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KEY=GUIDE - NYLAH MAYRA

MAXIMUM PC 2005 BUYER'S GUIDE

Que Presents reviews of a variety of computer hardware and software products.

THE COMPUTER ENGINEERING HANDBOOK

CRC Press There is arguably no field in greater need of a comprehensive handbook than computer engineering. The unparalleled rate of technological advancement, the explosion of computer applications, and the now-in-progress migration to a wireless world have made it difficult for engineers to keep up with all the developments in specialties outside their own

DEBIAN GNU/LINUX BIBLE

Wiley Debian GNU/Linux is one of the major Linux distributions available today. It is known as the most open" of the Linux distributions -- for its commitment to the free software principals, and its community-centricism. It is also known for its tradition of high-quality packages and package management tools, as well as its focus on security issues. Debian GNU/Linux(r) Bible focuses on common apps, GUIs, networking, and system administration. The Debian Project's Internet-based development model has helped the distribution achieve unparalleled Internet functionality. One of the most popular features in Debian GNU/Linux is "apt-get," which automates free network downloads of all software package updates, making the Debian CD the last CD you will ever need to keep your system up-to-date with Linux."

PC MAGAZINE

THE INDEPENDENT GUIDE TO IBM-STANDARD PERSONAL COMPUTING

FORTNITE (OFFICIAL): BATTLE ROYALE SURVIVAL GUIDE

Little, Brown Books for Young Readers Win it all with exclusive tips and tricks in Epic Games' ONLY official Battle Royale handbook, including sleek full-color tutorials and featuring the authentic Fortnite holographic seal. Whether you're a beginner or an experienced player sharpening your skills, get ready to dominate Battle Royale! With this essential guide, you'll master key areas of the game, dazzle your friends, and outwit your opponents with clever battle tactics. You'll learn: HOW TO FIGHT BETTER AND SMARTER: Crazy and creative ideas for using game elements to your advantage, whether playing solo or in a squad. SNEAKY SURVIVAL TACTICS: Smart ways to use the Storm to your benefit, top tips for building your way out of trouble, and the best ways to blend into the environment. THE ULTIMATE ISLAND GUIDE: Key places to land and loot and how to get around the island with ease. This book is perfect for fans of ALL ages and offers you a competitive edge straight from Epic Games!

SOFT COMPUTING: THEORIES AND APPLICATIONS

PROCEEDINGS OF SOCTA 2018

Springer Nature The book focuses on soft computing and its applications to solve real-world problems in different domains, ranging from medicine and health care, to supply chain management, image processing and cryptanalysis. It includes high-quality papers presented at the International Conference on Soft Computing: Theories and Applications (SoCTA 2018), organized by Dr. B. R. Ambedkar National Institute of Technology, Jalandhar, Punjab, India. Offering significant insights into soft computing for teachers and researchers alike, the book inspires more researchers to work in the field of soft computing.

PROCEEDINGS OF INTEGRATED INTELLIGENCE ENABLE NETWORKS AND COMPUTING

IIENC 2020

Springer Nature This book presents best selected research papers presented at the First International Conference on Integrated Intelligence Enable Networks and Computing (IIENC 2020), held from May 25 to May 27, 2020, at the Institute of Technology, Gopeshwar, India (Government Institute of Uttarakhand Government and affiliated to Uttarakhand Technical University). The book includes papers in the field of intelligent computing. The book covers the areas of machine learning and robotics, signal processing and Internet of things, big data and renewable energy sources.

ROBOT BUILDER'S SOURCEBOOK

OVER 2,500 SOURCES FOR ROBOT PARTS

McGraw Hill Professional * A much-needed clearinghouse for information on amateur and educational robotics, containing over 2,500 listings of robot suppliers, including mail order and local area businesses * Contains resources for both common and hard-to-find parts and supplies * Features dozens of "sidebars" to clarify essential robotics technologies * Provides original articles on various robot-building topics

RADAR INSTRUCTION MANUAL

Since 1958 the Maritime Administration has continuously conducted instructions in use of collision avoidance radar for qualified U.S. seafaring personnel and representatives of interested Federal and State Agencies.Beginning in 1963, to facilitate the expansion of training capabilities and at the same time to provide the most modern techniques in training methods, radar simulators were installed in Maritime Administration?s three region schools.It soon became apparent that to properly instruct the trainees, even with the advanced equipment, a standardize up-to-date instruction manual was needed. The first manual was later revised to serve both as a classroom textbook and as an onboard reference handbook.This newly updated manual, the fourth revision, in keeping with Maritime Administration policy, has been restructured to include improved and more effective methods of plotting techniques for use in Ocean, Great Lakes, Coastwise and Inland Waters navigation.Robert J. BlackwellAssistant Secretary for Maritime Affairs

TOM KUNDIG: HOUSES

[Princeton Architectural Press](#) "Architect Tom Kundig is known worldwide for the originality of his work. This paperback edition of *Tom Kundig: Houses*, first published in 2006, collects five of his most prominent early residential projects, which remain touchstones for him today. In a new preface written for this edition, Kundig reflects on the influence that these designs continue to have on his current thinking. Each house, presented from conceptual sketches through meticulously realized details, is the product of a sustained and active collaborative process among designer, builder, and client. The work of the Seattle-based architect has been called both raw and refined--disparate characteristics that produce extraordinarily inventive designs inspired by both the industrial structures ubiquitous to his upbringing in the Pacific Northwest and the vibrant craft cultures that are fostered there." --

COSMETIC FORMULATION

PRINCIPLES AND PRACTICE

[CRC Press](#) Cosmetics are the most widely applied products to the skin and include creams, lotions, gels and sprays. Their formulation, design and manufacturing ranges from large cosmetic houses to small private companies. This book covers the current science in the formulations of cosmetics applied to the skin. It includes basic formulation, skin science, advanced formulation, and cosmetic product development, including both descriptive and mechanistic content with an emphasis on practical aspects. **Key Features:** Covers cosmetic products/formulation from theory to practice Includes case studies to illustrate real-life formulation development and problem solving Offers a practical, user-friendly approach, relying on the work of recognized experts in the field Provides insights into the future directions in cosmetic product development Presents basic formulation, skin science, advanced formulation and cosmetic product development

THINK ON PAPER

THINK ON PAPER 100 PAGE SOFTBOUND LINED PAPER JOURNAL

HOMER ECONOMICUS

THE SIMPSONS AND ECONOMICS

[Stanford University Press](#) In *Homer Economicus* a cast of lively contributors takes a field trip to Springfield, where the Simpsons reveal that economics is everywhere. By exploring the hometown of television's first family, this book provides readers with the economic tools and insights to guide them at work, at home, and at the ballot box. Since *The Simpsons* centers on the daily lives of the Simpson family and its colorful neighbors, three opening chapters focus on individual behavior and decision-making, introducing readers to the economic way of thinking about the world. Part II guides readers through six chapters on money, markets, and government. A third and final section discusses timely topics in applied microeconomics, including immigration, gambling, and health care as seen in *The Simpsons*. Reinforcing the nuts and bolts laid out in any principles text in an entertaining and culturally relevant way, this book is an excellent teaching resource that will also be at home on the bookshelf of an avid reader of pop economics.

POLICE!

[Taylor & Francis](#)

EMERGING TECHNOLOGIES IN DATA MINING AND INFORMATION SECURITY

PROCEEDINGS OF IEMIS 2018, VOLUME 3

[Springer](#) The book features research papers presented at the International Conference on Emerging Technologies in Data Mining and Information Security (IEMIS 2018) held at the University of Engineering & Management, Kolkata, India, on February 23-25, 2018. It comprises high-quality research by academics and industrial experts in the field of computing and communication, including full-length papers, research-in-progress papers, case studies related to all the areas of data mining, machine learning, IoT and information security.

THE HIDE

Obsessively pursuing a bizarre underground life of darkness and spying, Simon sees innocent Josh as a threat to the labyrinth of tunnels he has built under his sister Audrey's estate and takes steps to prevent their exposure.

SOFT COMPUTING AND SIGNAL PROCESSING

PROCEEDINGS OF 3RD ICSCSP 2020, VOLUME 1

[Springer Nature](#) This book presents selected research papers on current developments in the fields of soft computing and signal processing from the Third International Conference on Soft Computing and Signal Processing (ICSCSP 2020). The book covers topics such as soft sets, rough sets, fuzzy logic, neural networks, genetic algorithms and machine learning and discusses various aspects of these topics, e.g., technological considerations, product implementation and application issues.

THE ABANDONMENT RECOVERY WORKBOOK

GUIDANCE THROUGH THE 5 STAGES OF HEALING FROM ABANDONMENT, HEARTBREAK, AND LOSS

[New World Library](#) A powerful workshop-in-a-book for healing from loss One day everything is fine. The next, you find yourself without everything you took for granted. Love has turned sour. The people you depended on have let you down. You feel you'll never love again. But there is a way out. In *The Abandonment Recovery Workbook*, the only book of its kind, psychotherapist and abandonment expert Susan Anderson explores the seemingly endless pain of heartbreak and shows readers how to break free—whether the heartbreak comes from a divorce, a breakup, a death, or the loss of friendship, health, a job, or a dream. From the first shock of despair through the waves of hopelessness to the tentative efforts to make new connections, *The Abandonment Recovery Workbook* provides an itinerary for recovery. A manual for individuals or support groups, it includes exercises that the author has tested and developed through her decades of expertise in abandonment recovery. Anderson provides concrete recovery tools and exercises to discover and heal underlying issues, identify self-defeating behaviors of mistrust and insecurity, and build self-esteem. Guiding you through the five stages of your journey—shattering, withdrawal, internalizing, rage, and lifting—this book (a new edition of Anderson's *Journey from Heartbreak to Connection*) serves as a source of strength. You will come away with a new sense of self—a self with an increased capacity to love. Praise for Susan Anderson's *The Journey from Abandonment to Healing*: "If there can be a pill to cure the heartbreak of rejection, this book may be it." — Rabbi Harold Kushner, bestselling author of *When Bad Things Happen to Good People*

WAR POWERS

THE PRESIDENT, THE CONGRESS, AND THE QUESTION OF WAR

[Greenwood Publishing Group](#) This study provides a balanced and scholarly analysis of the war powers controversy, a controversy as old as the Constitution and as current as the conflicts in the Persian Gulf and the Balkans. The work examines the debates among the Founding Fathers, Congressional and United Nations resolutions, communications between the Executive and Congress, as well as other issues surrounding the use of military force in foreign conflicts. The author considers the impact on the war powers controversy of the ways in which warfare has changed: from conventional to electronic and from major ground force actions to swift air strikes and rapid response troop deployments. Particularly relevant is the author's examination of war powers in the present time of overall world peace but sporadic regional conflict, the context in which the struggle between Congress and the Executive over war-making limits and constraints continues. This work will be of interest to scholars and students alike in American government, politics, and military studies.

COMPUTER EASE

[Virtualbookworm Publishing](#) "Computer Ease" is a state of mind - one you can't reach when you're frustrated. It's hard to feel like a success when your mouse won't move, you're stuck on hold with tech support, and you can't format a page margin. There isn't one magical manual for all computer problems because computing is both so broad and so specific to a user's unique needs. But there is a way to understand why computers work the way they do, and how you can gain the upper hand. "Computer Ease" shares a positive strategy and philosophy that has already helped hundreds of the author's clients. The book includes real world solutions, actual user profiles, and Helen Gallagher's unique perspective from her years of consulting with Computer Clarity. With this book, you can finally understand how to manage your files, deal with error messages, learn keyboard shortcuts, protect your computer from spyware, and realize the power of the web.

ANDROID MALWARE

[Springer Science & Business Media](#) Mobile devices, such as smart phones, have achieved computing and networking capabilities comparable to traditional personal computers. Their successful consumerization has also become a source of pain for adopting users and organizations. In particular, the widespread presence of information-stealing applications and other types of mobile malware raises substantial security and privacy concerns. Android Malware presents a systematic view on state-of-the-art mobile malware that targets the popular Android mobile platform. Covering key topics like the Android malware history, malware behavior and classification, as well as, possible defense techniques.

USING INFORMATION TECHNOLOGY

STEREOLITHOGRAPHY

MATERIALS, PROCESSES AND APPLICATIONS

[Springer Science & Business Media](#) Stereolithography: Materials, Processes and Applications will focus on recent advances in stereolithography covering aspects related to the most recent advances in the field, in terms of fabrication processes (two-photon polymerization, micro-stereolithography, infrared stereolithography and stereo-thermal-lithography), materials (novel resins, hydrogels for medical applications and highly reinforced resins with ceramics and metals), computer simulation and applications.

INTEGRATING GESTURES

THE INTERDISCIPLINARY NATURE OF GESTURE

[John Benjamins Publishing](#) Gestures are ubiquitous and natural in our everyday life. They convey information about culture, discourse, thought, intentionality, emotion, intersubjectivity, cognition, and first and second language acquisition. Additionally, they are used by non-human primates to communicate with their peers and with humans. Consequently, the modern field of gesture studies has attracted researchers from a number of different disciplines such as anthropology, cognitive science, communication, neuroscience, psycholinguistics, primatology, psychology, robotics, sociology and semiotics. This volume presents an overview of the depth and breadth of current research in gesture. Its focus is on the interdisciplinary nature of gesture. The twenty-six chapters included in the volume are divided into six sections or themes: the nature and functions of gesture, first language development and gesture, second language effects on gesture, gesture in the classroom and in problem solving, gesture aspects of discourse and interaction, and gestural analysis of music and dance.

FOOD ETHICS

[Cengage Learning](#) FOOD ETHICS, 2E explores the ethical choices we make each time we eat. With twenty-six readings that bring together a diverse group of voices, this textbook dives into issues such as genetically modified foods, animal rights, population and consumption, the food industry's impact on pollution, centralized versus localized production, and more. In addition, this edition includes new introduction, new readings, a comprehensive index, and study questions that frame these significant issues for discussion and reflection. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

XXVI BRAZILIAN CONGRESS ON BIOMEDICAL ENGINEERING

CBEB 2018, ARMAÇÃO DE BUZIOS, RJ, BRAZIL, 21-25 OCTOBER 2018

[Springer](#) This volume presents the proceedings of the Brazilian Congress on Biomedical Engineering (CBEB 2018). The conference was organised by the Brazilian Society on Biomedical Engineering (SBEB) and held in Armação de Buzios, Rio de Janeiro, Brazil from 21-25 October, 2018. Topics of the proceedings include these 11 tracks: • Bioengineering • Biomaterials, Tissue Engineering and Artificial Organs • Biomechanics and Rehabilitation • Biomedical Devices and Instrumentation • Biomedical Robotics, Assistive Technologies and Health Informatics • Clinical Engineering and Health Technology Assessment • Metrology, Standardization, Testing and Quality in Health • Biomedical Signal and Image Processing • Neural Engineering • Special Topics • Systems and Technologies for Therapy and Diagnosis

ALONE

[Sourcebooks, Inc.](#) This must-read for lovers of Stephen King's The Shining will leave readers breathless as Seda and her family find themselves at the mercy of a murderer in an isolated and snowbound hotel. Get ready for what Kirkus calls "A bloody, wonderfully creepy scare ride." When her mom inherits an old, crumbling mansion, Seda's almost excited to spend the summer there. The grounds are beautiful and it's fun to explore the sprawling house with its creepy rooms and secret passages. Except now her mom wants to renovate, rather than sell the estate—which means they're not going back to the city...or Seda's friends and school. As the days grow shorter, Seda is filled with dread. They're about to be cut off from the outside world, and she's not sure she can handle the solitude or the darkness it brings out in her. Then a group of teens get stranded near the mansion during a blizzard. Seda has no choice but to offer them shelter, even though she knows danger lurks in the dilapidated mansion—and in herself. And as the snow continues to fall, what Seda fears most is about to become her reality...

PRINCIPLES OF MACROECONOMICS FOR AP® COURSES 2E

Principles of Macroeconomics for AP® Courses 2e covers the scope and sequence requirements for an Advanced Placement® macroeconomics course and is listed on the College Board's AP® example textbook list. The second edition includes many current examples

and recent data from FRED (Federal Reserve Economic Data), which are presented in a politically equitable way. The outcome is a balanced approach to the theory and application of economics concepts. The second edition was developed with significant feedback from current users. In nearly all chapters, it follows the same basic structure of the first edition. General descriptions of the edits are provided in the preface, and a chapter-by-chapter transition guide is available for instructors.

I'M OVER ALL THAT

AND OTHER CONFESSIONS

Simon and Schuster In a collection of personal essays, the actress shares her views and insights on aging, Hollywood, being polite, sex, and anger.

SURVIVING DEMOCRACY

MITIGATING CLIMATE CHANGE IN A NEOLIBERALIZED WORLD

Routledge Is democracy, in its neoliberalized form, responsible in part for bringing us to the brink of self-destruction and the policy inertia that is doing away with our chances of survival? *Surviving Democracy* probes the way democracy became neoliberalized and the role neoliberalized democracy plays in our dealings with—causing, understanding, denying, and mitigating—climate change. Defining neoliberalism as the art of exclusion through inclusion, Chien-Yi Lu treats climate change as collateral damage of the neoliberal order established to ensure upward power and wealth redistribution. Highlighting the role money played in the "free" competition of ideas between Keynes and Hayek, she investigates the resulting global structure, wherein the wealthy and powerful sit above the market and democracy, and the way this structure fundamentally contradicts with honest climate mitigation. Central to the structure is neoliberal elites' leveraging of the fluid relationship between the market and the state. Merging citizen power with consumer and investor powers is therefore imperative to the success of climate action. While expediting the bursting of the carbon bubble is an obvious answer, it is the discussion of the meat bubble that brings the book full circle, linking our survival to neoliberalism, inclusion, and democracy. *Surviving Democracy* probes the role democracy plays in our dealings with—causing, understanding, denying, and hopefully, mitigating—climate change.

OIL CROPS

Springer Science & Business Media When one is privileged to participate long enough in a professional capacity, certain trends may be observed in the dynamics of how challenges are met or how problems are solved. Agricultural research is no exception in view of how the plant sciences have moved forward in the past 30 years. For example, the once grand but now nearly forgotten art of whole plant physiology has given way almost completely to the more sophisticated realm of molecular biology. What once was the American Society of Plant Physiologists' is now the American Society of Plant Molecular Biology; a democratic decision to indemnify efforts to go beyond the limits of the classical science and actually begin to understand the underlying biological basis for genetic regulation of metabolic mechanisms in plants. Yet, as new technologies open windows of light on the inner workings of biological processes, one might reminisce with faint nostalgia on days long past when the artisans of plant physiology, biochemistry, analytical chemistry and other scientific disciplines ebbed and waned in prominence. No intentional reference is made here regarding Darwinism; the plant sciences always have been extremely competitive. Technology is pivotal. Those who develop and/or implement innovative concepts typically are regarded as leaders in their respective fields. Each positive incremental step helps bring recognition and the impetus to push a scientific discipline forward with timely approaches to address relevant opportunities.

MODERN PRINCIPLES: MACROECONOMICS

Macmillan Higher Education In a world full of economics blogs, Cowen and Tabarrok's *Marginal Revolution* (marginalrevolution.com) ranks is one of the Web's most popular and most respected. The same qualities that make the blog so distinctive are also behind the success *Modern Principles of Economics*—engaging authors, unbiased presentations of essential ideas, and a knack for revealing the "invisible hand" of economics at work. The thoroughly updated new edition of *Modern Principles* again draws on a wealth of captivating applications to show readers how economics shed light on business, politics, world affairs, and everyday life.

WINDOWS GROUP POLICY TROUBLESHOOTING

A BEST PRACTICE GUIDE FOR MANAGING USERS AND PCS THROUGH GROUP POLICY

Apress Find out how to isolate, understand, and solve problems encountered when managing users and PCs on Windows. Learn from a Microsoft MVP with many years' experience supporting Windows users with their Group Policy issues. This book will help you face the complexity of real world hardware and software systems and the unpredictability of user behavior, so you can get to the heart of the problem and set it right. *Windows Group Policy Troubleshooting* is your best-practice guide to Group Policy, showing you all that it can achieve, and how to repair problems when they occur. What You'll Learn Understand how Group Policy works Take a simple step-by-step approach to troubleshooting problems Apply Group Policy in Office applications Absorb advanced Group Policy advice See expert tips and tricks related to Group Policy Who This Book Is For IT pros and system administrators are the audience for this book.

QUICK CALCULUS

A SELF-TEACHING GUIDE

John Wiley & Sons *Quick Calculus 2nd Edition A Self-Teaching Guide* Calculus is essential for understanding subjects ranging from physics and chemistry to economics and ecology. Nevertheless, countless students and others who need quantitative skills limit their futures by avoiding this subject like the plague. Maybe that's why the first edition of this self-teaching guide sold over 250,000 copies. *Quick Calculus, Second Edition* continues to teach the elementary techniques of differential and integral calculus quickly and painlessly. Your "calculus anxiety" will rapidly disappear as you work at your own pace on a series of carefully selected work problems. Each correct answer to a work problem leads to new material, while an incorrect response is followed by additional explanations and reviews. This updated edition incorporates the use of calculators and features more applications and examples. ".makes it possible for a person to delve into the mystery of calculus without being mystified." --Physics Teacher

IMPEDANCE SPECTROSCOPY

APPLICATIONS TO ELECTROCHEMICAL AND DIELECTRIC PHENOMENA

John Wiley & Sons This book presents a balance of theoretical considerations and practical problem solving of electrochemical impedance spectroscopy. This book incorporates the results of the last two decades of research on the theories and applications of impedance spectroscopy, including more detailed reviews of the impedance methods applications in industrial colloids, biomedical sensors and devices, and supercapacitive polymeric films. The book covers all of the topics needed to help readers quickly grasp how to apply their knowledge of impedance spectroscopy methods to their own research problems. It also helps the reader identify whether impedance spectroscopy may be an appropriate method for their particular research problem. This includes understanding how to correctly make impedance measurements, interpret the results, compare results with expected previously published results from similar chemical systems, and use correct mathematical formulas to verify the accuracy of the data. Unique features of the book include theoretical considerations for dealing with modeling, equivalent circuits, and equations in the complex domain, review of impedance instrumentation, best measurement methods for particular systems and alerts to potential sources of errors, equations and circuit diagrams for the most widely used impedance models and applications, figures depicting impedance spectra of typical materials and devices, extensive references to the scientific literature for more information on particular topics and current research, and a review of related techniques and impedance spectroscopy modifications.

LINUX PROGRAMMING BIBLE

[Wiley](#) The Linux Programming Bible is the definitive reference for beginning and veteran Linux programmers. Written by John Goerzen, a developer for the Debian GNU/Linux Distribution, this comprehensive guide leads you step by step from simple shell programs to sophisticated CGI applications. You'll find complete coverage of Linux programming, including: Techniques for C/C++, Perl, CGI, and shell programming Basic tools, such as bash, regular expression, sed, grep, Emacs, and more Communication using semaphores, pipelines, FIFOs, and TCP/IP Practical tips on CVS collaboration security, and performance optimization Linux C tools, including compilers, libraries, and debuggers Filled with savvy programming advice and clear code examples, the Linux Programming Bible is all you need to take your Linux programming skills to the next level.

MODERN PRINCIPLES OF ECONOMICS (LOOSE LEAF)

[Macmillan Higher Education](#)

GRANDAD MANDELA

[Lincoln Children's Books](#) "...profoundly moving..." -Publishers Weekly Nelson Mandela's two great-grandchildren ask their grandmother, Mandela's youngest daughter, 15 questions about their grandad - the global icon of peace and forgiveness who spent 27 years in prison. They learn that he was a freedom fighter who put down his weapons for the sake of peace, and who then became the President of South Africa and a Nobel Peace Prize-winner, and realise that they can continue his legacy in the world today. Seen through a child's perspective, and authored jointly by Nelson Mandela's great-grandchildren and daughter, this amazing story is told as never before to celebrate what would have been Nelson's Mandela 100th birthday.

A PRACTICAL GUIDE TO DIGITAL FORENSICS INVESTIGATIONS

WIKIBRANDS: REINVENTING YOUR COMPANY IN A CUSTOMER-DRIVEN MARKETPLACE : REINVENTING YOUR COMPANY IN A CUSTOMER-DRIVEN MARKETPLACE

REINVENTING YOUR COMPANY IN A CUSTOMER-DRIVEN MARKETPLACE

[Mcgraw-hill](#) **REINVENTING YOUR COMPANY IN A CUSTOMER-DRIVEN MARKETPLACE FOREWORD BY DON TAPSCOTT**, Bestselling author of Wikinomics "A must-read for business leaders, managers, and just about anyone who wants to recognize and tap into the incredible creative energy of customers and stakeholders." -- Richard Florida, bestselling author of The Rise of the Creative Class "Marketers should follow the course laid out by Sean Moffitt and Mike Dover, which leads us into a new brand future of pull, not push, and of conversation, not control." -- B. Joseph Pine II, bestselling author, The Experience Economy "Thoughtful, innovative, and most of all practical. If your organization wants to deploy technology to build better client relationships, Wikibrands will show you how." -- Keith Ferrazzi, bestselling author, Never Eat Alone "Your brand can share control to create value. With the changing role of consumers, every brand is a lie, not a promise. But Wikibrands offers marketers a rich understanding of how social media can drive engagement for brands that make them true." -- Ross Mayfield, Chairman, President, and co-founder, Socialtext "A must-read for the hungry marketer!" -- Julie Roehm, Backlash Meta, LLC "The path forward presented in Wikibrands is brightly illuminated, helping change the landscape in an area ready for consumer-driven, open innovation." -- David Smith, Global Managing Director, Accenture, and Co-Author of Workforce of One : Revolutionizing Talent Management Through Customization ""A behind-the-curtain look at how you should be engaging your customer directly in the branding process. Ignore this important book at your own peril." -- Saul Kaplan, Founder and Chief Catalyst, Business Innovation Factory What is a Wikibrand? It's the next generation of business building that taps into the true power of social networks, brand connections, and customer participation to build real value. It's a status update on Facebook, a rave on Twitter, a review on YouTube, and so much more. It's the herald of a new golden age in customer freedom and individualized customer service. It's the future of business--and this book is your wake-up call, strategy guide, and road map to what's ahead. In Wikibrands, acclaimed media marketing experts Sean Moffitt and Mike Dover show you how to take advantage of the exciting new models of business and technologies--and enthusiastic online communities--one click at a time. Built on continuing research from Don Tapscott's trailblazing \$10 million research project, which formed the basis of bestselling books such as Wikinomics and Grown Up Digital, this book delivers hundreds of the best examples from today's most successful businesses. You'll learn how to: ENGAGE THE CUSTOMER through social influence, word of mouth, and user-generated content CREATE AN EXPERIENCE affected by customer-driven ratings, reviews, and online culture BUILD A COMMUNITY through microblogging, prosumerism, and crowdsourcing MAKE A CONNECTION that is truly authentic, collaborative, and value enhancing Whether you work with an established business and are looking to make it relevant to today's "wikiconsumers" or are launching a start-up from scratch, Wikibrands offers countless creative ideas for defining and reaching out to your target audience. You'll find refreshing new ways and a FLIRT model to help you open up an honest dialogue with your customers, attract a ready-made fan base through shared interests, and even work with other businesses toward a mutually rewarding goal. These are the latest tricks of the trade, used by hot brand names such as Mozilla Firefox, lululemon, and Zappos; industry giants Starbucks, Dell, and Harley-Davidson; and other less well-known organizations. This is how you turn merely buzzworthy brands into full-fledged wikibrands. Sean Moffitt is President of Agent Wildfire Strategy & Communications, a leading social influence, word-of-mouth, and customer engagement firm. An internationally known speaker and Web expert, he has reinvented brands as a client and partner for Molson, Guinness, Procter & Gamble, and numerous Fortune 500 companies and start-ups. Mike Dover is Managing Partner of Socialstruct Advisory Group. As Vice President, Research Operations, for New Paradigm (formerly nGenera Insight), he oversaw the research programs for the bestselling books Wikinomics and Grown Up Digital. He also has provided review support for more than a dozen other books. Continue the reinvention of your business at [wiki-brands.com](#)