



Database Design for Mere Mortals: A Hands-On Guide to Relational Database Design (2nd Edition)

Michael J. Hernandez

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“This book takes the somewhat daunting process of database design and breaks it into completely manageable and understandable components. Mike’s approach whilst simple is completely professional, and I can recommend this book to any novice database designer.”

—**Sandra Barker**, Lecturer, University of South Australia, Australia

“Databases are a critical infrastructure technology for information systems and today’s business. Mike Hernandez has written a literate explanation of database technology—a topic that is intricate and often obscure. If you design databases yourself, this book will educate you about pitfalls and show you what to do. If you purchase products that use a database, the book explains the technology so that you can understand what the vendor is doing and assess their products better.”

—**Michael Blaha**, consultant and trainer, author of *A Manager’s Guide to Database Technology*

“If you told me that Mike Hernandez could improve on the first edition of *Database Design for Mere Mortals* I wouldn’t have believed you, but he did! The second edition is packed with more real-world examples, detailed explanations, and even includes database-design tools on the CD-ROM! This is a must-read for anyone who is even remotely interested in relational database design, from the individual who is called upon occasionally to create a useful tool at work, to the seasoned professional who wants to brush up on the fundamentals. Simply put, if you want to do it right, read this book!”

—**Matt Greer**, Process Control Development, The Dow Chemical Company

“Mike’s approach to database design is totally common-sense based, yet he’s adhered to all the rules of good relational database design. I use Mike’s books in my starter database-design class, and I recommend his books to anyone who’s interested in learning how to design databases or how to write SQL queries.”

—**Michelle Poolet**, President, MVDS, Inc.

“Slapping together sophisticated applications with poorly designed data will hurt you just as much now as when Mike wrote his first edition, perhaps even more. Whether you’re just getting started developing with data or are a seasoned pro; whether you’ve read Mike’s previous book or this is your first; whether you’re happier letting someone else design your data or you love doing it yourself—this is the book for you. Mike’s ability to explain these concepts in a way that’s not only clear, but fun, continues to amaze me.”

—From the Foreword by **Ken Getz**, MCW Technologies, coauthor *ASP.NET Developer’s JumpStart*

“The first edition of Mike Hernandez’s book *Database Design for Mere Mortals* was one of the few books that survived the cut when I moved my office to smaller quarters. The second edition expands and improves on the original in so many ways. It is not only a good, clear read, but contains a remarkable quantity of clear, concise thinking on a very complex subject. It’s a must for anyone interested in the subject of database design.”

—**Malcolm C. Rubel**, Performance Dynamics Associates

“Mike’s excellent guide to relational database design deserves a second edition. His book is an essential tool for fledgling Microsoft Access and other desktop database developers, as well as for client/server pros. I recommend it highly to all my readers.”

—**Roger Jennings**, author of *Special Edition Using Access 2002*

“There are no silver bullets! Database technology has advanced dramatically, the newest crop of database servers perform operations faster than anyone could have imagined six years ago, but none of these technological advances will help fix a bad database design, or capture data that you forgot to include!”

Database Design for Mere Mortals™, Second Edition, helps you design your database right in the first place!"

—**Matt Nunn**, Product Manager, SQL Server, Microsoft Corporation

"When my brother started his professional career as a developer, I gave him Mike's book to help him understand database concepts and make real-world application of database technology. When I need a refresher on the finer points of database design, this is the book I pick up. I do not think that there is a better testimony to the value of a book than that it gets used. For this reason I have wholeheartedly recommended to my peers and students that they utilize this book in their day-to-day development tasks."

—**Chris Kunicki**, Senior Consultant, OfficeZealot.com

"Mike has always had an incredible knack for taking the most complex topics, breaking them down, and explaining them so that anyone can 'get it.' He has honed and polished his first very, very good edition and made it even better. If you're just starting out building database applications, this book is a must-read cover to cover. Expert designers will find Mike's approach fresh and enlightening and a source of great material for training others."

—**John Viescas**, President, Viescas Consulting, Inc., author of *Running Microsoft Access 2000* and coauthor of *SQL Queries for Mere Mortals*

"Whether you need to learn about relational database design in general, design a relational database, understand relational database terminology, or learn best practices for implementing a relational database, *Database Design for Mere Mortals™, Second Edition*, is an indispensable book that you'll refer to often. With his many years of real-world experience designing relational databases, Michael shows you how to analyze and improve existing databases, implement keys, define table relationships and business rules, and create data views, resulting in data integrity, uniform access to data, and reduced data-entry errors."

—**Paul Cornell**, Site Editor, MSDN Office Developer Center

Sound database design can save hours of development time and ensure functionality and reliability.

Database Design for Mere Mortals™, Second Edition, is a straightforward, platform-independent tutorial on the basic principles of relational database design. It provides a commonsense design methodology for developing databases that work.

Database design expert Michael J. Hernandez has expanded his best-selling first edition, maintaining its hands-on approach and accessibility while updating its coverage and including even more examples and illustrations.

This edition features a CD-ROM that includes diagrams of sample databases, as well as design guidelines, documentation forms, and examples of the database design process.

This book will give you the knowledge and tools you need to create efficient and effective relational databases.

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Robert Haas:

Exactly why? Because this Database Design for Mere Mortals: A Hands-On Guide to Relational Database Design (2nd Edition) is an unordinary book that the inside of the guide waiting for you to snap that but latter it will shock you with the secret this inside. Reading this book beside it was fantastic author who also write the book in such incredible way makes the content on the inside easier to understand, entertaining approach but still convey the meaning fully. So , it is good for you because of not hesitating having this anymore or you going to regret it. This phenomenal book will give you a lot of benefits than the other book possess such as help improving your expertise and your critical thinking method. So , still want to postpone having that book? If I had been you I will go to the publication store hurriedly.

Gregory Goolsby:

Reading can called imagination hangout, why? Because while you are reading a book particularly book entitled Database Design for Mere Mortals: A Hands-On Guide to Relational Database Design (2nd Edition) the mind will drift away trough every dimension, wandering in each aspect that maybe unknown for but surely might be your mind friends. Imaging every single word written in a publication then become one web form conclusion and explanation which maybe you never get previous to. The Database Design for Mere Mortals: A Hands-On Guide to Relational Database Design (2nd Edition) giving you one more experience more than blown away your head but also giving you useful details for your better life in this era. So now let us explain to you the relaxing pattern this is your body and mind will be pleased when you are finished studying it, like winning an activity. Do you want to try this extraordinary investing spare time activity?

Elizabeth Rogers:

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