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# Online Library User Guide Blackberry Curve Apollo

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## KEY=APOLLO - TALIAH MILA

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### PROGRAMMING THE MOBILE WEB

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*O'Reilly Media Today's market for mobile apps goes beyond the iPhone to include BlackBerry, Nokia, Windows Phone, and smartphones powered by Android, webOS, and other platforms. If you're an experienced web developer, this book shows you how to build a standard app core that you can extend to work with specific devices. You'll learn the particulars and pitfalls of building mobile apps with HTML, CSS, and other standard web tools. You'll also explore platform variations, finicky mobile browsers, Ajax design patterns for mobile, and much more. Before you know it, you'll be able to create mashups using Web 2.0 APIs in apps for the App Store, App World, OVI Store, Android Market, and other online retailers. Learn how to use your existing web skills to move into mobile development Discover key differences in mobile app design and navigation, including touch devices Use HTML, CSS, JavaScript, and Ajax to create effective user interfaces in the mobile environment Learn about technologies such as HTML5, XHTML MP, and WebKit extensions Understand variations of platforms such as Symbian, BlackBerry, webOS, Bada, Android, and iOS for iPhone and iPad Bypass the browser to create offline apps and widgets using web technologies*

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### ECONOMICS

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#### THE USER'S GUIDE

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*Bloomsbury Publishing USA The award-winning author of 23 Things They Don't Tell You About Capitalism outlines the real-world processes of the global economy while explaining how to better understand the strengths and weaknesses of key economics theories to better navigate today's interconnected world.*

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#### IDEA MAN

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#### A MEMOIR BY THE COFOUNDER OF MICROSOFT

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*Penguin By his early thirties, Paul Allen was a world-famous billionaire-and that was just the beginning. In 2007 and 2008, Time named Paul Allen, the cofounder of Microsoft, one of the hundred most influential people in the world. Since he made his fortune, his impact has been felt in science, technology, business, medicine, sports, music, and philanthropy. His passion, curiosity, and intellectual rigor-combined with the resources to launch and support new initiatives-have literally changed the world. In 2009 Allen discovered that he had lymphoma, lending urgency to his desire to share his story for the first time. In this classic memoir, Allen explains how he has solved problems, what he's learned from his many endeavors-both the triumphs and the failures-and his compelling vision for the future. He reflects candidly on an extraordinary life. The book also features previously untold stories about everything from the true origins of Microsoft to Allen's role in the dawn of private space travel (with SpaceShipOne) and in discoveries at the frontiers of brain science. With honesty, humor, and insight, Allen tells the story of a life of ideas made real.*

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### MANAGEMENT INFORMATION SYSTEMS

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#### MANAGING THE DIGITAL FIRM

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*Pearson Educación 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.*

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#### MRS. FRISBY AND THE RATS OF NIMH

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*Simon and Schuster Some extraordinary rats come to the aid of a mouse family in this Newbery Medal Award-winning classic by notable children's author Robert C. O'Brien. Mrs. Frisby, a widowed mouse with four small children, is faced with a terrible problem. She must move her family to their summer quarters immediately, or face almost certain death. But her youngest son, Timothy, lies ill with pneumonia and must not be moved. Fortunately, she encounters the rats of NIMH, an extraordinary breed of highly intelligent creatures, who come up with a brilliant solution to her dilemma. And Mrs. Frisby in turn renders them a great service.*

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#### TYRANT'S TOMB

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#### THE TRIALS OF APOLLO, BOOK FOUR

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*Disney Electronic Content It's not easy being Apollo, especially when you've been turned into a human and banished from Olympus. On his path to restoring five ancient oracles and reclaiming his godly powers, Apollo (aka Lester Papadopoulos) has faced both*

triumphs and tragedies. Now his journey takes him to Camp Jupiter in the San Francisco Bay Area, where the Roman demigods are preparing for a desperate last stand against the evil Triumvirate of Roman emperors. Hazel, Reyna, Frank, Tyson, Ella, and many other old friends will need Apollo's aid to survive the onslaught. Unfortunately, the answer to their salvation lies in the forgotten tomb of a Roman ruler . . . someone even worse than the emperors Apollo has already faced.

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## **START WITH WHY**

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### **HOW GREAT LEADERS INSPIRE EVERYONE TO TAKE ACTION**

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Penguin *The inspirational bestseller that ignited a movement and asked us to find our WHY* Discover the book that is captivating millions on TikTok and that served as the basis for one of the most popular TED Talks of all time—with more than 56 million views and counting. Over a decade ago, Simon Sinek started a movement that inspired millions to demand purpose at work, to ask what was the WHY of their organization. Since then, millions have been touched by the power of his ideas, and these ideas remain as relevant and timely as ever. *START WITH WHY* asks (and answers) the questions: why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with WHY. They realized that people won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. *START WITH WHY* shows that the leaders who have had the greatest influence in the world all think, act and communicate the same way—and it's the opposite of what everyone else does. Sinek calls this powerful idea *The Golden Circle*, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

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## **THE EVERYTHING STORE**

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### **JEFF BEZOS AND THE AGE OF AMAZON**

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Little, Brown *The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life."* Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. *The Everything Store* is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

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## **MORE MONEY THAN GOD**

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### **HEDGE FUNDS AND THE MAKING OF THE NEW ELITE**

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A&C Black *The first book of its kind: a fascinating and entertaining examination of hedge funds today* Shortlisted for the Financial Times/Goldman Sachs Business Book of the Year Award *The New York Times* bestseller

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## **EXPERT C PROGRAMMING**

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### **DEEP C SECRETS**

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Prentice Hall Professional *Software -- Programming Languages.*

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## **THE CURIOUS INCIDENT OF THE DOG IN THE NIGHT-TIME**

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Anchor Canada *A bestselling modern classic—both poignant and funny—narrated by a fifteen year old autistic savant obsessed with Sherlock Holmes, this dazzling novel weaves together an old-fashioned mystery, a contemporary coming-of-age story, and a fascinating excursion into a mind incapable of processing emotions.* Christopher John Francis Boone knows all the countries of the world and their capitals and every prime number up to 7,057. Although gifted with a superbly logical brain, Christopher is autistic. Everyday interactions and admonishments have little meaning for him. At fifteen, Christopher's carefully constructed world falls apart when he finds his neighbour's dog Wellington impaled on a garden fork, and he is initially blamed for the killing. Christopher decides that he will track down the real killer, and turns to his favourite fictional character, the impeccably logical Sherlock Holmes, for inspiration. But the investigation leads him down some unexpected paths and ultimately brings him face to face with the dissolution of his parents' marriage. As Christopher tries to deal with the crisis within his own family, the narrative draws readers into the workings of Christopher's mind. And herein lies the key to the brilliance of Mark Haddon's choice of narrator: The most wrenching of emotional moments are chronicled by a boy who cannot fathom emotions. The effect is dazzling, making for one of the freshest debut in years: a comedy, a tearjerker, a mystery story, a novel of exceptional literary merit that is great fun to read.

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## **LAST OLYMPIAN, THE (PERCY JACKSON AND THE OLYMPIANS, BOOK 5)**

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Disney Electronic Content *All year the half-bloods have been preparing for battle against the Titans, knowing the odds of victory are grim. Kronos's army is stronger than ever, and with every god and half-blood he recruits, the evil Titan's power only grows. While the Olympians struggle to contain the rampaging monster Typhon, Kronos begins his advance on New York City, where Mount Olympus stands virtually unguarded. Now it's up to Percy Jackson and an army of young demigods to stop the Lord of Time.*

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## MOBILE WEB AND INTELLIGENT INFORMATION SYSTEMS

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### 13TH INTERNATIONAL CONFERENCE, MOBIWIS 2016, VIENNA, AUSTRIA, AUGUST 22-24, 2016, PROCEEDINGS

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*Springer* This book constitutes the refereed proceedings of the 13th International Conference on Mobile Web and Intelligent Information Systems, MobiWIS 2016, held in Vienna, Austria, in August 2016. The 36 papers presented in this volume were carefully reviewed and selected from 98 submissions. They were organization in topical sections named: mobile Web - practice and experience; advanced Web and mobile systems; security of mobile applications; mobile and wireless networking; mobile applications and wearable devices; mobile Web and applications; personalization and social networks.

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## UNDERSTANDING OPERATING SYSTEMS

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*Brooks/Cole Publishing Company* UNDERSTANDING OPERATING SYSTEMS provides a basic understanding of operating systems theory, a comparison of the major operating systems in use, and a description of the technical and operational tradeoffs inherent in each. The effective two-part organization covers the theory of operating systems, their historical roots, and their conceptual basis (which does not change substantially), culminating with how these theories are applied in the specifics of five operating systems (which evolve constantly). The authors explain this technical subject in a not-so-technical manner, providing enough detail to illustrate the complexities of stand-alone and networked operating systems. UNDERSTANDING OPERATING SYSTEMS is written in a clear, conversational style with concrete examples and illustrations that readers easily grasp.

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## AMERICAN THRESHERMAN

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### THE SMARTPHONE PARADOX

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### OUR RUINOUS DEPENDENCY IN THE DEVICE AGE

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*Springer* The Smartphone Paradox is a critical examination of our everyday mobile technologies and the effects that they have on our thoughts and behaviors. Alan J. Reid presents a comprehensive view of smartphones: the research behind the uses and gratifications of smartphones, the obstacles they present, the opportunities they afford, and how everyone can achieve a healthy, technological balance. It includes interviews with smartphone users from a variety of backgrounds, and translates scholarly research into a conversational tone, making it easy to understand a synthesis of key findings and conclusions from a heavily-researched domain. All in all, through the lens of smartphone dependency, the book makes the argument for digital mindfulness in a device age that threatens our privacy, sociability, attention, and cognitive abilities.

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## PICTORIAL COMPOSITION

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### AN INTRODUCTION

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*Courier Corporation* Learn principles of composition, classical and modern, through analysis of works from Middle Ages to present — Goya, Cézanne, Hopper, many others. 148 illustrations, 9 in full color.

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## SURVEILLANCE VALLEY

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### THE SECRET MILITARY HISTORY OF THE INTERNET

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*PublicAffairs* The internet is the most effective weapon the government has ever built. In this fascinating book, investigative reporter Yasha Levine uncovers the secret origins of the internet, tracing it back to a Pentagon counterinsurgency surveillance project. A visionary intelligence officer, William Godel, realized that the key to winning the war in Vietnam was not outgunning the enemy, but using new information technology to understand their motives and anticipate their movements. This idea -- using computers to spy on people and groups perceived as a threat, both at home and abroad -- drove ARPA to develop the internet in the 1960s, and continues to be at the heart of the modern internet we all know and use today. As Levine shows, surveillance wasn't something that suddenly appeared on the internet; it was woven into the fabric of the technology. But this isn't just a story about the NSA or other domestic programs run by the government. As the book spins forward in time, Levine examines the private surveillance business that powers tech-industry giants like Google, Facebook, and Amazon, revealing how these companies spy on their users for profit, all while doing double duty as military and intelligence contractors. Levine shows that the military and Silicon Valley are effectively inseparable: a military-digital complex that permeates everything connected to the internet, even coopting and weaponizing the antigovernment privacy movement that sprang up in the wake of Edward Snowden. With deep research, skilled storytelling, and provocative arguments, Surveillance Valley will change the way you think about the news -- and the device on which you read it.

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## THE 10 LAWS OF CAREER REINVENTION

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### ESSENTIAL SURVIVAL SKILLS FOR ANY ECONOMY

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*Penguin* Reinvention is the key to success in these volatile times—and Pamela Mitchell holds the key to reinvention! In *The 10 Laws of Career Reinvention*, America's Reinvention Coach® Pamela Mitchell offers every tool readers need to navigate the full arc of career change. Part I introduces the Reinvention Mindset, with what you need to know to be prepared mentally to get started. In Part II, you read the real-life stories of ten individuals who successfully made the leap to new and unexpected careers, using the 10 laws: The 1st Law: It Starts With a Vision for Your Life The 2nd Law: Your Body Is Your Best Guide The 3rd Law: Progress Begins When You Stop Making Excuses The 4th Law: What You Seek is on the Road Less Traveled The 5th Law: You've Got the Tools in Your Toolbox The 6th Law: Your Reinvention Board is Your Lifeline The 7th Law: Only a Native Can Give You the Inside Scoop The 8th Law: They Won't "Get"

*You Until You Speak Their Language The 9th Law: It Takes the Time That it Takes The 10th Law: The World Buys Into an Aura of Success Each story is followed by an in-depth lesson that explains how to adapt these laws to your own career goals, and what actions and precautions to take. The lessons answer all your tactical concerns about navigating the roadblocks, getting traction and managing your fears. The final section provides workbook exercises for fine-tuning your reinvention strategies for maximum results. Clear-headed, calming, practical, and thorough, this is the ideal action plan for getting through any career crisis and ending up securely in the lifestyle you've always dreamed of having.*

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## **CLOUD COMPUTING**

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### **THEORY AND PRACTICE**

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*Newnes Cloud Computing: Theory and Practice provides students and IT professionals with an in-depth analysis of the cloud from the ground up. Beginning with a discussion of parallel computing and architectures and distributed systems, the book turns to contemporary cloud infrastructures, how they are being deployed at leading companies such as Amazon, Google and Apple, and how they can be applied in fields such as healthcare, banking and science. The volume also examines how to successfully deploy a cloud application across the enterprise using virtualization, resource management and the right amount of networking support, including content delivery networks and storage area networks. Developers will find a complete introduction to application development provided on a variety of platforms. Learn about recent trends in cloud computing in critical areas such as: resource management, security, energy consumption, ethics, and complex systems Get a detailed hands-on set of practical recipes that help simplify the deployment of a cloud based system for practical use of computing clouds along with an in-depth discussion of several projects Understand the evolution of cloud computing and why the cloud computing paradigm has a better chance to succeed than previous efforts in large-scale distributed computing*

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### **THE LOST WORDS**

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*Edition Peters The Lost Words by composer James Burton takes its inspiration and text from the award-winning 'cultural phenomenon' and book of the same name by Robert Macfarlane and Jackie Morris: a book that was, in turn, a creative response to the removal of everyday nature words like acorn, newt and otter from a new edition of a widely used children's dictionary. Both the book and Burton's 32-minute work, which is written in 12 short movements for upper-voice choir in up to 3 voice parts (with either orchestral or piano accompaniment), celebrates each lost word with a beautiful poem or 'spell', magically brought to life in Burton's music. At its heart, the work delivers a powerful message about the need to close the gap between childhood and the natural world. Burton's piece was co-commissioned by the Hallé Concerts Society for the Hallé Children's Choir and the Boston Symphony Orchestra. The piano accompaniment version was premiered at the Tanglewood Festival in 2019 by the Boston Symphony Children's Choir, of which Burton is founder and director. The Hallé Children's Choir will premiere the orchestral version of the full work in Manchester, UK, post-pandemic. Vocal Score Co-commission by Boston Symphony and Hallé Concerts Society for their respective Children's Choirs. Two versions - with orchestral or with piano accompaniment. The vocal score is the same for both versions. James Burton is a composer but also a conductor. He is conductor of the Tanglewood Festival Chorus and choral director of the Boston Symphony. The book The Lost Words, exquisitely designed, has won multiple awards and is an international best-seller. The vocal score includes Jackie Morris's beautiful imagery in its cover design.*

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### **PHYSICS II FOR DUMMIES**

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*John Wiley & Sons A plain-English guide to advanced physics Does just thinking about the laws of motion make your head spin? Does studying electricity short your circuits? Physics II For Dummies walks you through the essentials and gives you easy-to-understand and digestible guidance on this often intimidating course. Thanks to this book, you don't have to be Einstein to understand physics. As you learn about mechanical waves and sound, forces and fields, electric potential and electric energy, and much more, you'll appreciate the For Dummies law: The easier we make it, the faster you'll understand it! An extension of the successful Physics I For Dummies Covers topics in a straightforward and effective manner Explains concepts and terms in a fast and easy-to-understand way Whether you're currently enrolled in an undergraduate-level Physics II course or just want a refresher on the fundamentals of advanced physics, this no-nonsense guide makes this fascinating topic accessible to everyone.*

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### **I CHOSE TO DIE (SIREN SUICIDES, BOOK 1)**

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*Ksenia Anske On a rainy September morning that just so happens to be her sixteenth birthday, Ailen Bright, a chicken-legged, straw-haired teenager, decides to commit suicide via drowning in the family bathtub. The ornate marble tub, adhering to her abusive father's love for anything expensive and Italian, is decorated by five sirens - who seemingly help her escape the house when her father breaks down the bathroom door. After an almost-successful suicide attempt number two, which lands her at the bottom of a lake, she learns that sirens are, in fact, real, and they want to turn her into one of them. An amazing, yet dark look into the mind and heart of a suicidal teenager, this urban fantasy follows Ailen's struggle to figure out the meaning of life, the unraveling of her confusing feelings for her theatrically goofy best friend Hunter, and her desperate battle for her father's love.*

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### **MYTHS AND LEGENDS OF FLOWERS, TREES, FRUITS AND PLANTS**

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*Read Books Ltd Originally published in 1911, this early work by Charles M. Skinner is both expensive and hard to find in its first edition. It delves deep into the mythology of the natural world and uncovers legends of times long forgotten. This is a fascinating work and highly recommended for all folklore enthusiasts. Many of the earliest books, particularly those dating back to the 1900s and before, are now extremely scarce. We are republishing these classic works in affordable, high quality, modern editions, using the original text and artwork.*

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## THE LITTLE BOOK THAT BUILDS WEALTH

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## THE KNOCKOUT FORMULA FOR FINDING GREAT INVESTMENTS

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John Wiley & Sons *In The Little Book That Builds Wealth*, author Pat Dorsey—the Director of Equity Research for leading independent investment research provider Morningstar, Inc.—reveals why competitive advantages, or economic moats, are such strong indicators of great long-term investments and examines four of their most common sources: intangible assets, cost advantages, customer-switching costs, and network economics. Along the way, he skillfully outlines this proven approach and reveals how you can effectively apply it to your own investment endeavors.

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## GUIDE TO MANAGEMENT IDEAS AND GURUS

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John Wiley & Sons Good management is a precious commodity in the corporate world. *Guide to Management Ideas and Gurus* is a straight-forward manual on the most innovative management ideas and the management gurus who developed them. The earlier edition, *Guide to Management Ideas*, presented the most significant ideas that continue to underpin business management. This new book builds on those ideas and adds detailed biographies of the people who came up with them—the most influential business thinkers of the past and present. Topics covered include: Active Inertia, Disruptive Technology, Genchi Genbutsu (Japanese for "Go and See for Yourself"), The Halo Effect, The Long Tail, Skunkworks, Tipping Point, Triple Bottom Line, and more. The management gurus covered include: Dale Carnegie, Jim Collins, Stephen Covey, Peter Drucker, Philip Kotler, Michael Porter, Tom Peters, and many others.

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## THE COMPLETE GUIDE TO THE GREAT OCEAN ROAD

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## WALKS, BEACHES, HERITAGE, ECOLOGY, TOWNS AND SUSTAINABLE TOURISM THROUGH SOUTHWEST VICTORIA

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BestShot *The Great Ocean Road region - the southwest coastline of Victoria - is simply extraordinary. This book unlocks the sights, activities and background context for visitors and locals - using maps, pictures and words. It is for everyone who is interested in exploring and learning about the region from Geelong to Portland. Sustainability depends first on knowledge, second on discerning customers and communities, and third on responsible businesses. This book features a number of businesses that are responding to the challenge, and:\* details on hundreds of accessible sights\* maps and information on over 50 sustainable activities including beach and surf guides, walking track notes, national parks and reserves and over 50 cities, towns and villages with more than 60 heritage sites.\* fascinating background context including environmental issues, Aboriginal and European heritage, geology, ecosystems, flora and fauna*

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## THE ART OF PUBLIC SPEAKING

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Samaira Book Publishers *The Art of Public Speaking* is a fantastic introduction to public speaking by the master of the art—Dale Carnegie. Featured within this classic manual are hundreds of tips and tricks on how to become an efficient and effective public speaker. One of the core ideas in his books is that it is possible to change other people's behavior by changing one's reaction to them. This is a fascinating work and is thoroughly recommended for everyone.

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## STYLISTICS

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## A RESOURCE BOOK FOR STUDENTS

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Psychology Press *This is a comprehensive introduction to literary stylistics offering an accessible overview of stylistic, with activities, study questions, sample analyses, commentaries and key readings - all in the same volume.*

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## HIGH PERFORMANCE MOBILE WEB

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## BEST PRACTICES FOR OPTIMIZING MOBILE WEB APPS

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"O'Reilly Media, Inc." *Optimize the performance of your mobile websites and webapps to the extreme. With this hands-on book, veteran mobile and web developer Maximiliano Firtman demonstrates which aspects of your site or app slow down the user's experience, and what you can do to achieve lightning-fast performance. There's much at stake: if you want to boost your app's conversion rate, then tackling performance issues is the best way to start. Learn tools and techniques for working with responsive web design, images, the network layer, and many other ingredients—plus the metrics to check your progress. Ideal for web developers and web designers with HTML, CSS, JavaScript, and HTTP experience, this is your guide to superior mobile web performance. You'll dive into: Emulators, simulators, and other tools for measuring performance Basic web performance concepts, including metrics, charts, and goals How to get real data from mobile browsers on your real networks APIs and specs for measuring, tracking and improving web performance Insights and tricks for optimizing the first view experience Ways to optimize post-loading experiences and future visits Responsive web design and its performance challenges Tips for extreme performance to achieve best conversion rates How to work with web views inside native apps*

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## MOBILE UNLEASHED

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## THE ORIGIN AND EVOLUTION OF ARM PROCESSORS IN OUR DEVICES

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Createspace Independent Publishing Platform *This is the origin story of technology super heroes: the creators and founders of ARM, the company that is responsible for the processors found inside 95% of the world's mobile devices today. This is also the evolution story of how three companies - Apple, Samsung, and Qualcomm - put ARM technology in the hands of billions of people through*

smartphones, tablets, music players, and more. It was anything but a straight line from idea to success for ARM. The story starts with the triumph of BBC Micro engineers Steve Furber and Sophie Wilson, who make the audacious decision to design their own microprocessor - and it works the first time. The question becomes, how to sell it? Part I follows ARM as its founders launch their own company, select a new leader, a new strategy, and find themselves partnered with Apple, TI, Nokia, and other companies just as digital technology starts to unleash mobile devices. ARM grows rapidly, even as other semiconductor firms struggle in the dot com meltdown, and establishes itself as a standard for embedded RISC processors. Apple aficionados will find the opening of Part II of interest the moment Steve Jobs returns and changes the direction toward fulfilling consumer dreams. Samsung devotees will see how that firm evolved from its earliest days in consumer electronics and semiconductors through a philosophical shift to innovation. Qualcomm followers will learn much of their history as it plays out from satellite communications to development of a mobile phone standard and emergence as a leading fabless semiconductor company. If ARM could be summarized in one word, it would be "collaboration." Throughout this story, from Foreword to Epilogue, efforts to develop an ecosystem are highlighted. Familiar names such as Google, Intel, Mediatek, Microsoft, Motorola, TSMC, and others are interwoven throughout. The evolution of ARM's first 25 years as a company wraps up with a shift to its next strategy: the Internet of Things, the ultimate connector for people and devices. Research for this story is extensive, simplifying a complex mobile industry timeline and uncovering critical points where ARM and other companies made fateful and sometimes surprising decisions. Rare photos, summary diagrams and tables, and unique perspectives from insiders add insight to this important telling of technology history.

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## **HANDBOOK OF FRUITS AND FRUIT PROCESSING**

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John Wiley & Sons

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## **CONTROLLER'S CODE**

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### **THE SECRET FORMULA FOR A SUCCESSFUL CAREER IN FINANCE**

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Controllers in the 21st Century need to master more than the technical accounting skills to become the strategic leaders their companies need. You need to be an effective leader and manager. You need to explain the debits and credits at a high level to the CFO while keeping one hand in the weeds. You have to anticipate the risks your company faces in an increasingly complex, competitive, and regulatory landscape. And you have to be an expert in ever-changing technology. But how do you learn all these parts of your job? These skills aren't taught alongside the debits and credits in school. In *Controller's Code*, Mike Whitmire gives you the inside scoop on the skills you need to have a stellar career in the controller's seat. You'll get real-world guidance from finance pros at leading companies so you can write your own success story and play a bigger role at your company.

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## **REAL EDUCATION**

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### **FOUR SIMPLE TRUTHS FOR BRINGING AMERICA'S SCHOOLS BACK TO REALITY**

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Crown Forum With four simple truths as his framework, Charles Murray, the bestselling coauthor of *The Bell Curve*, sweeps away the hypocrisy, wishful thinking, and upside-down priorities that grip America's educational establishment. Ability varies. Children differ in their ability to learn academic material. Doing our best for every child requires, above all else, that we embrace that simplest of truths. America's educational system does its best to ignore it. Half of the children are below average. Many children cannot learn more than rudimentary reading and math. *Real Education* reviews what we know about the limits of what schools can do and the results of four decades of policies that require schools to divert huge resources to unattainable goals. Too many people are going to college. Almost everyone should get training beyond high school, but the number of students who want, need, or can profit from four years of residential education at the college level is a fraction of the number of young people who are struggling to get a degree. We have set up a standard known as the BA, stripped it of its traditional content, and made it an artificial job qualification. Then we stigmatize everyone who doesn't get one. For most of America's young people, today's college system is a punishing anachronism. America's future depends on how we educate the academically gifted. An elite already runs the country, whether we like it or not. Since everything we watch, hear, and read is produced by that elite, and since every business and government department is run by that elite, it is time to start thinking about the kind of education needed by the young people who will run the country. The task is not to give them more advanced technical training, but to give them an education that will make them into wiser adults; not to pamper them, but to hold their feet to the fire. The good news is that change is not only possible but already happening. *Real Education* describes the technological and economic trends that are creating options for parents who want the right education for their children, teachers who want to be free to teach again, and young people who want to find something they love doing and learn how to do it well. These are the people for whom *Real Education* was written. It is they, not the politicians or the educational establishment, who will bring American schools back to reality. Twenty-four years ago, Charles Murray's *Losing Ground* changed the way the nation thought about welfare. *Real Education* is about to do the same thing for America's schools.

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## **THE BIG SWITCH: REWIRING THE WORLD, FROM EDISON TO GOOGLE**

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W. W. Norton & Company Offers predictions about the shift from private computer systems to Internet-based networks for computer-based businesses, and how the change will impact economics, culture, and society.

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## **WEBSITE OPTIMIZATION**

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### **SPEED, SEARCH ENGINE & CONVERSION RATE SECRETS**

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"O'Reilly Media, Inc." 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.

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## **PRIVACY IN THE AGE OF BIG DATA**

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### **RECOGNIZING THREATS, DEFENDING YOUR RIGHTS, AND PROTECTING YOUR FAMILY**

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Rowman & Littlefield Digital data collection and surveillance is pervasive and no one can protect your privacy without your help. Before you can help yourself, you need to understand the new technologies, what benefits they provide, and what trade-offs they require. Some of those trade-offs - privacy for convenience - could be softened by our own behavior or be reduced by legislation if we fight for it. This book analyzes why privacy is important to all of us, and it describes the technologies that place your privacy most at risk, starting with modern computing and the Internet.

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## **EMARKETING EXCELLENCE**

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Routledge 'eMarketing eXcellence' offers an exciting new approach to help you build a customer-driven e-business. As the core text for the CIM's E-marketing award, the book offers a highly structured and accessible guide to a critical subject, providing a useful reference point for all students and managers involved in marketing strategy and implementation. A practical guide to creating and executing e-marketing plans, this book combines established approaches to marketing planning with the creative use of new e-models and e-tools. It is designed to support both marketers who are integrating e-marketing into their existing marketing and communications strategies and experienced e-marketers looking to optimise their e-marketing. The book shows how to: · Draw up an outline e-marketing plan · Evaluate and apply e-marketing principles & models · Integrate online and offline communications · Implement customer-driven e-marketing · Reduce costly trial and error · Measure and enhance your e-marketing · Drive your e-business forward As the core text for the CIM's new professional E-marketing Award, it provides comprehensive, critical coverage of the key areas of e-marketing planning for marketing professionals. Established marketing concepts such as customer relationship management, the marketing mix and the widely adopted SOSTAC® planning system, are re-examined in the new media context - and new approaches are defined, including business models, traffic building and web site design.

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## **LADDIE**

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### **A TRUE BLUE STORY**

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T. Langton, [191-?] The love between a brother and sister proves a strong bond against adversity.

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## **THE 4-HOUR WORKWEEK**

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### **ESCAPE 9-5, LIVE ANYWHERE, AND JOIN THE NEW RICH**

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Harmony An edition expanded with more than 100 pages of new content offers a blueprint for a better life, whether one's dream is escaping the rat race, experiencing high-end world travel, earning a monthly five-figure income with zero management or just living more and working less.