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## **KEY=MANUAL - JASLYN ANNA**

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## **ZUNE FOR DUMMIES**

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**John Wiley & Sons** Let Microsoft insiders Brian Johnson and Duncan Mackenzie introduce you to Zune, the exciting new portable media player that plays both audio and video. They explain the numerous entertaining possibilities of Zune, such as transferring a music collection to your Zune, purchasing new music, connecting with friends who share similar taste in music via ZuneLive!, and hooking Zune to your Xbox 360. Additional fun features covered include watching video on Zune, subscribing to podcasts, creating content to share with others, and a preview of upcoming Zune models.

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## **THE STARTUP OWNER'S MANUAL**

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## **THE STEP-BY-STEP GUIDE FOR BUILDING A GREAT COMPANY**

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**John Wiley & Sons** More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup

Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you:

- Avoid the 9 deadly sins that destroy startups' chances for success
- Use the Customer Development method to bring your business idea to life
- Incorporate the Business Model Canvas as the organizing principle for startup hypotheses
- Identify your customers and determine how to "get, keep and grow" customers profitably
- Compute how you'll drive your startup to repeatable, scalable profits.

The Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

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## **NETBOOKS: THE MISSING MANUAL**

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### **THE MISSING MANUAL**

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"O'Reilly Media, Inc." Netbooks are the hot new thing in PCs -- small, inexpensive laptops designed for web browsing, email, and working with web-based programs. But chances are you don't know how to choose a netbook, let alone use one. Not to worry: with this Missing Manual, you'll learn which netbook is right for you and how to set it up and use it for everything from spreadsheets for work to hobbies like gaming and photo sharing. Netbooks: The Missing Manual provides easy-to-follow instructions and lots of advice to help you: Learn the basics for using a Windows- or Linux-based netbook Connect speakers, printers, keyboards, external hard drives, and other hardware Get online using a wireless network, a public network, broadband cards, or dial-up Write email, browse the Web, transfer bookmarks, and add tools to your web browser Use business tools like Google Docs and Office for Netbooks Collaborate with others online via instant messaging Edit and share photos, play games, listen to music, and watch TV and movies online You'll also learn about web-based backup and storage, staying secure online -- especially when using wireless networks -- and tips for troubleshooting. Netbooks point to the future of computing, and Netbooks: The Missing Manual will show you how to get there.

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## **TOPICS IN CRYPTOLOGY - CT-RSA 2012**

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### **THE CRYPTOGRAPHERS' TRACK AT THE RSA CONFERENCE 2012, SAN FRANCISCO, CA, USA, FEBRUARY 27 - MARCH 2, 2012, PROCEEDINGS**

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**Springer** This book constitutes the refereed proceedings of the Cryptographers' Track at the RSA Conference 2012, CT-RSA 2012.

held in San Francisco, CA, USA, in February/March 2012. The 26 revised full papers presented were carefully reviewed and selected from 113 submissions. The papers are organized in topical sections on side channel attacks, digital signatures, public-key encryption, cryptographic protocols, secure implementation methods, symmetric key primitives, and secure multiparty computation.

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## HOW TO DO EVERYTHING WITH YOUR GPS

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**McGraw Hill Professional** An introduction to GPS (Global Positioning System) technology examines a wide variety of available products and hardware options and describes popular GPS uses that include Geocaching, a treasure-hunt sport, and GPS receivers for golfers, which help players determine precise distances on a course, among others. Original. (Beginner)

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## THE ANARCHIST COOKBOOK

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**Lulu Press, Inc** The Anarchist Cookbook will shock, it will disturb, it will provoke. It places in historical perspective an era when "Turn on, Burn down, Blow up" are revolutionary slogans of the day. Says the author "This book... is not written for the members of fringe political groups, such as the Weatherman, or The Minutemen. Those radical groups don't need this book. They already know everything that's in here. If the real people of America, the silent majority, are going to survive, they must educate themselves. That is the purpose of this book." In what the author considers a survival guide, there is explicit information on the uses and effects of drugs, ranging from pot to heroin to peanuts. There i detailed advice concerning electronics, sabotage, and surveillance, with data on everything from bugs to scramblers. There is a comprehensive chapter on natural, non-lethal, and lethal weapons, running the gamut from cattle prods to sub-machine guns to bows and arrows.

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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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## **PARENTOLOGY**

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### **EVERYTHING YOU WANTED TO KNOW ABOUT THE SCIENCE OF RAISING CHILDREN BUT WERE TOO EXHAUSTED TO ASK**

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**Simon and Schuster** *An award-winning scientist offers his unorthodox approach to childrearing: “Parentology is brilliant, jaw-droppingly funny, and full of wisdom...bound to change your thinking about parenting and its conventions” (Amy Chua, author of Battle Hymn of the Tiger Mother). If you’re like many parents, you might ask family and friends for advice when faced with important choices about how to raise your kids. You might turn to parenting books or simply rely on timeworn religious or cultural traditions. But when Dalton Conley, a dual-doctorate scientist and full-blown nerd, needed childrearing advice, he turned to scientific research to make the big decisions. In Parentology, Conley hilariously reports the results of those experiments, from bribing his kids to do math (since studies show conditional cash transfers improved educational and health outcomes for kids) to teaching them impulse control by giving them weird names (because evidence shows kids with unique names learn not to react when their peers tease them) to getting a vasectomy (because fewer kids in a family mean smarter kids). Conley encourages parents to draw on the latest data to rear children, if only because that level of engagement with kids will produce solid and happy ones. Ultimately these experiments are very loving, and the outcomes are redemptive—even when Conley’s sassy kids show him the limits of his profession. Parentology teaches you everything you need to know about the latest literature on parenting—with lessons that go down easy. You’ll be laughing and learning at the same time.*

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## **DISTANCE EDUCATION FOR TEACHER TRAINING**

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**Routledge** First published in 2002. Routledge is an imprint of Taylor & Francis, an informa company.

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## **BLOWN TO BITS**

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### **YOUR LIFE, LIBERTY, AND HAPPINESS AFTER THE DIGITAL EXPLOSION**

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**Addison-Wesley Professional** Every day, billions of photographs, news stories, songs, X-rays, TV shows, phone calls, and emails are

being scattered around the world as sequences of zeroes and ones: bits. We can't escape this explosion of digital information and few of us want to-the benefits are too seductive. The technology has enabled unprecedented innovation, collaboration, entertainment, and democratic participation. But the same engineering marvels are shattering centuries-old assumptions about privacy, identity, free expression, and personal control as more and more details of our lives are captured as digital data. Can you control who sees all that personal information about you? Can email be truly confidential, when nothing seems to be private? Shouldn't the Internet be censored the way radio and TV are? is it really a federal crime to download music? When you use Google or Yahoo! to search for something, how do they decide which sites to show you? Do you still have free speech in the digital world? Do you have a voice in shaping government or corporate policies about any of this? Blown to Bits offers provocative answers to these questions and tells intriguing real-life stories. This book is a wake-up call To The human consequences of the digital explosion.

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## WHO WAS STEVE JOBS?

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**Penguin** Steve Jobs, adopted in infancy by a family in San Francisco, packed a lot of life into fifty-six short years. In this Who Was...? biography, children will learn how his obsession with computers and technology at an early age led him to co-found and run Apple, in addition to turning Pixar into a ground-breaking animation studio. A college dropout, Jobs took unconventional steps in his path to success and inspired the best and the brightest to come with him and "change the world."

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## SPINNING UP SERVICENOW

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### IT SERVICE MANAGERS' GUIDE TO SUCCESSFUL USER ADOPTION

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**Apress** Learn how to onboard ServiceNow ITSM tools by evangelizing, educating, and coordinating your organization's service desk, developers, and stakeholders. Drawing on his own story of lessons learned in spinning up the adoption of ServiceNow throughout the Al Jazeera Media Network, application architect Gabriele Kahlout shows IT service managers how to launch automated ServiceNow ticketing tools in seamless integration with their organization's existing email and Active Directory. Spinning Up ServiceNow: IT Service Managers' Guide to Successful User Adoption shows you how to orchestrate your IT service desks and developers to facilitate the adoption and consumption of IT services by all users, supporting their various business needs while optimizing human-computer interaction and minimizing stress and productivity loss arising from poor human-system design. What You'll Learn Quick-start ServiceNow in a matter of days with the minimum configuration required to start processing tickets via email Avoid the teething problems that can spoil your users' onboarding experience with ServiceNow Automate the process of scaling up new teams into ServiceNow Shape your users' experiences so that they retain their familiar bearings in email and Active Directory while welcoming

the power of ServiceNow enhancements Create a strategy to avoid common pitfalls that sabotage ITSM programs Who This Book Is For IT managers charged with implementing ServiceNow ITSM suites in their organizations and business analysts determining the requirements for such implementation. The secondary readership is system administrators and developers involved in ITSM.

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## **WINDOWS 7 INSIDE OUT, DELUXE EDITION**

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**Pearson Education** Dive deeper into Windows 7—with new content and new resources on CD! The Deluxe Edition of the ultimate, in-depth reference to Windows 7 has been fully updated for SP1 and Internet Explorer 9, and features 300+ pages of additional coverage and advanced topics. It's now packed with even more timesaving solutions, troubleshooting tips, and workarounds from the experts—and includes a fully searchable eBook and other online resources. Topics include installation, configuration, and setup; network connections and troubleshooting; remote access; managing programs; controlling user access and accounts; advanced file management; working with Internet Explorer 9; managing security features and issues; using Windows Live Essentials 2011; performance monitoring and tuning; backups and maintenance; sharing networked resources; hardware and device drivers. For customers who purchase an ebook version of this title, instructions for downloading the CD files can be found in the ebook.

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## **THE NETWORK RESHAPES THE LIBRARY**

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### **LORCAN DEMPSEY ON LIBRARIES, SERVICES AND NETWORKS**

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**American Library Association** Since he began posting in 2003, Dempsey has used his blog to explore nearly every important facet of library technology, from the emergence of Web 2.0 as a concept to open source ILS tools and the push to web-scale library management systems.

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## **WINDOWS PHONE 8 DEVELOPMENT INTERNALS**

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**Pearson Education** Build and optimize Windows Phone 8 apps for performance and security Drill into Windows Phone 8 design and architecture, and learn best practices for building phone apps for consumers and the enterprise. Written by two senior members of the core Windows Phone Developer Platform team, this hands-on book gets you up to speed on the Windows 8 core features and application model, and shows you how to build apps with managed code in C# and native code in C++. You'll also learn how to incorporate Windows Phone 8 features such as speech, the Wallet, and in-app purchase. Discover how to: Create UIs with unique layouts, controls, and gesture support Manage databinding with the Model View ViewModel pattern Build apps that target Windows

Phone 8 and Windows Phone 7 Use built-in sensors, including the accelerometer and camera Consume web services and connect to social media apps Share code across Windows Phone 8 and Windows 8 apps Build and deploy company hub apps for the enterprise Start developing games using Direct3D Test your app and submit it to the Windows Phone Store

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## THE UNIVERSAL MACHINE

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### FROM THE DAWN OF COMPUTING TO DIGITAL CONSCIOUSNESS

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**Springer Science & Business Media** The computer unlike other inventions is universal; you can use a computer for many tasks: writing, composing music, designing buildings, creating movies, inhabiting virtual worlds, communicating... This popular science history isn't just about technology but introduces the pioneers: Babbage, Turing, Apple's Wozniak and Jobs, Bill Gates, Tim Berners-Lee, Mark Zuckerberg. This story is about people and the changes computers have caused. In the future ubiquitous computing, AI, quantum and molecular computing could even make us immortal. The computer has been a radical invention. In less than a single human life computers are transforming economies and societies like no human invention before.

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## THE INFINITE GAME

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**Penguin** From the New York Times bestselling author of Start With Why and Leaders Eat Last, a bold framework for leadership in today's ever-changing world. How do we win a game that has no end? Finite games, like football or chess, have known players, fixed rules and a clear endpoint. The winners and losers are easily identified. Infinite games, games with no finish line, like business or politics, or life itself, have players who come and go. The rules of an infinite game are changeable while infinite games have no defined endpoint. There are no winners or losers—only ahead and behind. The question is, how do we play to succeed in the game we're in? In this revelatory new book, Simon Sinek offers a framework for leading with an infinite mindset. On one hand, none of us can resist the fleeting thrills of a promotion earned or a tournament won, yet these rewards fade quickly. In pursuit of a Just Cause, we will commit to a vision of a future world so appealing that we will build it week after week, month after month, year after year. Although we do not know the exact form this world will take, working toward it gives our work and our life meaning. Leaders who embrace an infinite mindset build stronger, more innovative, more inspiring organizations. Ultimately, they are the ones who lead us into the future.

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## MICROSOFT XNA GAME STUDIO 4.0

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### LEARN PROGRAMMING NOW!

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**Pearson Education** Now you can build your own games for your Xbox 360, Windows Phone 7, or Windows-based PC—as you learn the underlying concepts for computer programming. Use this hands-on guide to dive straight into your first project—adding new tools and tricks to your arsenal as you go. No experience required! Learn XNA and C# fundamentals—and increase the challenge with each chapter Write code to create and control game behavior Build your game’s display—from graphics and text to lighting and 3-D effects Capture and cue sounds Process input from keyboards and gamepads Create features for one or multiple players Tweak existing games—and invent totally new ones

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### WINDOWS 10 FOR DUMMIES

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**John Wiley & Sons** Illustrates the new features of Windows 10.

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### THE COLLABORATIVE ECONOMY IN ACTION: EUROPEAN PERSPECTIVES

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**University of Limerick** The book titled The Collaborative Economy in Action: European Perspectives is one of the important outcomes of the COST Action CA16121, From Sharing to Caring: Examining the Socio-Technical Aspects of the Collaborative Economy (short name: Sharing and Caring; [sharingandcaring.eu](http://sharingandcaring.eu)) that was active between March 2017 and September 2021. The Action was funded by the European Cooperation in Science and Technology - COST ([www.cost.eu/actions/CA16121](http://www.cost.eu/actions/CA16121)). The main objective of the COST Action Sharing and Caring is the development of a European network of researchers and practitioners interested in investigating the collaborative economy models, platforms, and their socio-technological implications. The network involves scholars, practitioners, communities, and policymakers. The COST Action Sharing and Caring helped to connect research initiatives across Europe and enabled scientists to develop their ideas by collaborating with peers. This collaboration opportunity represented a boost for the participants' research, careers, and innovation potential. The main aim of this book is to provide a comprehensive overview of the collaborative economy (CE) in European countries with a variety of its aspects for a deeper understanding of the phenomenon as a whole. For this reason, in July 2017, an open call for country reports was distributed among the members of the COST Action Sharing and Caring. Representatives of the member countries were invited to produce short country reports covering: definition(s) of the CE; types and models of the CE; key stakeholders involved; as well as legislation and technological tools relevant for the CE. Submitted reports varied in length and regarding the level of detail included, in accordance with how much information was available in each

respective country at the time of writing. Editors of the book have compiled these early reports into a summary report, which was intended as a first step in mapping the state of the CE in Europe. The Member Countries Report on the Collaborative Economy, edited by Gaia Mosconi, Agnieszka Lukaszewicz, and Gabriela Avram (2018) that was published on the Sharing and Caring website, represented its first synergetic outcome and provided an overview of the CE phenomenon as interpreted and manifested in each of the countries part of the network. Additionally, Sergio Nassare-Aznar, Kosjenka Dumančić, and Giulia Priora compiled a Preliminary Legal Analysis of Country Reports on Cases of Collaborative Economy (2018). In 2018, after undertaking an analysis of the previous reports' strengths and weaknesses, the book editors issued a call for an updated version of these country reports. Prof. Ann Light advised the editorial team, proposing a new format for country reports and 4000 words limit. The template included: Introduction, Definition, Key Questions, Examples, Illustration, Context, Developments, Issues, Other Major Players, and Relevant Literature. The new template was approved by the Management Committee in October 2018. The task force that had supported the production of the first series of country reports (Dimitar Trajanov, Maria del Mar Alonso, Bálint Balázs, Kosjenka Dumančić, and Gabriela Avram) acted as mentors for the team of authors in each country. The final reports arrived at the end of 2018, bringing the total number of submissions to 30 (twenty-nine European countries plus Georgia). A call for book editors was issued, and a new editorial team was formed by volunteers from the participants of the COST Action: Andrzej Klimczuk, Vida Česnuityte, Cristina Miguel, Santa Mijalche, Gabriela Avram, Bori Simonovits, Bálint Balázs, Kostas Stefanidis, and Rafael Laurenti. The editorial team organized the double-blind reviews of reports and communicated to the authors the requirements for improving their texts. After reviews, the authors submitted updated versions of their country reports providing up-to-date interdisciplinary analysis on the state of the CE in 2019, when the reports were collected. During the final phase, the chapters were again reviewed by the lead editors together with all editorial team members. At the time, the intention was to update these reports again just before the end of the COST Action Sharing and Caring in 2021 and to produce a third edition. However, the COVID-19 pandemic changed these plans. Thus, this final volume was created by 82 scholars-editors and contributors-and consists of reports on 27 countries participating in the COST Action.

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## **WINDOWS 7 INSIDE OUT**

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**Pearson Education** Explaining how to use the new features of Windows 7, a comprehensive manual details hundreds of timesaving solutions, troubleshooting tips, and workarounds, along with information on such topics as Internet Explorer 8, Windows Media Center, networking, and security.

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## WINDOWS VISTA ALL-IN-ONE DESK REFERENCE FOR DUMMIES

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**John Wiley & Sons** With Vista, Windows has had an extreme makeover. Many of the features that were old friends in Windows XP now look and act differently. And if you're thinking of upgrading to Vista but haven't done it yet, wow — there are eight different versions! How do you know which one to choose? That's easy — look in Book One of *Windows Vista All-in-One Desk Reference For Dummies*. Windows expert Woody Leonhard starts off this everything-you-want-to-know-about -Vista guide by helping you choose the version that fits your needs. He follows that with minibooks Two through Nine, each devoted to one specific area — setting up, securing, and customizing Vista, going online, adding cool hardware, getting the most from multimedia, exploring Vista video, and setting up a network. You'll find out about: Ripping and burning discs of data, music, or movies Organizing desktop files and folders Collecting and editing your digital photos in the Photo Gallery Controlling users, making backups, and maintaining your system Locking down your system to deflect spam, scams, spyware, phishers, and viruses Exploring alternatives to Internet Explorer Adding hard drives, printers, key drives, USB hubs, and other hardware Making movies, adding music to your iPod, and setting up Media Center Covering almost anything you will ever need to know for a long and happy relationship with Vista, *Windows Vista All-in-One Desk Reference For Dummies* is a guide you'll refer to again and again.

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## THE SOCIAL MEDIA BIBLE

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### TACTICS, TOOLS, AND STRATEGIES FOR BUSINESS SUCCESS

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**John Wiley & Sons** The ultimate comprehensive social media reference book for any business looking to transform its marketing and operational strategies Realizing that social media is dramatically impacting businesses, customers, and everyone connected to them, the authors of *The Social Media Bible* have consulted with leading social media experts from companies and consulting firms, as well as New York Times bestselling authors nationwide, to assemble a content-rich social media bible that will help businesses increase revenues, improve profitability, and ensure relevance and competitiveness. The book outlines just what social media is, and how to harness its power to achieve a measurable competitive advantage in rapidly changing markets. It allows readers to build a functional knowledge base, and tap into the collaborative power of such social media applications as Facebook, Linked In, Twitter, MySpace, Flickr, and YouTube. The book is part reference, part how-to manual, and part business strategy. For corporate enterprises, small businesses, and nonprofits alike, the strategies in *The Social Media Bible* are practical, powerful, and effective ways to connect with customers, prospects, employees, stakeholders, and collaborators. Packed with contributions from top names in the field covering virtually every major topic in social media, this is the perfect social media resource for businesses big and small. Lon Safko (Gilbert,

AZ) is an innovator and professional speaker with over 20 years of experience in entrepreneurship, marketing, sales, strategic partnering, speaking, training, writing, and e-commerce. He is the founder of eight successful companies, including Paper Models, Inc. David K. Brake (Mesa, AZ) is the CEO and founder of Content Connections, a company that uses social networking strategies to help clients build economically viable relationships around their content.

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## **A PRACTICAL GUIDE TO COMPUTER FORENSICS INVESTIGATIONS**

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**Pearson Education** A Practical Guide to Computer Forensics Investigations introduces the newest technologies along with detailed information on how the evidence contained on these devices should be analyzed. Packed with practical, hands-on activities, students will learn unique subjects from chapters including Mac Forensics, Mobile Forensics, Cyberbullying, and Child Endangerment. This well-developed book will prepare students for the rapidly-growing field of computer forensics for a career with law enforcement, accounting firms, banks and credit card companies, private investigation companies, or government agencies.

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## **CEH CERTIFIED ETHICAL HACKER ALL-IN-ONE EXAM GUIDE**

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**McGraw Hill Professional** Get complete coverage of all the objectives included on the EC-Council's Certified Ethical Hacker exam inside this comprehensive resource. Written by an IT security expert, this authoritative guide covers the vendor-neutral CEH exam in full detail. You'll find learning objectives at the beginning of each chapter, exam tips, practice exam questions, and in-depth explanations. Designed to help you pass the exam with ease, this definitive volume also serves as an essential on-the-job reference. **COVERS ALL EXAM TOPICS, INCLUDING:** Introduction to ethical hacking Cryptography Reconnaissance and footprinting Network scanning Enumeration System hacking Evasion techniques Social engineering and physical security Hacking web servers and applications SQL injection Viruses, trojans, and other attacks Wireless hacking Penetration testing Electronic content includes: Two practice exams Bonus appendix with author's recommended tools, sites, and references

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## **WORDPRESS: THE MISSING MANUAL**

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**"O'Reilly Media, Inc."** A guide to WordPress provides bloggers with everything they need to know to build, design, manage, and customize their blogs, including step-by-step coverage of everything from installation and security to publishing and customization, as well as themes, widgets, and plug-ins.

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## WIRED TO CARE

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### HOW COMPANIES PROSPER WHEN THEY CREATE WIDESPREAD EMPATHY

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**FT Press** In this essential and illuminating book, top business strategist Dev Patnaik tells the story of how organizations of all kinds prosper when they tap into a power each of us already has: empathy, the ability to reach outside of ourselves and connect with other people. When people inside a company develop a shared sense of what's going on in the world, they see new opportunities faster than their competitors. They have the courage to take a risk on something new. And they have the gut-level certitude to stick with an idea that doesn't take off right away. People are "Wired to Care," and many of the world's best organizations are, too. In pursuit of this idea, Patnaik takes readers inside big companies like IBM, Target, and Intel to see widespread empathy in action. But he also goes to farmers' markets and a conference on world religions. He dives deep into the catacombs of the human brain to find the biological sources of empathy. And he spends time on both sides of the political aisle, with James Carville, the Ragin' Cajun, and John McCain, a national hero, to show how empathy can give you the acuity to cut through a morass of contradictory information. *Wired to Care* is a compelling tale of the power that people have to see the world through each other's eyes, told with passion for the possibilities that lie ahead if leaders learn to stop worrying about their own problems and start caring about the world around them. As Patnaik notes, in addition to its considerable economic benefits, increasing empathy for the people you serve can have a personal impact, as well: It just might help you to have a better day at work.

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## KNOWLEDGE-BASED SOCIAL ENTREPRENEURSHIP

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### UNDERSTANDING KNOWLEDGE ECONOMY, INNOVATION, AND THE FUTURE OF SOCIAL ENTREPRENEURSHIP

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**Springer** Social entrepreneurship is on the rise and social enterprises are solving some of the most critical and enduring social problems by using innovative, pragmatic and sustainable business models. Access to knowledge thanks to the Internet and rapid expansion of the knowledge economy are opening new opportunities for social ventures. With knowledge-based social entrepreneurship where knowledge is the primary resource, more pressing social problems can be addressed by using advanced technologies. This book investigates this emerging concept, possibilities that it holds, its place in today's economy, and links bridges between knowledge, innovation, and social entrepreneurship. Academics, entrepreneurs, students, and NGOs will find the theoretical and practical information presented in this book extremely valuable.

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## PRINCE2 FOR DUMMIES

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**John Wiley & Sons** Whatever your project - no matter how big or small - PRINCE2 For Dummies, 2009 Edition is the perfect guide to using this project management method to help ensure its success. Fully updated with the 2009 practice guidelines, this book will take you through every step of a project - from planning and establishing roles to closing and reviewing - offering practical and easy-to-understand advice on using PRINCE2. It also shows how to use the method when approaching the key concerns of project management, including setting up effective controls, managing project risk, managing quality and controlling change. PRINCE2 allows you to divide your project into manageable chunks, so you can make realistic plans and know when resources will be needed. PRINCE2 For Dummies, 2009 Edition provides you with a comprehensive guide to its systems, procedures and language so you can run efficient and successful projects. PRINCE2 For Dummies, 2009 Edition includes: Part I: How PRINCE Can Help You - Chapter 1: So What's a Project Method and Why Do I Need to Use One? - Chapter 2: Outlining the Structure of PRINCE2 - Chapter 3: Getting Real Power from PRINCE2 Part II: Working Through Your Project - Chapter 4: Checking the Idea Before You Start - Chapter 5: Planning the Whole Project: Initiation - Chapter 6: Preparing for a Stage in the Project - Chapter 7: Controlling a Stage - Chapter 8: Building the Deliverables - the Work of the Teams - Chapter 9: Finishing the Project - Chapter 10: Running Effective Project Boards Part III: Help with PRINCE Project Management - Chapter 11: Producing and Updating the Business Case - Chapter 12: Deciding Roles and Responsibilities - Chapter 13: Managing Project Quality - Chapter 14: Planning the Project, Stages, and Work Packages - Chapter 15: Managing Project Risk - Chapter 16: Controlling Change and Controlling Versions - Chapter 17: Monitoring Progress and Setting Up Effective Controls Part IV: The Part of Tens - Chapter 18: Ten Ways to Make PRINCE Work Well - Chapter 19: Ten Tips for a Good Business Case - Chapter 20: Ten Things for Successful Project Assurance Part V: Appendices - Appendix A: Looking into PRINCE Qualifications - Appendix B: Glossary of the Main PRINCE2 Terms

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## SUMMARY, ANALYSIS AND REVIEW OF CLAYTON M. CHRISTENSEN'S AND ET AL COMPETING AGAINST LUCK BY INSTAREAD

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**Instaread** Summary, Analysis & Review of Clayton M. Christensen's, Karen Dillon's, Taddy Hall's, & David S. Duncan's Competing Against Luck by Instaread Preview: Competing Against Luck: The Story of Innovation and Customer Choice is an instruction manual for how to create products and services that consumers are guaranteed to choose even in a crowded market. Innovation is highly prized by businesses and entrepreneurs. But time and again, companies waste capital and resources to churn out products that have only a gambler's chance at attracting customer interest. Even the most high-concept, data-driven products can ultimately fail once they're

turned over to the marketplace. Businesses need not churn out innovations and simply hope for the best. Instead, employing the Jobs Theory can remove the risk involved in creating something new and give innovators a chance at success that does not rely on luck alone. The Jobs Theory maintains that successful products must answer an unsatisfied customer need and the producer must understand why the customer has this need. These needs are considered jobs, and each... PLEASE NOTE: This is a Summary, Analysis & Review of the book and NOT the original book. Inside this Summary, Analysis & Review of Clayton M. Christensen's, Karen Dillon's, Taddy Hall's, & David S. Duncan's Competing Against Luck by Instaread · Overview of the Book · Important People · Key Takeaways · Analysis of Key Takeaways About the Author With Instaread, you can get the key takeaways, summary and analysis of a book in 15 minutes. We read every chapter, identify the key takeaways and analyze them for your convenience. Visit our website at [instaread.co](http://instaread.co).

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## **BODY LANGUAGE FOR DUMMIES**

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**John Wiley & Sons** The complete guide to mastering the art of effective body language Body Language For Dummies is your ideal guide to understanding other people, and helping them understand you. Body language is a critical component of good communication, and often conveys a bigger message than the words you say. This book teaches you how to interpret what people really mean by observing their posture, gestures, eye movements, and more, and holds up a mirror to give you a clear idea of how you're being interpreted yourself. This updated third edition includes new coverage of virtual meetings, multicultural outsourcing environments, devices, and boardroom behaviours for women, as well as insight into Harvard professor Amy Cuddy's research into how body language affects testosterone and cortisol, as published in the Harvard Business Review.. Body language is a fascinating topic that reveals how the human mind works. Image and presentation are crucial to successful communication, both in business and in your personal life. This book is your guide to decoding body language, and adjusting your own habits to improve your interactions with others. Become a better communicator without saying a word Make a better first (and second, and third...) impression Learn what other people's signals really mean Transform your personal and professional relationships Realising what kind of impression you give is a valuable thing, and learning how to make a more positive impact is an incredibly useful skill. Whether you want to improve your prospects in job seeking, dating, or climbing the corporate ladder, Body Language For Dummies helps you translate the unspoken and get your message across.

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## **INFORMATION SYSTEMS**

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### **A MANAGER'S GUIDE TO HARNESSING TECHNOLOGY**

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## CODING4FUN

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### 10 .NET PROGRAMMING PROJECTS FOR WIIMOTE, YOUTUBE, WORLD OF WARCRAFT, AND MORE

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**"O'Reilly Media, Inc."** How would you like to build an Xbox game, use your Nintendo Wiimote to create an electronic whiteboard, or build your own peer-to-peer application? Coding4Fun helps you tackle some cool software and hardware projects using a range of languages and free Microsoft software. Now you can code for fun with C#, VB, ASP.NET, WPF, XNA Game Studio, Popfly, as well as the Lua programming language. If you love to tinker, but don't have time to figure it all out, this book gives you clear, step-by-step instructions for building ten creative projects, including: Alien Attack: Create a 2D clone of Space Invaders with XNA for the PC, Xbox 360, and Zune LEGO Soldier: Create an action game using Popfly with a custom-built virtual LEGO character World of Warcraft RSS Feed Reader: Use WoW's customizable interface to have feeds pop up while you're gaming InnerTube: Download YouTube videos automatically and convert them to a file format for off-line viewing PeerCast: Stream video files from any PC TwitterVote: Create custom online polls on Twitter WHSMail: Build a website with ASP.NET for Windows Home Server that lets you view the messages stored on a computer with Outlook "Wiimote" Controlled Car: Steer your remote-controlled car by tilting the Wii Remote controller left and right Wiimote Whiteboard: Create an interactive whiteboard using a Wii Remote Holiday Lights: Synchronize your holiday light display with music to create your own light show The perfect gift for any developer, Coding4Fun shows you how to use your programming skills in new and fun ways. "This book is amazing! The scope is so wonderfully broad that anyone who has an interest in designing games at any level should read this book." -- Alex Albrecht, Creator of Dignation / Totally Rad Show / Project Lore

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## BAD PROGRAMMING PRACTICES 101

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### BECOME A BETTER CODER BY LEARNING HOW (NOT) TO PROGRAM

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**Apress** This book takes a humorous slant on the programming practice manual by reversing the usual approach: under the pretence of teaching you how to become the world's worst programmer who generally causes chaos, the book teaches you how to avoid the kind of bad habits that introduce bugs or cause code contributions to be rejected. Why be a code monkey when you can be a chaos monkey? OK, so you want to become a terrible programmer. You want to write code that gets vigorously rejected in review. You look forward to reading feedback plastered in comments like "WTF???". Even better, you fantasize about your bug-ridden changes sneaking through and causing untold chaos in the codebase. You want to build a reputation as someone who writes creaky, messy, error-prone garbage that frustrates your colleagues. Bad Programming Practices 101 will help you achieve that goal a whole lot quicker by

teaching you an array of bad habits that will allow you to cause maximum chaos. Alternatively, you could use this book to identify those bad habits and learn to avoid them. The bad practices are organized into topics that form the basis of programming (layout, variables, loops, modules, and so on). It's been remarked that to become a good programmer, you must first write 10,000 lines of bad code to get it all out of your system. This book is aimed at programmers who have so far written only a small portion of that. By learning about poor programming habits, you will learn good practices. In addition, you will find out the motivation behind each practice, so you can learn why it is considered good and not simply get a list of rules. What You'll Learn Become a better coder by learning how (not) to program Choose your tools wisely Think of programming as problem solving Discover the consequences of a program's appearance and overall structure Explain poor use of variables in programs Avoid bad habits and common mistakes when using conditionals and loops See how poor error-handling makes for unstable programs Sidestep bad practices related specifically to object-oriented programming Mitigate the effects of ineffectual and inadequate bug location and testing Who This Book Is For Those who have some practical programming knowledge (can program in at least one programming language), but little or no professional experience, which they would like to quickly build up. They are either still undergoing training in software development, or are at the beginning of their programming career. They have at most 1-2 years of professional experience.

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## **ANALYZING COMPUTER SECURITY**

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### **A THREAT/VULNERABILITY/COUNTERMEASURE APPROACH**

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**Prentice Hall Professional** In this book, the authors of the 20-year best-selling classic *Security in Computing* take a fresh, contemporary, and powerfully relevant new approach to introducing computer security. Organised around attacks and mitigations, the Pfleegers' new *Analyzing Computer Security* will attract students' attention by building on the high-profile security failures they may have already encountered in the popular media. Each section starts with an attack description. Next, the authors explain the vulnerabilities that have allowed this attack to occur. With this foundation in place, they systematically present today's most effective countermeasures for blocking or weakening the attack. One step at a time, students progress from attack/problem/harm to solution/protection/mitigation, building the powerful real-world problem solving skills they need to succeed as information security professionals. *Analyzing Computer Security* addresses crucial contemporary computer security themes throughout, including effective security management and risk analysis; economics and quantitative study; privacy, ethics, and laws; and the use of overlapping controls. The authors also present significant new material on computer forensics, insiders, human factors, and trust.

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## WINDOWS POWERSHELL SCRIPTING GUIDE

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Provides information on writing and running scripts using Windows PowerShell to automate and manage Windows Server 2008 and Windows Vista.

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## HCI AND USER-EXPERIENCE DESIGN

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### FAST-FORWARD TO THE PAST, PRESENT, AND FUTURE

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**Springer** This book consists of a series of essays which addresses the essentials of the development processes in user-experience design (UX design) planning, research, analysis, evaluation, training and implementation, and deals with the essential components (metaphors, mental models, navigation, and appearance) of user-interfaces and user-experiences during the period of 2002-2007. These essays grew from the authors own column entitled 'Fast Forward' which appeared in Interaction Magazine - the flagship publication of the ACM Special Interest Group on Human-Computing Interaction (SIGCHI). Written in such a way as to ensure longevity, these essays have not been edited or updated, however a short Postscripts has been added to provide some comments on each topic from a current perspective. HCI and User-Experience Design provides a fascinating historical review of the professional and research world of UX and HCI during a period of significant growth and development and would be of interest to students, researchers, and designers who are interested in recent developments within the field.

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## PRINCIPLES OF MARKETING

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Ingram

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## DESIGN THINKING FOR STRATEGY

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### INNOVATING TOWARDS COMPETITIVE ADVANTAGE

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**Springer Nature** The business environment is changing more rapidly than ever before, and new business ideas are emerging. This book discusses applying insights from design thinking to craft novel strategies that satisfy customer needs, make use of the available capabilities, integrate requirements for financial success and provide competitive advantage. It guides readers through the jungle encountered when developing a strategy for sustained growth and profitability. It addresses strategy design in a holistic way by applying abductive reasoning, iteratively observing customers and focusing on empathy, as well as prototyping ideas and using

customers to validate them. Uniquely applying insights from design thinking to strategy, this book is a must-read for graduates, MBAs and executives interested in innovation and strategy, as well as corporate strategists, innovation managers, business analysts and consultants.

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## **MOBILE FORENSIC INVESTIGATIONS: A GUIDE TO EVIDENCE COLLECTION, ANALYSIS, AND PRESENTATION, SECOND EDITION**

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**McGraw Hill Professional** Master the tools and techniques of mobile forensic investigations Conduct mobile forensic investigations that are legal, ethical, and highly effective using the detailed information contained in this practical guide. Mobile Forensic Investigations: A Guide to Evidence Collection, Analysis, and Presentation, Second Edition fully explains the latest tools and methods along with features, examples, and real-world case studies. Find out how to assemble a mobile forensics lab, collect prosecutable evidence, uncover hidden files, and lock down the chain of custody. This comprehensive resource shows not only how to collect and analyze mobile device data but also how to accurately document your investigations to deliver court-ready documents. •Legally seize mobile devices, USB drives, SD cards, and SIM cards•Uncover sensitive data through both physical and logical techniques•Properly package, document, transport, and store evidence•Work with free, open source, and commercial forensic software•Perform a deep dive analysis of iOS, Android, and Windows Phone file systems•Extract evidence from application, cache, and user storage files•Extract and analyze data from IoT devices, drones, wearables, and infotainment systems•Build SQLite queries and Python scripts for mobile device file interrogation•Prepare reports that will hold up to judicial and defense scrutiny