leven, huwelijk, overspel, verlies en wreedheid.

Zygiaris provides an accessible walkthrough of all technological advances of databases in the business environment. Readers learn how to design, develop, and use databases to provide business analytical reports with the three major database management systems: Microsoft Access, Oracle Express and MariaDB (formerly MySQL).

Ensure students gain a thorough, applied understanding of critical database issues with Starks/Pratt/Last's *CONCEPTS OF DATABASE MANAGEMENT, 9E*. Real-world cases, examples and screenshots in this concise presentation help clarify database design, data integrity, normalization, concurrent updates, data security, and big data. Completely updated to SQL Server 2016, Microsoft Access 2016, and Office 365 standards, this edition explores SQL in a database-neutral environment while addressing E-R diagrams, normalization, and database design. Detailed coverage presents the relational model (including QBE and SQL), normalization and views, database administration and management. The book also examines advanced topics such as distributed databases, data warehouses, stored procedures, triggers, data macros, and Web Apps. This database introduction is ideal for a variety of disciplines.

For courses in database management. Hands-on exploration of database fundamentals *Database Concepts* offers students practical help creating and managing small databases, from two of the world's leading database authorities. The text focuses on database concepts, rather than features and functions of a particular product, making it flexible enough to

work with the instructor's preferred software. Data sets for three sample databases run throughout portions of the text so students can practice working with complete databases. Three running projects challenge learners to apply concepts and techniques to real business situations. In the 9th edition, Microsoft® Office 2019, and particularly Microsoft Access(tm) 2019, is now the basic software used and is shown running on Microsoft Windows(tm) 10.

Het eerste deel van Robert Jordans Het Rad des Tijds. Vanaf najaar 2021 te zien op Prime Video als The Wheel of Time, met Rosamund Pike en de Nederlander Josha Stradowski in de hoofdrollen. Het Oog van de Wereld is het eerste boek van Robert Jordans klassieke fantasycyclus Het Rad des Tijds. Een epos van maar liefst 15 boeken waarmee hij wereldwijd een miljoenenpubliek aan zich wist te binden. Prime Video baseerde er het eerste seizoen van de tv-serie The Wheel of Time op, met superster Rosamund Pike als Moiraine Damodred en de Nederlandse acteur Josha Stradowski als niemand minder dan Rhand Altor. In het ooit zo vredige Emondsveld breken roerige tijden aan. Verre geruchten van grote gebeurtenissen in de buitenwereld werpen hun donkere schaduw over het dorpje. En daar blijft het niet bij. De komst van vreemdelingen brengt grote veranderingen mee, veranderingen die onomkeerbaar zijn en die het leven van alle betrokkenen voorgoed overhoop zullen halen. Er moet iets gebeuren, zoveel is duidelijk. Vijf jonge Emondsvelders vertrekken van huis en haard om de veranderingen te stoppen. Maar dan worden ze het middelpunt van een vernietigende reeks gebeurtenissen die de wereld in heftige beroering zal brengen... 'Het Oog van de Wereld was een keerpunt in mijn leven. Ik las, ik genoot. En toen ging ik mijn eigen grote fantasyboeken schrijven.' Robin Hobb, auteur van De Boeken van de Ziener

Roxane Gay heeft in de afgelopen jaren openhartige en populaire essays en blogs geschreven over feminisme en het menselijk lichaam. Haar eigen emotionele en psychologische worstelingen geven haar een unieke inkijk in het spanningsveld tussen verlangen en ontkenning, troost en medelijden. Met Honger onderzoekt ze haar eigen verleden - waaronder een uiterst gewelddadige gebeurtenis in haar jeugd die een keerpunt in haar leven vormde - en betreft ze de lezer op indringende wijze in haar poging om zichzelf beter te begrijpen, om uiteindelijk haar eigen leven te kunnen redden. Met haar kenmerkende eerlijkheid, kwetsbaarheid en kracht schrijft Gay over haar lichaam en haar overgewicht. Appropriate for all introductory courses or brief courses on database development and management, as well as database courses designed around specific database products such as Microsoft Access, SQL Server, or MySQL. Written by one of the world's leading database authorities, Database Concepts 3e, introduces the essential concepts students need to create and use small databases.

The African Water Resource Database (AWRD) is a set of data and custom-designed tools, combined in a geographic information system (GIS) analytical framework, aimed at facilitating responsible inland aquatic resource management with a focus on inland fisheries and

aquaculture. It thus provides a valuable instrument to promote food security. The AWRD data archive includes an extensive collection of datasets covering the African continent, including: surface waterbodies, watersheds, aquatic species, rivers, political boundaries, population density, soils, satellite imagery and many other physiographic and climatological data. This technical paper is the first of two publications about the AWRD, and it gives a general overview addressed both to administrators and managers, as well as for professionals in technical fields. The second part of this technical paper is available separately (ISBN 9789251056479).

“What Kevvie Fowler has done here is truly amazing: He has defined, established, and documented SQL server forensic methods and techniques, exposing readers to an entirely new area of forensics along the way. This fantastic book is a much needed and incredible contribution to the incident response and forensic communities.” —Curtis W. Rose, founder of Curtis W. Rose and Associates and coauthor of Real Digital Forensics The Authoritative, Step-by-Step Guide to Investigating SQL Server Database Intrusions Many forensics investigations lead to the discovery that an SQL Server database might have been breached. If investigators cannot assess and qualify the scope of an intrusion, they may be forced to report it publicly—a disclosure that is painful for companies and customers alike. There is only one way to avoid this problem: Master the specific skills needed to fully investigate SQL Server intrusions. In SQL Server Forensic Analysis, author Kevvie Fowler shows how to collect and preserve database artifacts safely and non-disruptively; analyze them to confirm or rule out database intrusions; and retrace the actions of an intruder within a database server. A chapter-length case study reinforces Fowler’s techniques as he guides you through a real-world investigation from start to finish. The techniques described in SQL Server Forensic Analysis can be used both to identify unauthorized data access and modifications and to gather the information needed to recover from an intrusion by restoring the pre-incident database state. Coverage includes Determining whether data was actually compromised during a database intrusion and, if so, which data Real-world forensic techniques that can be applied on all SQL Server instances, including those with default logging Identifying, extracting, and analyzing database evidence from both published and unpublished areas of SQL Server Building a complete SQL Server incident response toolkit Detecting and circumventing SQL Server rootkits Identifying and recovering previously deleted database data using native SQL Server commands SQL Server Forensic Analysis is the first book of its kind to focus on the unique area of SQL Server incident response and forensics. Whether you’re a digital forensics specialist, incident response team member, law enforcement officer, corporate security specialist, auditor, or database professional, you’ll find this book an indispensable resource.

Reacting to the business environment, this work addresses issues such as Internet, data warehousing and object-orientation. The text instructs from a business perspective, allowing students to understand database management within a business.

March 04-05, 2019, Barcelona, Spain Key Topics: Big Data Analytics ,Big Data Algorithms ,Big Data In Bioinformatics ,Data Mining With Big Data ,Visualization In Big Data ,Big Data In Neural Network For Deep Learning ,High Performance Computing For Big Data ,Machine Learning In Data Science ,Open Science In Big Data ,Hadoop Map-Reduce For Analyzing Information ,Regression In Data Science ,Big Data Applications

Provides definitions, many with examples, for over six hundred terms covering relational databases.

Uitblinkers is een stimulerende en verbazende zoektocht naar de herkomst van succes. Vanuit het niets bestaat niet Wat is er zo bijzonder aan een uitzonderlijke prestatie? Dat lijkt een vreemde vraag, maar met vreemde vragen is Malcolm Gladwell op zijn best. Uitblinkers is een stimulerende en verbazende zoektocht naar de herkomst van succes. En die ligt niet, zoals meestal wordt gedacht, in een bijzonder brein of een verbluffend talent. Uitblinkers hebben iets bijzonders, maar dat zit hem vooral in wat ze meegemaakt hebben: hun cultuur, familie, en alle

eigenaardigheden waarmee ze in aanraking zijn geweest. De geheimen van de softwaremiljardair, de briljante voetballer, de geniale wiskundige en The Beatles zijn níet onbegrijpelijk. In *Uitblinkers* laat Malcolm Gladwell zien waarom sommige mensen succes hebben, en anderen niet. Zijn beste en bruikbaarste boek: spannende wetenschap, zelfhulp en amusement in één! *entertainment weekly* Malcolm Gladwell is hij vaste medewerker bij *The New Yorker*. Daarvoor was hij wetenschapsjournalist bij de *Washington Post*. Van Het beslissende moment zijn wereldwijd meer dan twee miljoen exemplaren verkocht en *Intuïtie* stond twee jaar onafgebroken op de *New York Times* bestsellerlijst. Gladwell won de *National Magazine Award* en was in 2005 volgens *Time* een van de honderd invloedrijkste mensen.

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