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[The Antitrust Paradox](#) - Robert Bork, Jr. 2021-02-22

The antitrust paradox: a policy at war with itself / Robert H. Bork, with a new introduction and foreword.

[The Smart Girl's Guide to Privacy](#) - Violet Blue 2015-08-01

The whirlwind of social media, online dating, and mobile apps can make life a dream—or a nightmare. For every trustworthy website, there are countless jerks, bullies, and scam artists who want to harvest your personal information for their own purposes. But you can fight back, right now. In *The Smart Girl's Guide to Privacy*, award-winning author and investigative journalist Violet Blue shows you how women are targeted online and how to keep yourself safe. Blue's practical, user-friendly advice will teach you how to: -Delete personal content from websites -Use website and browser privacy controls effectively -Recover from and prevent identity theft -Figure out where the law protects you—and where it doesn't -Set up safe online profiles -Remove yourself from people-finder websites Even if your privacy has already been compromised, don't panic. It's not too late to take control. Let *The Smart Girl's Guide to Privacy* help you cut through the confusion and start protecting your online life.

Learning Web Design - Jennifer Robbins 2018-05-11

Do you want to build web pages but have no prior experience? This friendly guide is the perfect place to start. You'll begin at square one,

learning how the web and web pages work, and then steadily build from there. By the end of the book, you'll have the skills to create a simple site with multicolumn pages that adapt for mobile devices. Each chapter provides exercises to help you learn various techniques and short quizzes to make sure you understand key concepts. This thoroughly revised edition is ideal for students and professionals of all backgrounds and skill levels. It is simple and clear enough for beginners, yet thorough enough to be a useful reference for experienced developers keeping their skills up to date. Build HTML pages with text, links, images, tables, and forms Use style sheets (CSS) for colors, backgrounds, formatting text, page layout, and even simple animation effects Learn how JavaScript works and why the language is so important in web design Create and optimize web images so they'll download as quickly as possible NEW! Use CSS Flexbox and Grid for sophisticated and flexible page layout NEW! Learn the ins and outs of Responsive Web Design to make web pages look great on all devices NEW! Become familiar with the command line, Git, and other tools in the modern web developer's toolkit NEW! Get to know the super-powers of SVG graphics

Communication Technology Update and Fundamentals - August E. Grant 2012

Communication technologies surround us in every part of our lives: via television, web, blogging, mass media, and much more. How do people in

business keep up with the latest and greatest trends, and how do they differentiate good information from bad information? How do they get help analyzing information and coming to conclusions about trends that will impact their businesses and business decisions? How do they consider the environmental and sustainability issues surrounding communication technology? This book answers these essential questions. It's for professionals and students working in telecommunications, including electronic mass media, digital signage, computers, consumer electronics, games, satellites, and telepresence. The best of the best minds on these topics all come forward here, each in their own chapter, to report on, analyze, and make recommendations, for the new edition of this definitive guide to new technologies. New to this edition:

- New coverage of historical perspectives on communication technology bring the ideas and concepts to the forefront, providing a thoroughly grounded approach designed to appeal to professors looking for more the why's than the how's of comm. tech
- New chapters on digital cinema, mobile commerce, digital television, cinema technologies, e-books, home video, digital audio, and telepresence.
- As always, every chapter is updated to reflect the latest trends on the topic
- Brand new! Instructor's manual with testbank and sample syllabus
- Website - brand new for this edition.

Chapter-by-chapter additional coverage of technologies and further resources. Continually updated. * Gives students and professionals THE latest information in all areas of communication technologies * The companion website offers updated information to this text, plus links to related industry resources * New focus on mobile commerce, digital television, cinema technologies, digital audio, ebooks, and much more

PC Hacks - Jim Aspinwall 2004-10-25

Intel-and AMD-powered PCs--which account for more than 90% of all personal computers--are powerful and expandable, and operating systems like Windows and Linux do a great job of running well on this hardware. But to maintain maximum stability and predictability, these operating systems don't push the hardware to its limits. That doesn't mean you can't. *PC Hacks* shows PC users like you how to get the most out of your hardware and software to make your PC experience more

satisfying than ever. You don't need another collection of simple tips and command-clicks; you need *PC Hacks*, where you'll find proven techniques for enhancing performance and preventing problems with your PC hardware. This step-by-step, hack-by-hack guide, with invaluable tips and tricks throughout, will get you hacking the system board, CPU, BIOS, peripherals and operating system--everything but the unhackable power supply! In *PC Hacks*, Jim Aspinwall, the Windows Helpdesk columnist and feature editor for CNET.COM and author of three books on PC maintenance, delivers basic to advanced hacks for overclocking CPU and video cards, tweaking RAM timing, selecting the best performing components, and much more. He includes suggestions for reusing an old PC to off-load work from newer systems as well as ways to prevent security hacks. He also offers many tips for avoiding common mistakes--and for getting the system back up and running if something does go wrong. *PC Hacks* combines of the bestselling *Hacks* series style with the world's most popular computing hardware. Presented in a clear and direct format and covering both Windows and Linux operating systems, *PC Hacks* ensure that you'll hack and tweak your way to the best performance possible out of your trusty PC.

The Everything Guide to Remote Work - Jill Duffy 2022-02-08

Discover the secret to being productive and successful no matter where you are with this essential guide to remote work. During COVID-19, working from home became the new normal. Now, both employers and employees find that the remote work they were forced to adjust to may be, well, better—financially, sustainably, and even in terms of overall morale and productivity. But working from home is not without its challenges. It can be difficult to eliminate distractions, strike a solid work/life balance, and maintain social connections that are crucial in the workplace. Whether you're trying to find and land a job from the comfort of your home, learning to manage a virtual team, or dream of living a digital nomad lifestyle, *The Everything Guide to Remote Work* has everything you need to be successful. You'll learn to optimize your own workplace culture, whether it's in your home office or a constantly changing backdrop. So whether your company continues to work

remotely full time or you only have to go to the office a few days a week, you'll be armed with all the tools you'll need to make the most out of this new lifestyle.

iPhone For Dummies - Edward C. Baig 2009-08-07

A full-color guide to the iPhone, including the new iPhone 3G S With its new 3G S model, the iPhone is definitely the must-have mobile device. This fully updated guide covers all the cool features of the fastest iPhone ever, including the Spotlight search feature, voice control, and video camera capability. iPhone For Dummies, 3rd Edition also covers the basics of using the multitouch interface, setting up iTunes, browsing the Internet, sending and receiving e-mail, and more. The iPhone 3G S is the fastest and most powerful iPhone yet, with a host of new features Learn to use landscape mode for e-mail, texting, and shooting widescreen video See how to copy or cut and paste text, video, photos, and Web content from one app to another Find out how to make calls, play music, or create new playlists using voice control Locate anything on your iPhone with Spotlight, whether in your calendar, contacts, e-mail, iPod, apps, or even saved Web clips Discover how to create and send messages that include text, video, voice memos, map locations, and more Covering all the features of the much-anticipated iPhone 3G S, iPhone For Dummies, 3rd Edition helps you get every bit of functionality your iPhone offers.

Laptops Simplified - Kate Shoup 2010-11-17

A step-by-step visual guide to choosing and using a laptop Laptops continue to outsell desktop computers. Whether you're thinking of purchasing a laptop or already own one, this colorful, visual guide is packed with information you need to know. Large, full-color screen shots and step-by-step instructions show you how to choose the right laptop for your needs and how to use Windows 7 and Office 2010, connect to wireless networks, stay safe online, extend battery life, connect mobile devices, and so much more. Laptops are rapidly becoming the computer of choice; this easy-to-follow visual guide covers everything new laptop users need to know Visual learners will quickly grasp the "read less-learn more" approach, with large, full-color screen shots and numbered, step-by-step instructions for dozens of common tasks Covers various types of

laptops and points to consider when choosing one, how to use Windows 7 and Office 2010, and connecting to 3G and Wi-Fi networks Explores maintenance and battery life issues, security, working with cameras and mobile devices, and troubleshooting If you appreciate visual learning, you'll find Laptops Simplified is the quickest and easiest way yet to start being productive with your laptop.

Ethics for the Information Age - Michael Jay Quinn 2006

Widely praised for its balanced treatment of computer ethics, Ethics for the Information Age offers a modern presentation of the moral controversies surrounding information technology. Topics such as privacy and intellectual property are explored through multiple ethical theories, encouraging readers to think critically about these issues and to make their own ethical decisions.

EBOOK: Using Information Technology Complete Edition - Brian Williams 2012-03-16

EBOOK: Using Information Technology Complete Edition

Nikon D200 Digital Field Guide - David D. Busch 2012-06-26

You've been waiting for an affordable dSLR with the quality and versatility of the Nikon D200. Packed with great techniques and full-color examples, this book helps you take advantage of all the D200's features. From the Quick Tour on how to use your D200 to the intricacies of setting white balance, working with the flash, converting NEF, and shooting superb images in more than twenty common situations, it's all here—and it goes anywhere you and your Nikon can. Get a clear understanding of your camera's challenges and advantages Choose the right shooting, exposure, and focus modes for each type of shot Use extended ISO and noise reduction Explore how various lenses can enhance your work Work with different flash options and available light Visit our Web site at www.wiley.com/compbooks

Undersea Atrophia - Geoffrey Morrison 2016-06-03

A great silence has settled upon a drowned world. In the final battle of their final war, the massive citysubs Universalis and Population reduced each other to ruins. One lays wrecked on the seafloor. The other, beached and lifeless, litters the island of pristine polar ice it tried to

destroy. Pockets of survivors huddle together. On the frigid surface, Ralla Gattley and Thom Vargas cling to life and each other. Below, the soldier Geran Lo fights relentlessly to free trapped and drowning civilians. As they struggle against a world determined to kill them, a new and even more dangerous menace approaches. Undersea Atrophia is the second book in the Undersea Saga.

Economics in One Virus - Ryan A. Bourne 2021-04-07

"A truly excellent book that explains where our pandemic response went wrong, and how we can understand those failings using the tools of economics." —Tyler Cowen, Holbert L. Harris Chair of Economics at George Mason University and coauthor of the blog Marginal Revolution Have you ever stopped to wonder why hand sanitizer was missing from your pharmacy for months after the COVID-19 pandemic hit? Why some employers and employees were arguing over workers being re-hired during the first COVID-19 lockdown? Why passenger airlines were able to get their own ring-fenced bailout from Congress? Economics in One Virus answers all these pandemic-related questions and many more, drawing on the dramatic events of 2020 to bring to life some of the most important principles of economic thought. Packed with supporting data and the best new academic evidence, those uninitiated in economics will be given a crash-course in the subject through the applied case-study of the COVID-19 pandemic, to help explain everything from why the U.S. was underprepared for the pandemic to how economists go about valuing the lives saved from lockdowns. After digesting this highly readable, fast-paced, and provocative virus-themed economic tour, readers will be able to make much better sense of the events that they've lived through. Perhaps more importantly, the insights on everything from the role of the price mechanism to trade and specialization will grant even those wholly new to economics the skills to think like an economist in their own lives and when evaluating the choices of their political leaders.

Domain Names Rewired - Jennifer C. Wolfe 2012-11-06

An essential guide to navigating the shifting Internet landscape The Internet is about to profoundly change when it explodes from a 21 top level domain world to a 500 to a 1,000 .anything top level domain

universe. How will you evolve your .com strategy? How will you keep your brands safe in the changing global Internet landscape? In an economic time where global brand protection is more important than ever and budgets are leaner, project leaders inside corporations will welcome the strategies revealed in Domain Names Rewired. Written for executives and branding professionals, this timely book equips you with the tools to address important issues your company will face when creating new brands or derivative brands, as well as protecting your existing brands and .com in a global changing Internet landscape. With this book, authors Jennifer C. Wolfe and Anne H. Chasser skillfully show branding executives and intellectual property lawyers how to increase the value and success of their initiatives within the next generation of the Internet. Features interviews with executives from the world's leading companies, including Procter & Gamble, Microsoft, Time Warner, Yahoo!, Neustar, AUS Registry, ICANN, Remax, the International Trademark Association, Verizon, and many others Looks at relevant situations your corporation may deal with in creating new brands Provides expert guidance for protecting your existing .com and brand in an exponentially changing Internet world Offers ideas to consider disruptive innovation in expanding .com into .anything The rapidly changing new regime of the Internet is impacting the hundreds of millions of Internet users around the globe, not to mention every business that already has a .com. Maximize your opportunities in the changing digital world and stay ahead of the competitors with the visionary strategies found in Domain Names Rewired.

The Fourth Industrial Revolution - Klaus Schwab 2017-01-03 World-renowned economist Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, explains that we have an opportunity to shape the fourth industrial revolution, which will fundamentally alter how we live and work. Schwab argues that this revolution is different in scale, scope and complexity from any that have come before. Characterized by a range of new technologies that are fusing the physical, digital and biological worlds, the developments are affecting all disciplines, economies, industries and governments, and

even challenging ideas about what it means to be human. Artificial intelligence is already all around us, from supercomputers, drones and virtual assistants to 3D printing, DNA sequencing, smart thermostats, wearable sensors and microchips smaller than a grain of sand. But this is just the beginning: nanomaterials 200 times stronger than steel and a million times thinner than a strand of hair and the first transplant of a 3D printed liver are already in development. Imagine “smart factories” in which global systems of manufacturing are coordinated virtually, or implantable mobile phones made of biosynthetic materials. The fourth industrial revolution, says Schwab, is more significant, and its ramifications more profound, than in any prior period of human history. He outlines the key technologies driving this revolution and discusses the major impacts expected on government, business, civil society and individuals. Schwab also offers bold ideas on how to harness these changes and shape a better future—one in which technology empowers people rather than replaces them; progress serves society rather than disrupts it; and in which innovators respect moral and ethical boundaries rather than cross them. We all have the opportunity to contribute to developing new frameworks that advance progress.

Tap, Move, Shake - Todd Moore 2011-12-19

Provides information on turning an idea into an iPhone or iPad game, covering such topics as Xcode, graphics, game physics, sound, player menus, and the App store.

Web Performance Daybook Volume 2 - Stoyan Stefanov 2012-06-20

Performance is critical to the success of any website, and help with using today's new tools is key. In this remarkable guide, 32 leading web performance experts offer practical tips, techniques, and advice for optimizing your site's user experience. Originally written for an online calendar, this collection of articles will inspire you to squeeze every ounce of performance from your site—whether you're a web developer, mobile developer, or web designer. Check the table of contents and you'll be convinced. In order of appearance, Web Performance Daybook authors include: Patrick Meenan Nicholas Zakas Guy Podjarny Stoyan Stefanov Tim Kadlec Brian Pane Josh Fraser Steve Souders Betty Tso

Israel Nir Marcel Duran Éric Daspét Alois Reitbauer Matthew Prince Buddy Brewer Alexander Podelko Estelle Weyl Aaron Peters Tony Gentilcore Matthew Steele Bryan McQuade Tobie Langel Billy Hoffman Joshua Bixby Sergey Chernyshev JP Castro Pavel Paulau David Calhoun Nicole Sullivan James Pearce Tom Hughes-Croucher Dave Artz
The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies - Erik Brynjolfsson 2014-01-20

A pair of technology experts describe how humans will have to keep pace with machines in order to become prosperous in the future and identify strategies and policies for business and individuals to use to combine digital processing power with human ingenuity.

Web Geek's Guide to Google Chrome - Jerri Ledford 2009-06-09
MAKE THE MOST OF THE WORLD'S HOTTEST NEW BROWSER, GOOGLE CHROME! Finally, there's a web browser for today's Internet, and today's user: you! It's Chrome. (From Google—of course!) Now, there's a book that reveals how you can use all of Google Chrome's built-in power and speed—and extend Chrome to do even more! Jerri Ledford and Yvette Davis start with a quick, practical tour of Google Chrome's stripped-down, hot-rod interface—including its do-everything, know-everything Omnibox. You'll be using Chrome like a pro in minutes, but that's just the beginning. You won't just learn how to customize Chrome: You'll dive under the hood, tweak its code, and transform it into the browser of your dreams. Bottom line: If Google Chrome can do it, this book will help you do it smarter, faster, better! Covers all this, and more... • Improving life on the Web: what's new and different about Chrome, and why you care • Getting from Chrome newbie to power user—fast! • Browsing more safely in the Web jungle • Spit-shining Chrome: making a good-looking browser look spectacular • Optimizing your own web site to make the most of Google Chrome • Tweaking tabs, and more: customizing Chrome to your heart's content • Saving time with Google Chrome keyboard shortcuts • Troubleshooting problems with Google Chrome, step-by-step • Learning about Chromium (the foundation on which Google Chrome is built) and its components, WebKit, WebKit Core, WebKit Port, and WebKit Glue.

Renovation - Michael W. Litchfield 1997

"This outstanding guide is the last word in renovation. In nearly 600 pages of text, accompanied by 1,000 illustrations, all systems used in the home are covered in detail, and with sensitivity for a nontechnical reader. If you are renovating a home or even thinking about it, this is the place to start....Essential."—Library Journal. "The opening chapter—is alone worth the cost of the book."—Atlanta Journal Constitution.

OS X Mountain Lion For Dummies - Bob LeVitus 2012-07-24

Tame your Mountain Lion, the "Dr. Mac" way Author Bob "Dr. Mac" LeVitus is a Mac guru and one of the world's leading authorities on all things Apple, so when he talks OS X Mountain Lion, people listen. Now you can learn how to get the most out of OS X Mountain Lion with the latest edition of this bestselling guide to OS X. Whether you're learning your way around your first Mac or just updating your OS, you'll unleash the power of OS X Mountain Lion with this friendly, full-color guide to Apple's new operating system. Covers OS X basics, including working with the Dock, Launchpad, and Mission Control; setting up your e-mail; surfing the web with Safari; organizing your files; navigating with multi-touch gestures; managing your contacts and calendars; connecting a printer; and printing documents Walks you through the new-to-OS-X features, such as Messages, Notes, Reminders, Notification Center, Power Nap, Dictation, Twitter and Facebook integration, Game Center, and Gatekeeper Gets you up and running with iTunes and the latest apps from the Mac App Store and shows you how to enjoy music, movies, DVDs, and digital photos on your Mac Provides troubleshooting tips, advice on customizing and maintaining your Mac, and keeping your information safe with Time Machine OS X Mountain Lion For Dummies is the perfect guide to help you reach the peak of this exciting new operating system.

Buy Now - Emily West 2022-02-22

How Amazon combined branding and relationship marketing with massive distribution infrastructure to become the ultimate service brand in the digital economy. Amazon is ubiquitous in our daily lives—we stream movies and television on Amazon Prime Video, converse with

Alexa, receive messages on our smartphone about the progress of our latest orders. In *Buy Now*, Emily West examines Amazon's consumer-facing services to investigate how Amazon as a brand grew so quickly and inserted itself into so many aspects of our lives even as it faded into the background, becoming a sort of infrastructure that can be taken for granted. Amazon promotes the comfort and care of its customers (but not its workers) to become the ultimate service brand in the digital economy. West shows how Amazon has cultivated personalized, intimate relationships with consumers that normalize its outsized influence on our selves and our communities. She describes the brand's focus on speedy and seamless ecommerce delivery, represented in the materiality of the branded brown box; the positioning of its book retailing, media streaming, and smart speakers as services rather than sales; and the brand's image control strategies. West considers why pushback against Amazon's ubiquity and market power has come mainly from among Amazon's workers rather than its customers or competitors, arguing that Amazon's brand logic fragments consumers as a political bloc. West's innovative account, the first to examine Amazon from a critical media studies perspective, offers a cautionary cultural study of bigness in today's economy.

My Evernote - Katherine Murray 2012-02-06

My Evernote® Step-by-step instructions with callouts to photos that show you exactly what to do Help when you run into problems or limitations with Evernote Tips and Notes to help you take full advantage of Evernote on your smartphone, tablet, or computer Full-color, step-by-step tasks walk you through making the most of Evernote -free or premium, on any device! Learn how to • Install and use Evernote on your iPhone, Android, iPad, BlackBerry, Windows Phone, PC or Mac, and beyond • Create and share notebooks, customized just the way you like, and organize your notes your way • Save images, drawings, handwriting, web content, even webcam snapshots in notes you can access anywhere, anytime • Add notes straight from Twitter or Google+, and link Evernote to your Facebook account • Format your notes to look great, and easily print the notes you want to file the old-fashioned way • Build easy-to-use

To Do lists, complete with checkboxes • Sync your notes across multiple devices, and store them in the cloud so they're always available over the Web • Import notes from other popular note-taking tools, such as Microsoft OneNote and Google Notebooks • Record high-quality audio notes and organize and share them as needed • Send notes to Evernote from Apple's Siri digital assistant • Organize, tag, and search your notebooks to instantly find whatever you're looking for • Install and use the Evernote Web Clipper in all popular web browsers • Securely share notebooks publicly or privately and collaborate with teams, wherever they are • Find apps and add-ons that make Evernote do even more for you
CATEGORY: Desktop Applications COVERS: Evernote USER LEVEL: Beginning-Intermediate

The Almanack Of Naval Ravikant - Eric Jorgenson 2021-09-30
GETTING RICH IS NOT JUST ABOUT LUCK; HAPPINESS IS NOT JUST A TRAIT WE ARE BORN WITH. These aspirations may seem out of reach, but building wealth and being happy are skills we can learn. So what are these skills, and how do we learn them? What are the principles that should guide our efforts? What does progress really look like? Naval Ravikant is an entrepreneur, philosopher, and investor who has captivated the world with his principles for building wealth and creating long-term happiness. The Almanack of Naval Ravikant is a collection of Naval's wisdom and experience from the last ten years, shared as a curation of his most insightful interviews and poignant reflections. This isn't a how-to book, or a step-by-step gimmick. Instead, through Naval's own words, you will learn how to walk your own unique path toward a happier, wealthier life.

My Microsoft Windows 7 PC - Katherine Murray 2011
Presents a tutorial covering the features and functions of Windows 7, with information on such topics as organizing files and folders, using Internet Explorer, watching TV and movies, adding and viewing photographs, personalizing Windows, and networking.

[Python Web Development with Django](#) - Jeff Forcier 2008-10-24
Using the simple, robust, Python-based Django framework, you can build powerful Web solutions with remarkably few lines of code. In Python

Web Development with Django®, three experienced Django and Python developers cover all the techniques, tools, and concepts you need to make the most of Django 1.0, including all the major features of the new release. The authors teach Django through in-depth explanations, plus provide extensive sample code supported with images and line-by-line explanations. You'll discover how Django leverages Python's development speed and flexibility to help you solve a wide spectrum of Web development problems and learn Django best practices covered nowhere else. You'll build your first Django application in just minutes and deepen your real-world skills through start-to-finish application projects including Simple Web log (blog) Online photo gallery Simple content management system Ajax-powered live blogger Online source code sharing/syntax highlighting tool How to run your Django applications on the Google App Engine This complete guide starts by introducing Python, Django, and Web development concepts, then dives into the Django framework, providing a deep understanding of its major components (models, views, templates), and how they come together to form complete Web applications. After a discussion of four independent working Django applications, coverage turns to advanced topics, such as caching, extending the template system, syndication, admin customization, and testing. Valuable reference appendices cover using the command-line, installing and configuring Django, development tools, exploring existing Django applications, the Google App Engine, and how to get more involved with the Django community. Introduction 1 Part I: Getting Started Chapter 1: Practical Python for Django 7 Chapter 2: Django for the Impatient: Building a Blog 57 Chapter 3: Starting Out 77 Part II: Django in Depth Chapter 4: Defining and Using Models 89 Chapter 5: URLs, HTTP Mechanisms, and Views 117 Chapter 6: Templates and Form Processing 135 Part III: Django Applications by Example Chapter 7: Photo Gallery 159 Chapter 8: Content Management System 181 Chapter 9: Liveblog 205 Chapter 10: Pastebin 221 Part IV: Advanced Django Techniques and Features Chapter 11: Advanced Django Programming 235 Chapter 12: Advanced Django Deployment 261 Part V: Appendices Appendix A: Command Line Basics 285 Appendix B:

Installing and Running Django 295 Appendix C: Tools for Practical Django Development 313 Appendix D: Finding, Evaluating, and Using Django Applications 321 Appendix E: Django on the Google App Engine 325 Appendix F: Getting Involved in the Django Project 337 Index 339 Colophon 375

E-marketing - Raymond D. Frost 2018-10-08

E-Marketing is the most comprehensive book on digital marketing, covering all the topics students need to understand to "think like a marketer". The book connects digital marketing topics to the traditional marketing framework, making it easier for students to grasp the concepts and strategies involved in developing a digital marketing plan. With a strategic approach that focuses on performance metrics and monitoring, it is a highly practical book. The authors recognize that the digital landscape is constantly and rapidly changing, and the book is structured to encourage students to explore the digital space, and to think critically about their own online behavior. "Success stories," "trend impact," and "let's get technical" boxes, as well as online activities at the end of each chapter provide undergraduate students with everything they need to be successful in creating and executing a winning digital marketing strategy.

Nostalgic Generations and Media - Ryan Lizardi 2017-05-31

Nostalgic Generations and Media: Perception of Time and Available Meaning argues that the cultural rise in nostalgic media has the multi-generational impact of making the subjective experience of time speed up for those who are nostalgic, as well as create a surrogate nostalgic identity for younger generations by continually feeding them the content of their elders. This book is recommended for scholars interested in communication, media studies, and memory/nostalgia studies.

House of Leaves - Mark Z. Danielewski 2000-03-07

"A novelistic mosaic that simultaneously reads like a thriller and like a strange, dreamlike excursion into the subconscious." —The New York Times Years ago, when *House of Leaves* was first being passed around, it was nothing more than a badly bundled heap of paper, parts of which would occasionally surface on the Internet. No one could have

anticipated the small but devoted following this terrifying story would soon command. Starting with an odd assortment of marginalized youth -- musicians, tattoo artists, programmers, strippers, environmentalists, and adrenaline junkies -- the book eventually made its way into the hands of older generations, who not only found themselves in those strangely arranged pages but also discovered a way back into the lives of their estranged children. Now this astonishing novel is made available in book form, complete with the original colored words, vertical footnotes, and second and third appendices. The story remains unchanged, focusing on a young family that moves into a small home on Ash Tree Lane where they discover something is terribly wrong: their house is bigger on the inside than it is on the outside. Of course, neither Pulitzer Prize-winning photojournalist Will Navidson nor his companion Karen Green was prepared to face the consequences of that impossibility, until the day their two little children wandered off and their voices eerily began to return another story -- of creature darkness, of an ever-growing abyss behind a closet door, and of that unholy growl which soon enough would tear through their walls and consume all their dreams.

25 Home Automation Projects for the Evil Genius - Jerri L. Ledford 2007
TURN YOUR HOME SWEET HOME INTO AN AUTOMATED, EVIL GENIUS PARADISE! Your home may be your castle-but can it cook your dinner? Well, with the help of 25 Home Automation Projects for the Evil Genius, you can teach it to do just that, along with dozens of other affordable, enjoyable things that will transform your humble abode into a wickedly automated living environment. But fear not-you don't need an engineering degree to complete the projects in this book. That's because technology maven Jerri L. Ledford skillfully provides you with a firm understanding of the basic wiring, networking, and equipment demands for home automation. She then leads you step by step through each application, offering clearly worded and heavily diagramed guidance that will truly satisfy your inner Evil Genius. With the help of just a few household tools, you'll be able to bring info-age automation to: Indoor and outdoor lighting Security and surveillance Climate regulation Entertainment systems Personal reminders Plant care Remote

monitoring of kids and pets Keyless entry Wireless TV And many more! Plus, you'll gain access to discounts from a variety of home automation product manufacturers, to make your projects even more economical. With 25 Home Automation Projects for the Evil Genius, easy living is now automatic!

Fixing Your Computer Absolute Beginner's Guide - Paul McFedries 2013

A guide to fixing a personal computer covers such topics as troubleshooting, purchasing the right parts, fixing startup problems, performing basic hardware repairs and upgrades, installing a new hard disk, and adding memory.

Standard and Poor's 500 Guide, 2012 Edition - Standard & Poor's 2011-12-27

The most accurate, up-to-date market intelligence for superior investment decisions—from the world's premier financial index! The Standard & Poor's 500 Index is the most watched index in America—if not the world. Whether you're an individual investor purchasing stocks, an executive researching corporate competitors, or a job seeker looking for concise and up-to-the-minute overviews of potential employers, you'll find the critical, often hard-to-find information you need in Standard & Poor's® 500 Guide, 2012 Edition. Easy to use and packed with market intelligence on all 500 companies listed in the S&P 500 Index, this authoritative reference includes: Information on the bluest of blue chip stocks—from Abbott Labs and GE to Microsoft and Yahoo! Summaries of each company's business activity, sales history, and recent developments Earnings and dividends data, with four-year price charts Exclusive Standard & Poor's Quality Rankings (from A+ to D) New introduction by David M. Blitzer, Ph.D., Managing Director and Chairman of the Index Committee, Standard & Poor's In addition, you get unique at-a-glance details about: Stocks with A+ Quality Rankings Companies with five consecutive years of earnings increases—a key indicator of strong long-term performance Per share data, income statement analyses, and balance sheet overviews of each company covered Put the comprehensive, updated data and analysis expertise of the world's premier securities information firm at your fingertips with Standard &

Poor's® 500 Guide, 2012 Edition.

The New Advertising: Branding, Content, and Consumer Relationships in the Data-Driven Social Media Era [2 volumes] -

Ruth E. Brown Ph.D. 2016-09-19

The era of "big data" has revolutionized many industries—including advertising. This is a valuable resource that supplies current, authoritative, and inspiring information about—and examples of—current and forward-looking theories and practices in advertising. • Provides easy-to-read, accessible insights from both academic and industry experts that create frameworks for thinking about how to effectively connect with consumers today • Examines how modern advertising works within our digitally focused, always-on-the-go society Enables readers to understand how advertising and marketing has progressed to reach its current state as well as the many options available for connecting with and engaging consumers today and tomorrow • Includes chapters written by luminaries ranging from Don E. Schultz, considered by most to be the father of integrated marketing communications, to Rishad Tobaccowala, chief strategist of Publicis Group and member of its Directoire+, one of the industry's leading visionaries

Jeff, One Lonely Guy - Jeff Ragsdale 2012

Presents a collection of conversations, voicemails, and texts the author received after hanging a flyer in Lower Manhattan asking people to call him if they wanted to talk.

Management Information Systems - Kenneth C. Laudon 2004

Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

Teaching Kids to Think - Darlene Sweetland 2015-03-03

Why Do Kids These Days Expect Everything to be Given to Them?

Today's kids don't know how to read a map. They can Google the answer

to any question at lightning speed. If a teen forgets his homework, a quick call to mom or dad has it hand-delivered in minutes. Fueled by the rapid pace of technology, the Instant Gratification Generation not only expects immediate solutions to problems—they're more dependent than ever on adults. Today's kids are being denied opportunities to make mistakes, and more importantly, to learn from them. They are being taught not to think. In *Teaching Kids to Think*, Dr. Darlene Sweetland and Dr. Ron Stolberg offer insight into the social, emotional, and neurological challenges unique to this generation. They identify the five parent traps that cause adults to unknowingly increase their children's need for instant gratification, and offer practical tips and easy-to-implement solutions to address topics relevant to children of all ages. A must-read for parents and educators, *Teaching Kids to Think* will help you understand where this sense of entitlement comes from—and how to turn it around in order to raise children who are confident, independent, and thoughtful.

Steve Jobs - Walter Isaacson 2011

Draws on more than forty interviews with Steve Jobs, as well as interviews with family members, friends, competitors, and colleagues to offer a look at the co-founder and leading creative force behind the Apple computer company.

In-laws, Outlaws, and Granny Flats - Michael Litchfield 2011

Explains how to turn the extra space in one's home into a separate living quarters in order to house a relative or to rent out to a boarder to earn extra money, in a book with 275 full-color photos and 50 drawings. By the author of *Renovation: A Complete Guide*. Original.

Introduction to Electronic Commerce and Social Commerce - Efraim Turban 2017-04-23

This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th Edition is the addition of material on Social Commerce (two chapters); a new tutorial on the major EC support technologies, including cloud computing, RFID, and EDI; ten new learning outcomes; and video exercises added to most chapters. Wherever appropriate, material on Social Commerce has been added to

existing chapters. Supplementary material includes an Instructor's Manual; Test Bank questions for each chapter; Powerpoint Lecture Notes; and a Companion Website that includes EC support technologies as well as online files. The book is organized into 12 chapters grouped into 6 parts. Part 1 is an Introduction to E-Commerce and E-Marketplaces. Part 2 focuses on EC Applications, while Part 3 looks at Emerging EC Platforms, with two new chapters on Social Commerce and Enterprise Social Networks. Part 4 examines EC Support Services, and Part 5 looks at E-Commerce Strategy and Implementation. Part 6 is a collection of online tutorials on Launching Online Businesses and EC Projects, with tutorials focusing on e-CRM; EC Technology; Business Intelligence, including Data-, Text-, and Web Mining; E-Collaboration; and Competition in Cyberspace. the following="" tutorials="" are="" not="" related="" to="" any="" specific="" chapter.="" they="" cover="" the="" essentials="" ec="" technologies="" and="" provide="" a="" guide="" relevant="" resources.="" p

Lucene in Action - Otis Gospodnetic 2010-07-08

When Lucene first hit the scene five years ago, it was nothing short of amazing. By using this open-source, highly scalable, super-fast search engine, developers could integrate search into applications quickly and efficiently. A lot has changed since then—search has grown from a "nice-to-have" feature into an indispensable part of most enterprise applications. Lucene now powers search in diverse companies including Akamai, Netflix, LinkedIn, Technorati, HotJobs, Epiphany, FedEx, Mayo Clinic, MIT, New Scientist Magazine, and many others. Some things remain the same, though. Lucene still delivers high-performance search features in a disarmingly easy-to-use API. Due to its vibrant and diverse open-source community of developers and users, Lucene is relentlessly improving, with evolutions to APIs, significant new features such as payloads, and a huge increase (as much as 8x) in indexing speed with Lucene 2.3. And with clear writing, reusable examples, and unmatched advice on best practices, *Lucene in Action*, Second Edition is still the definitive guide to developing with Lucene. Purchase of the print book comes with an offer of a free PDF, ePub, and Kindle eBook from

Manning. Also available is all code from the book.