Optimize

Lisa Kardos

Optimize Lee Odden,2012-04-17 Attract, engage, and inspire your customers with an Optimize and Socialize content marketing strategy Optimize is designed to give readers a practical approach to integrating search and social media optimization with content marketing to boost relevance, visibility, and customer engagement. Companies, large and small, will benefit from the practical planning and creative content marketing tactics in this book that have been proven to increase online performance across marketing, public relations, and customer service. Learn to incorporate essential content optimization and social media engagement principles thereby increasing their ability to acquire and engage relevant customers online. Optimize provides insights from Lee Odden, one of the leading authorities on Content and Online Marketing. This book explains how to: Create a blueprint for integrated search, social media and content marketing strategy Determine which creative tactics will provide the best results for your company Implement search and social optimization holistically in the organization Measure the business value of optimized and socialized content marketing Develop

guidelines, processes and training to scale online marketing success Optimize offers a tested approach for a customer-centric and adaptive online marketing strategy that incorporates the best of content, social media marketing, and search engine optimization tactics.

Website Optimization Andrew B. King,2008-07-08 Remember when an optimized website was one that merely didn't take all day to appear? Times have changed. Today, website optimization can spell the difference between enterprise success and failure, and it takes a lot more know-how to achieve success. This book is a comprehensive guide to the tips, techniques, secrets, standards, and methods of website optimization. From increasing site traffic to maximizing leads, from revving up responsiveness to increasing navigability, from prospect retention to closing more sales, the world of 21st century website optimization is explored, exemplified and explained. Website Optimization combines the disciplines of online marketing and site performance tuning to attain the competitive advantage necessary on today's Web. You'll learn how to improve your online marketing with effective paid and natural search engine visibility strategies, strengthened lead creation and conversion to sales

methods, and gold-standard ad copywriting guidelines. Plus, your increased site speed, reduced download footprint, improved reliability, and improved navigability will work synergistically with those marketing methods to optimize your site's total effectiveness. In this book for business and IT managers, author Andrew King, president of Website Optimization, LLC, has assembled experts in several key specialties to teach you: Search engine optimization -- addressing best (and worst) practices to improve search engine visibility, including step-by-step keyword optimization guidelines, category and tag cloud creation, and guerilla PR techniques to boost inbound links and improve rankings Pay-per-click optimization -- including ad copywriting guidelines, setting profit-driven goals, calculating and optimizing bids, landing page optimization, and campaign management tips Optimizing conversion rates -- increasing leads with site landing page guidelines, such as benefit-oriented copy, credibility-based design, value hierarchies, and tips on creating unique selling propositions and slogans Web performance tuning -- optimizing ways to use (X)HTML, CSS, and Ajax to increase speed, reduce your download footprint, and increase reliability Advanced tuning -- including client-side techniques

such as on-demand content, progressive enhancement, and inline images to save HTTP requests. Plus server-side tips include improving parallelism, using cache control, browser sniffing, HTTP compression, and URL rewriting to remap links and preserve traffic Web metrics -- illustrating the best metrics and tools to gather details about visitors and measure web conversion and success rates. Covering both search marketing metrics and web performance measures including Pathloss and waterfall graphs Website Optimization not only provides you with a strategy for success, it also offers specific techniques for you and your staff to follow. A profitable website needs to be well designed, current, highly responsive, and optimally persuasive if you're to attract prospects, convert them to buyers, and get them to come back for more. This book describes precisely what you need to accomplish to achieve all of those goals.

FinOps Handbook for Microsoft Azure Maulik Soni,2023-05-12 Drive financial visibility, set cost optimization goals, and reap savings for your organization with proven practices and invaluable insights Purchase of the print or Kindle book includes a free PDF eBook Key Features Build a FinOps

team and foster cross-organizational collaboration to optimize costs Gain a deep insight into resource usage and rates to unlock the secrets of cost optimization Apply your FinOps expertise to run a successful practice, reinvesting savings into new feature development Book Description To gain a competitive edge in today's unpredictable economic climate, you'll need to unravel the mystery of saving costs on Microsoft Azure Cloud. This book helps you do just that with proven strategies for building, running, and sustaining repeated cost optimization initiatives across your organization. You'll learn how to collaborate with finance, procurement, product, and engineering teams to optimize your cloud spend and achieve cost savings that can make a significant impact on your bottom line. The book begins by showing you how to effectively monitor and manage your cloud usage, identify cost-saving opportunities, and implement changes that'll reduce your overall spend. Whether you're a small start-up or a large enterprise, this book will equip you with the knowledge and skills needed to achieve cost savings and maintain a lean cloud infrastructure. As you advance, you'll find out how to benchmark your current cloud spend and establish a budget for cloud usage. Throughout the chapters,

you'll learn how to negotiate with your cloud provider to optimize your rate, allocate cost for the container, and gain a solid understanding of metric-driven cost optimization. By the end of this FinOps book, you'll have become proficient in Azure Cloud financial management with the help of real-world examples, use cases, and scenarios. What you will learn Get the grip of all the activities of FinOps phases for Microsoft Azure Understand architectural patterns for interruptible workload on Spot VMs Optimize savings with Reservations, Savings Plans, Spot VMs Analyze waste with customizable pre-built workbooks Write an effective financial business case for savings Apply your learning to three real-world case studies Forecast cloud spend, set budgets, and track accurately Who this book is for This book is for cloud governance experts, finance managers, procurement specialists, product developers, and engineering teams looking to get clear and actionable guidance needed to implement all the phases of the FinOps life cycle in the Microsoft Azure context. This book is ideal for anyone with a basic understanding of financial terms, analytics tools, and the Azure cloud.

Optimizing Oracle Performance Cary Millsap,Jeff Holt,2003-09-16 Oracle system performance

inefficiencies often go undetected for months or even years--even under intense scrutiny--because traditional Oracle performance analysis methods and tools are fundamentally flawed. They're unreliable and inefficient. Oracle DBAs and developers are all too familiar with the outlay of time and resources, blown budgets, missed deadlines, and marginally effective performance fiddling that is commonplace with traditional methods of Oracle performance tuning. In this crucial book, Cary Millsap, former VP of Oracle's System Performance Group, clearly and concisely explains how to use Oracle's response time statistics to diagnose and repair performance problems. Cary also shows how queueing theory can be applied to response time statistics to predict the impact of upgrades and other system changes. Optimizing Oracle Performance eliminates the time-consuming, trial-and-error guesswork inherent in most conventional approaches to tuning. You can determine exactly where a system's performance problem is, and with equal importance, where it is not, in just a few minutes--even if the problem is several years old. Optimizing Oracle Performance cuts a path through the complexity of current tuning methods, and streamlines an approach that focuses on optimization techniques that any DBA can use

quickly and successfully to make noticeable--even dramatic--improvements. For example, the one thing database users care most about is response time. Naturally, DBAs focus much of their time and effort towards improving response time. But it is entirely too easy to spend hundreds of hours to improve important system metrics such as hit ratios, average latencies, and wait times, only to find users are unable to perceive the difference. And an expensive hardware upgrade may not help either. It doesn't have to be that way. Technological advances have added impact, efficiency, measurability, predictive capacity, reliability, speed, and practicality to the science of Oracle performance optimization. Optimizing Oracle Performance shows you how to slash the frustration and expense associated with unraveling the true root cause of any type of performance problem, and reliably predict future performance. The price of this essential book will be paid back in hours saved the first time its methods are used.

Optimizing SEO and paid search fundamentals Julian Delphiki,2020-05-20 Optimizing SEO and Paid Search Fundamentals: Create Your Search Strategy, Optimize SEO, and Launch Your Paid

Campaigns is a comprehensive guide that delves into the world of search engine optimization (SEO) and paid search. This book offers valuable insights and practical strategies to help businesses and marketers improve their online visibility, drive targeted traffic, and maximize their return on investment (ROI). The book begins by providing a clear understanding of SEO fundamentals, explaining how search engines work, and the importance of optimizing websites to rank higher in search results. It covers essential aspects such as keyword research, on-page optimization, website structure, and technical SEO. Readers will learn how to develop a comprehensive SEO strategy that aligns with their business goals and effectively improves their website's visibility and organic traffic. Moving forward, the book dives into the realm of paid search, often referred to as search engine marketing (SEM) or pay-per-click (PPC) advertising. It walks readers through the process of setting up paid campaigns on popular advertising platforms like Google Ads, Bing Ads, and social media platforms. Readers will gain insights into keyword selection, ad copy creation, bid management, and campaign optimization techniques. The book emphasizes the importance of aligning SEO and paid search strategies to create

a cohesive and impactful online presence. It explores how to leverage SEO data and insights to inform paid search campaigns, ensuring the targeting of relevant keywords and optimization of ad performance. By integrating these two disciplines, readers will learn how to maximize their visibility in search engine results pages (SERPs) and effectively reach their target audience. Furthermore, the book covers the importance of analytics and tracking in measuring the success of SEO and paid search efforts. It explains how to set up and interpret data from tools like Google Analytics, Google Search Console, and ad platform analytics. Readers will discover how to extract valuable insights to optimize their strategies, make data-driven decisions, and continuously refine their campaigns for better results. Throughout the book, the authors provide practical examples, case studies, and actionable tips, offering readers a step-by-step approach to implementing successful SEO and paid search strategies. Whether beginners or experienced marketers, readers will gain the knowledge and skills needed to develop a robust search strategy, improve their organic rankings, drive targeted traffic, and achieve their business objectives. Optimizing SEO and Paid Search Fundamentals: Create Your

Search Strategy, Optimize SEO, and Launch Your Paid Campaigns is an essential resource for marketers, entrepreneurs, and anyone looking to enhance their digital marketing efforts. By mastering the principles and techniques outlined in this book, readers will be equipped with the tools to effectively navigate the complex world of SEO and paid search and achieve sustainable online success.

Organizational Optimization Robert Hutcherson,2014-12-11 Organizations are constantly trying to figure out how to improve and do more with less, especially with today's budgetary pressures. We must not only find a way to improve our companies and countries, but we must find a way to optimize them. How do we get the biggest strategic bang for our budgetary buck? There is continuous pressure on corporate leaders and government officials to reduce waste, improve services and margins that provide a better overall value to its shareholders and citizens. Organizational Optimization is the new way to look at your organization, assess it's current health and optimize it's future potential. Its purpose is to strategically align the organization, optimize the execution of its strategy, and culturally set the stage for growth and prosperity. It can be applied to any type of organization whether an international

conglomerate, a federal agency, a city, a professional sports team or an entrepreneurial organization looking to optimize their true potential.

Google Optimize Demystified Joel J. Davis,2017-10-20 A comprehensive, step-by-step guide to Google's free website testing, optimization and personalization tool. Website experimentation is an important way to better understand your site visitors' preferences and behaviors and to dramatically improve your site's success. Experiments allow you to explore the impact of changes to site design or content so you can better see how even small modifications can lead to large differences in visitor response and outcomes. Google Optimize Demystified explains how to use Google Optimize to conduct website experiments that help you capitalize on current site strengths and minimize or eliminate current site weaknesses. Unfortunately, many site owners/managers are reluctant to experiment. This is due to the beliefs that experiments are: complicated and requite special expertise to plan, too expensive and disruptive, not relevant to my site's goals and objectives, and difficult to interpret, especially the statistics. Fortunately, Google Optimize eliminates all of these problems. Once

you're familiar with Optimize, you'll be able to plan and deploy an experiment in about 10 minutes with no cumbersome HTML programming and without jeopardizing current site response. Additionally, Optimize presents results based on your existing metrics and business objectives to make it easy to see what you should do next to improve site success. The core of Google Optimize Demystified focuses on the three types of experiments you can conduct via Optimize: A/B, Redirect and Multivariate. Each type is explained via a case study and each step of the development and analysis process is explained clearly and concisely. But, the book goes beyond simply explaining how to plan, conduct and analyze an Optimize experiment. The book also provides clear and comprehensive discussions of additional topics that contribute to a broader range of planning and analysis options. All of these aspects of the book are illustrated in it's organization and approach. Google Optimize Demystified presents nine sections of content: Section I presents an overview of Google Optimize characteristics and benefits, explains the three types of experiments that can be conducted, describes the steps involved in planning an experiment and explains the characteristics of successful

experiments. Section II discusses characteristics and application of regular expressions, goals, events, and segments as they apply to Optimize experiments. Section III discusses the steps you'll use to configure your Google Optimize account. Sections IV through VI each focus on a specific type of experiment. Each section consists of nine chapters that take you through step-by-step creation and interpretation of an A/B, multivariate, or redirect experiment, respectively. The Visual Editor is the free tool you will use to create your experimental variations. The chapters in Section VII explain the Editor's features and describe how to easily create experimental variations by editing text, images, links, and CSS. Targeting is how you specify an experiment's timing and participant characteristics. Section VIII provides a detailed, yet easy to follow discussion of the variations available within four commonly used targeting options: URL, Behavior, Geographic, and Technology. Section IX discusses an additional targeting option: Query parameter targeting. This approach is particularly useful when you are trying to optimize the landing page viewed when your external referral links are clicked. The chapters in this section show you how to add query strings to your referral links, how to target using query parameter

information, and how to use this information to conduct a landing page optimization experiment.

Optimization of Behavioral, Biobehavioral, and Biomedical Interventions Linda M. Collins,2018-02-08 This book presents a framework for development, optimization, and evaluation of behavioral, biobehavioral, and biomedical interventions. Behavioral, biobehavioral, and biomedical interventions are programs with the objective of improving and maintaining human health and well-being, broadly defined, in individuals, families, schools, organizations, or communities. These interventions may be aimed at, for example, preventing or treating disease, promoting physical and mental health, preventing violence, or improving academic achievement. This volume introduces the multiphase optimization strategy (MOST), pioneered at The Methodology Center at the Pennsylvania State University, as an alternative to the classical approach of relying solely on the randomized controlled trial (RCT). MOST borrows heavily from perspectives taken and approaches used in engineering, and also integrates concepts from statistics and behavioral science, including the RCT. As described in detail in this book, MOST consists of three phases: preparation, in which the

conceptual model underlying the intervention is articulated; optimization, in which experimentation is used to gather the information necessary to identify the optimized intervention; and evaluation, in which the optimized intervention is evaluated in a standard RCT. Through numerous examples, the book demonstrates that MOST can be used to develop interventions that are more effective, efficient, economical, and scalable. Optimization of Behavioral, Biobehavioral, and Biomedical Interventions: The Multiphase Optimization Strategy is the first book to present a comprehensive introduction to MOST. It will be an essential resource for behavioral, biobehavioral, and biomedical scientists; statisticians, biostatisticians, and analysts working in epidemiology and public health; and graduate-level courses in development and evaluation of interventions.

The Optimization Edge: Reinventing Decision Making to Maximize All Your Company's Assets Stephen Sashihara,2011-02-25 Why downsize when you can OPTIMIZE? At McDonald's our focus has always been on providing maximum value to customers through 'optimal' quality and tight cost management, which is why Optimization has become such a pivotal concept for us. Steve Sashihara's

book brings the concept to life." —Kenneth M. Koziol, Corp. Senior Vice President, Innovation and Design, McDonald's Corp. "Steve Sashihara convincingly demonstrates how the application of advanced quantitative techniques can significantly improve day-to-day decision making, which is what we have done at Quad/Graphics." —Dave Blais, Executive Vice President, Quad/Graphics "The Optimization Edge is a powerful book that will change the way organizations make decisions and manage their assets." —Frances Hesselbein, President and CEO, Leader to Leader Institute; Recipient, Presidential Medal of Freedom "At UPS, the 'optimization edge' has given us a competitive advantage. It enables us to solve problems of great complexity seamlessly and with increased velocity, resulting in smarter decisions and ultimately bringing greater value to our customers." —Chuck Holland, Vice President of Industrial Engineering, UPS About the Book: In these challenging economic times, more and more companies have turned to "cut-back management" to ensure their survival. But how do some manage to outshine their competitors—and even grow—during downturns? How does Google outsearch the other search engines? How does McDonald's McClobber the competition? More

important, how can you increase your company's profits without downsizing? The answer is Asset Optimization. This groundbreaking approach to decision making utilizes the latest advances in mathematics and computer software. Optimization expert Steve Sashihara shows you how to squeeze every ounce of value from your company, even under "perfect storm" conditions. You'll learn how to: Drive up your company's value—even in a downturn Re-allocate your resources—for maximum performance Streamline your company—and stay ahead of the competition Optimize your assets—for long-term growth A proven, practical, and workable alternative to "corporate anorexia," Optimization is your best option for dealing head-on with marketplace volatility and resource scarcity. This step-by-step guide offers concrete, ready-to- use tools drawn from decades of superior business practices—the best-kept secrets of global successes such as Amazon, Google, Marriott, McDonald's, Intel, SAS, and UPS. You'll learn what Optimization is, what best practices you can immediately put to use, how to use Optimization to speed up and improve decision making, and how to integrate Optimization into your organization's culture. If you want to thrive in any economy—and grow your company in the

future—forget about downsizing. Get The Optimization Edge.

Algorithms for Decision Making Mykel J. Kochenderfer,Tim A. Wheeler,Kyle H. Wray,2022-08-16 A broad introduction to algorithms for decision making under uncertainty, introducing the underlying mathematical problem formulations and the algorithms for solving them. Automated decision-making systems or decision-support systems—used in applications that range from aircraft collision avoidance to breast cancer screening—must be designed to account for various sources of uncertainty while carefully balancing multiple objectives. This textbook provides a broad introduction to algorithms for decision making under uncertainty, covering the underlying mathematical problem formulations and the algorithms for solving them. The book first addresses the problem of reasoning about uncertainty and objectives in simple decisions at a single point in time, and then turns to sequential decision problems in stochastic environments where the outcomes of our actions are uncertain. It goes on to address model uncertainty, when we do not start with a known model and must learn how to act through interaction with the environment; state uncertainty, in which we do not know the current state of the

environment due to imperfect perceptual information; and decision contexts involving multiple agents. The book focuses primarily on planning and reinforcement learning, although some of the techniques presented draw on elements of supervised learning and optimization. Algorithms are implemented in the Julia programming language. Figures, examples, and exercises convey the intuition behind the various approaches presented.

Optimization in Practice with MATLAB Achille Messac,2015-03-19 This textbook is designed for students and industry practitioners for a first course in optimization integrating MATLAB® software.

Optimize Quality for Business Outcomes Golze,Mark Sarbiewski,Alain Zahm,2008-01-01 Ez a koumlet;nyv uumlet;gyfeleinknl sikerre vitt toumlet;bbezer projektuumlet;nk tapasztalatainak, bevlt jgyakorlatainak esszencija: egy gyakorlati tmutat a szoftverminoumlet;sg javtshoz. Az ismertetett modelleket s technikkat kezdoumlet;k s szakrtoumlet;k egyarnt jl hasznosthatjk a minoumlet;sg javtsa, illetve az uumlet;zleti clok tmogatsa rdekben.

Convex Optimization Stephen P. Boyd,Lieven Vandenberghe,2004-03-08 Convex optimization

problems arise frequently in many different fields. This book provides a comprehensive introduction to the subject, and shows in detail how such problems can be solved numerically with great efficiency. The book begins with the basic elements of convex sets and functions, and then describes various classes of convex optimization problems. Duality and approximation techniques are then covered, as are statistical estimation techniques. Various geometrical problems are then presented, and there is detailed discussion of unconstrained and constrained minimization problems, and interior-point methods. The focus of the book is on recognizing convex optimization problems and then finding the most appropriate technique for solving them. It contains many worked examples and homework exercises and will appeal to students, researchers and practitioners in fields such as engineering, computer science, mathematics, statistics, finance and economics.

Optimization of Manufacturing Processes Kapil Gupta,Munish Kumar Gupta,2019-06-25 This book provides a detailed understanding of optimization methods as they are implemented in a variety of manufacturing, fabrication and machining processes. It covers the implementation of statistical

methods, multi-criteria decision making methods and evolutionary techniques for single and multi-objective optimization to improve quality, productivity, and sustainability in manufacturing. It reports on the theoretical aspects, special features, recent research and latest development in the field. Optimization of Manufacturing Processes is a valuable source of information for researchers and practitioners, as it fills the gap where no dedicated book is available on intelligent manufacturing/modeling and optimization in manufacturing. Readers will develop an understanding of the implementation of statistical and evolutionary techniques for modeling and optimization in manufacturing.

Practical Optimization Philip E. Gill,Walter Murray,Margaret H. Wright,2019-12-16 In the intervening years since this book was published in 1981, the field of optimization has been exceptionally lively. This fertility has involved not only progress in theory, but also faster numerical algorithms and extensions into unexpected or previously unknown areas such as semidefinite programming. Despite these changes, many of the important principles and much of the intuition can

be found in this Classics version of Practical Optimization. This book provides model algorithms and pseudocode, useful tools for users who prefer to write their own code as well as for those who want to understand externally provided code. It presents algorithms in a step-by-step format, revealing the overall structure of the underlying procedures and thereby allowing a high-level perspective on the fundamental differences. And it contains a wealth of techniques and strategies that are well suited for optimization in the twenty-first century, and particularly in the now-flourishing fields of data science, "big data," and machine learning. Practical Optimization is appropriate for advanced undergraduates, graduate students, and researchers interested in methods for solving optimization problems.

Optimize for Victory Lisa Kardos,2019-01-31 Take your first step to overcoming your personal and professional challenges, and achieve your dreams. In an engaging and conversational style, Dr. Lisa Kardos teaches you how to reframe your thinking using simple engineering principles (note: anyone can do it). This unique and simple approach is the key step to "optimize for victory" in your life and career. Building on the framework presented in the book, Dr. Kardos tackles issues that thwart our

success, such as discouraging voices, self-doubt, difficult relationships, the troubling aspects of goal-setting (including surprising research), and the challenges of staying on course to achieve our goals and dreams. Everyday life challenges stealthily inhibit our success; Optimize for Victory provides a practical approach to overcome such challenges to achieve victory in our lives.

Handbook of Global Optimization Panos M. Pardalos,H. Edwin Romeijn,2013-04-18 In 1995 the Handbook of Global Optimization (first volume), edited by R. Horst, and P.M. Pardalos, was published. This second volume of the Handbook of Global Optimization is comprised of chapters dealing with modern approaches to global optimization, including different types of heuristics. Topics covered in the handbook include various metaheuristics, such as simulated annealing, genetic algorithms, neural networks, taboo search, shake-and-bake methods, and deformation methods. In addition, the book contains chapters on new exact stochastic and deterministic approaches to continuous and mixed-integer global optimization, such as stochastic adaptive search, two-phase methods, branch-and-bound methods with new relaxation and branching strategies, algorithms based on local optimization, and

dynamical search. Finally, the book contains chapters on experimental analysis of algorithms and software, test problems, and applications.

   Pro .NET Performance Sasha Goldshtein,Dima Zurbalev,SELA Group,Ido Flatow,2012-10-22 Maximizing the performance of your algorithms and applications is extremely important and can give you a competitive advantage, a lower cost of ownership, and happier users. Pro .NET Performance explains the internals of Windows, the CLR, and the physical hardware that affect the performance of your applications, and gives you the knowledge and tools to measure how your code performs in isolation from external factors. The book is full of C# code samples and tips to help you squeeze every bit of juice from your application—lower memory utilization, consistent CPU usage, and fewer I/O operations across the network and disk. Pro .NET Performance will change the way you think about .NET application development. Guides you through performance measurement with a variety of profilers and other tools Explains how OS and CLR internals affect your application's performance in unexpected ways Provides you with tips and real-life case studies for improving application

performance

Approximation and Optimization Ioannis C. Demetriou,Panos M. Pardalos,2019-05-10 This book focuses on the development of approximation-related algorithms and their relevant applications. Individual contributions are written by leading experts and reflect emerging directions and connections in data approximation and optimization. Chapters discuss state of the art topics with highly relevant applications throughout science, engineering, technology and social sciences. Academics, researchers, data science practitioners, business analysts, social sciences investigators and graduate students will find the number of illustrations, applications, and examples provided useful. This volume is based on the conference Approximation and Optimization: Algorithms, Complexity, and Applications, which was held in the National and Kapodistrian University of Athens, Greece, June 29–30, 2017. The mix of survey and research content includes topics in approximations to discrete noisy data; binary sequences; design of networks and energy systems; fuzzy control; large scale optimization; noisy data; data-dependent approximation; networked control systems; machine learning ; optimal design; no free

lunch theorem; non-linearly constrained optimization; spectroscopy.

PostgreSQL Query Optimization Henrietta Dombrovskaya,Boris Novikov,Anna Bailliekova,2021 Write optimized queries. This book helps you write queries that perform fast and deliver results on time. You will learn that query optimization is not a dark art practiced by a small, secretive cabal of sorcerers. Any motivated professional can learn to write efficient queries from the get-go and capably optimize existing queries. You will learn to look at the process of writing a query from the database engine's point of view, and know how to think like the database optimizer. The book begins with a discussion of what a performant system is and progresses to measuring performance and setting performance goals. It introduces different classes of queries and optimization techniques suitable to each, such as the use of indexes and specific join algorithms. You will learn to read and understand query execution plans along with techniques for influencing those plans for better performance. The book also covers advanced topics such as the use of functions and procedures, dynamic SQL, and generated queries. All of these techniques are then used together to produce performant applications,

avoiding the pitfalls of object-relational mappers. You will: Identify optimization goals in OLTP and OLAP systems Read and understand PostgreSQL execution plans Distinguish between short queries and long queries Choose the right optimization technique for each query type Identify indexes that will improve query performance Optimize full table scans Avoid the pitfalls of object-relational mapping systems Optimize the entire application rather than just database queries.

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