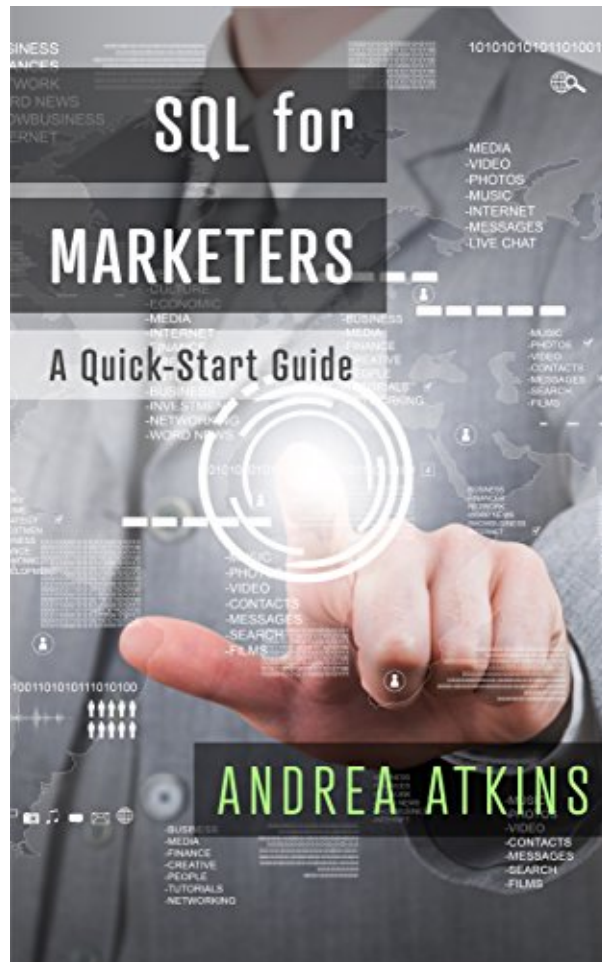
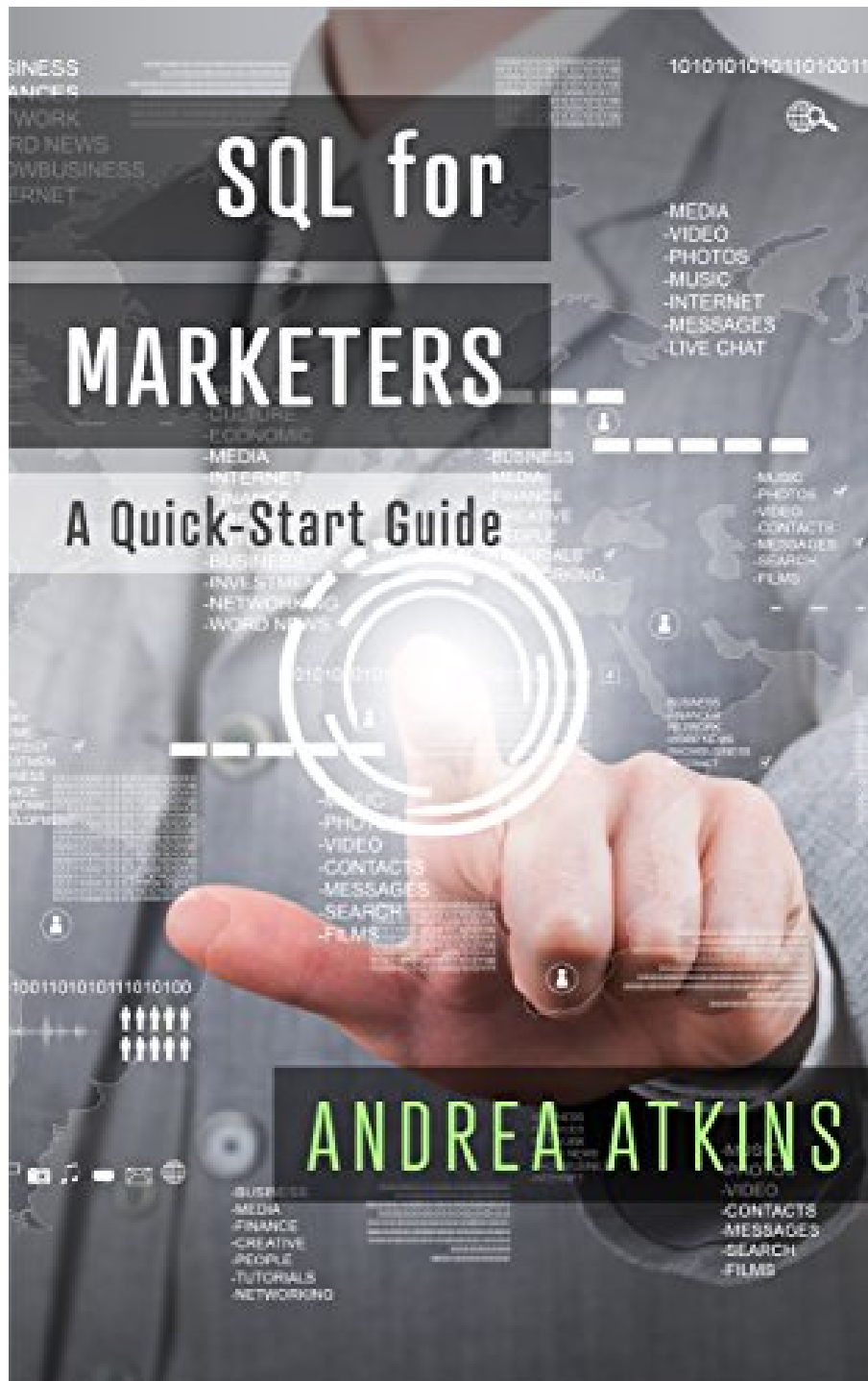


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Many marketing professionals no longer have the luxury of mastering only marketing skills to stay competitive; today's marketer must have an intimate relationship with company data in order to efficiently lead data-driven marketing strategy!

SQL isn't a complicated programming language to learn, but it can certainly be overwhelming for non-programmers because of the different 'dialects' available (MySQL, PostGRE, Oracle, etc.) and the seemingly random caveats that must be memorized. This tongue-in-cheek quick start guide has plenty of humorous marketing examples to get you up to speed as fast as possible.

Most SQL books are written for programmers and database developers learning to construct sound databases from scratch, not for marketers who need to focus on accessing and manipulating the data already stored in these databases.

Unlike most SQL texts, this book is organized so you can find the areas you need quickly and easily without needing to read the entire book cover to cover.

Part 1: Retrieving Data

Part 2: Sorting the Data

Part 3: Filtering Your Data for Deeper Insights

Part 4: Joining Tables for Analysis

Part 5: Manipulate Your Data with Basic Functions

And there are plenty of extras included!

- List of Time Savers
- Using Wildcards
- Appendix of Query and Function syntax
- Additional SQL training resources

All of the tables used in this book are also available to download and import so you can start practicing SQL queries in a matter of minutes!

If you're a marketer who is just starting out with SQL queries, this is the perfect guide to help you get up to speed. It will also be a great reference guide to help you recall SQL statements on the fly for many years to come. Download your copy today and help meet the demand for data-driven marketers!

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By M. Hoad

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Given that it is a self published kindle title, it's a little light on the kind of polish that you may expect from a regular e-book from a publisher but then again considering the price you are getting yourself a very good deal regardless here.

The book comes with an example database that will allow you to work through the book and the various examples they provide. It took me all of about 10 minutes to get set up which ends up allowing more time to focus on the content of the book and absorbing all the various lessons.

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