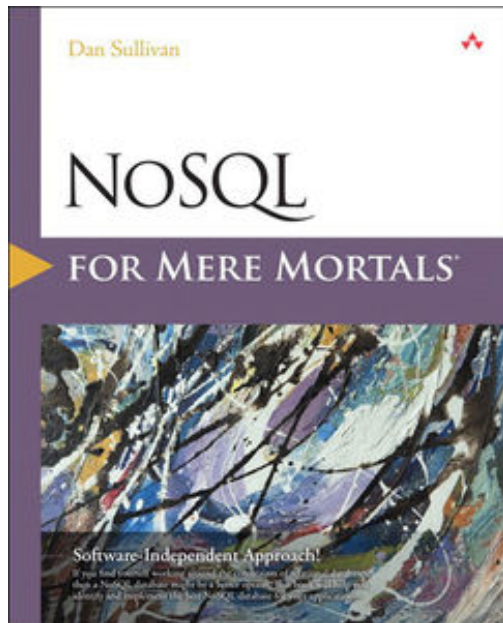


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The *Mere Mortals*® tutorials have earned worldwide praise as the clearest, simplest way to master essential database technologies. Now, there's one for today's exciting new NoSQL databases. *NoSQL for Mere Mortals* guides you through solving real problems with NoSQL and achieving unprecedented scalability, cost efficiency, flexibility, and availability.

Drawing on 20+ years of cutting-edge database experience, Dan Sullivan explains the advantages, use cases, and terminology associated with all four main categories of NoSQL databases: key-value, document, column family, and graph databases. For each, he introduces pragmatic best practices for building high-value applications. Through step-by-step examples, you'll discover how to choose the right database for each task, and use it the right way.

Coverage includes

- Getting started: What NoSQL databases are, how they differ from relational databases, when to use them, and when *not* to Data management principles and design criteria: Essential knowledge for creating any database solution, NoSQL or relational
- Key-value databases: Gaining more utility from data structures
- Document databases: Schemaless databases, normalization and denormalization, mutable documents, indexing, and design patterns
- Column family databases: Google's BigTable design, table design, indexing, partitioning, and Big Data

Graph databases: Graph/network modeling, design tips, query methods, and traps to avoid

Whether you're a database developer, data modeler, database user, or student, learning NoSQL can open up immense new opportunities. As thousands of database professionals already know, *For Mere Mortals* is the fastest, easiest route to mastery.

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