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Sams Teach Yourself HTML, CSS, and JavaScript All in One - Julie C. Meloni 2011-11-21

Sams Teach Yourself HTML, CSS and JavaScript All in One The all-in-one HTML, CSS and JavaScript beginner's guide: covering the three most important languages for web development. Covers everything beginners need to know about the HTML and CSS standards and today's JavaScript and Ajax libraries - all in one book, for the first time Integrated, well-organized coverage expertly shows how to use all these key technologies together Short, simple lessons teach hands-on skills readers can apply immediately By best-selling author Julie Meloni Mastering HTML, CSS, and JavaScript is vital for any beginning web developer - and the importance of these technologies is growing as web development moves away from proprietary alternatives such as Flash. Sams Teach Yourself HTML, CSS, and JavaScript All in One brings together everything beginners need to build powerful web applications with the HTML and CSS standards and the latest JavaScript and Ajax libraries. With this book, beginners can get all the modern web development knowledge you need from one expert source. Bestselling author Julie Meloni (Sams Teach Yourself PHP, MySQL and Apache All in One) teaches simply and clearly, through brief, hands-on lessons focused on knowledge you can apply immediately. Meloni covers all the building blocks of practical web

design and development, integrating new techniques and features into every chapter. Each lesson builds on what's come before, showing you exactly how to use HTML, CSS, and JavaScript together to create great web sites.

Linux Kernel Development - Love Robert 2018

Management Information Systems - Kenneth C. Laudon 2004

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

OpenIntro Statistics - David Diez 2015-07-02

The OpenIntro project was founded in 2009 to improve the quality and availability of education by producing exceptional books and teaching tools that are free to use and easy to modify. We feature real data whenever possible, and files for the entire textbook are freely available at openintro.org. Visit our website, openintro.org. We provide free videos, statistical software labs, lecture slides, course management tools,

and many other helpful resources.

Information Retrieval - Stefan Buttcher 2016-02-12

An introduction to information retrieval, the foundation for modern search engines, that emphasizes implementation and experimentation. Information retrieval is the foundation for modern search engines. This textbook offers an introduction to the core topics underlying modern search technologies, including algorithms, data structures, indexing, retrieval, and evaluation. The emphasis is on implementation and experimentation; each chapter includes exercises and suggestions for student projects. Wumpus—a multiuser open-source information retrieval system developed by one of the authors and available online—provides model implementations and a basis for student work. The modular structure of the book allows instructors to use it in a variety of graduate-level courses, including courses taught from a database systems perspective, traditional information retrieval courses with a focus on IR theory, and courses covering the basics of Web retrieval. In addition to its classroom use, Information Retrieval will be a valuable reference for professionals in computer science, computer engineering, and software engineering.

Writing Research Papers - Lester James D 2014-01-27

The definitive research paper guide, *Writing Research Papers* combines a traditional and practical approach to the research process with the latest information on electronic research and presentation. This market-leading text provides students with step-by-step guidance through the research writing process, from selecting and narrowing a topic to formatting the finished document. *Writing Research Papers* backs up its instruction with the most complete array of samples of any writing guide of this nature. The text continues its extremely thorough and accurate coverage of citation styles for a wide variety of disciplines. The fourteenth edition maintains Lester's successful approach while bringing new writing and documentation updates to assist the student researcher in keeping pace with electronic sources.

Branding Yourself - Erik Deckers 2017-10-09

Want a new job or career? Need to demonstrate more value to customers

or employers? Use today's hottest social media platforms to build the powerful personal brand that gets you what you want! In this completely updated book, Erik Deckers and Kyle Lacy help you use social media to and networking to advance your career, grow your business, and land new job opportunities. From LinkedIn to Facebook, now including Instagram and SnapChat, this book is packed with new techniques and ideas that are practical, easy, and effective. Deckers and Lacy show you how to supercharge all your business and personal relationships...demonstrate that you are the best solution to employers' or partners' toughest problems...become a recognized thought leader...and turn your online network into outstanding jobs, great projects, and a fulfilling, profitable career! Discover how to: Choose today's best social media tools for your personal goals Build an authentic storyline and online identity that gets you the right opportunities Make the most of Facebook, LinkedIn, and Twitter—and leverage new platforms like Snapchat and Instagram Build connections and prove expertise by sharing video on YouTube and Vimeo Find yourself on search engines and then optimize your personal online presence Promote your events, accomplishments, victories...and even defeats and lessons learned Integrate online and offline networking to get more from both Reach people with hiring authority and budgets on LinkedIn Use Twitter to share the ideas and passions that make you uniquely valuable Avoid “killer” social networking mistakes Leverage your online expert status to become a published author or public speaker Measure the success of your social media branding Get new projects or jobs through your online friends and followers

Writing Spaces 1 - Charles Lowe 2010-06-18

Volumes in *Writing Spaces: Readings on Writing* offer multiple perspectives on a wide-range of topics about writing, much like the model made famous by Wendy Bishop's “The Subject Is . . .” series. In each chapter, authors present their unique views, insights, and strategies for writing by addressing the undergraduate reader directly. Drawing on their own experiences, these teachers-as-writers invite students to join in the larger conversation about developing nearly every

aspect of craft of writing. Consequently, each essay functions as a standalone text that can easily complement other selected readings in writing or writing-intensive courses across the disciplines at any level. Topics in Volume 1 of the series include academic writing, how to interpret writing assignments, motives for writing, rhetorical analysis, revision, invention, writing centers, argumentation, narrative, reflective writing, Wikipedia, patchwriting, collaboration, and genres.

Microsoft Word 2013 - Joan Lambert 2013

Teaches how to use the newest incarnation of the word processing program, including creating documents, managing page layout, organizing tables, adding pictures, and styling templates.

The Official Joomla! Book - Jennifer Marriott 2011

The Official Joomla! Book is the authoritative and comprehensive Joomla! reference for every administrator, developer, designer, and content manager. Distilling the unsurpassed experience of two long-time Joomla! contributors, it teaches exactly what you need to know, through practical example sites and crystal-clear explanations. If you're new to Joomla!, you'll learn how to quickly create usable, effective sites. If you're an experienced Joomla! user, you'll learn how to make your sites more flexible, feature-rich, visually attractive, and useful. And whether new or experienced, you'll learn how Joomla! really works, so you can fully leverage its power whenever you're ready. You'll also get to know the Joomla! community by hearing from twelve community members through in-depth interviews, and you'll learn how to participate in the Joomla! project in ways that make sense for you. The Official Joomla! Book covers everything from installation to usability, templates to extensions. The authors explain each key concept conversationally, helping you learn to help yourself and confidently gain control over Joomla! and the sites you build with it. They also present chapter-length application case studies for business, non-profits, and education. You will learn how to Plan sites effectively before you start building them Create production sites quickly while avoiding common mistakes Install and configure Joomla! for maximum efficiency Create and edit content for your Joomla! site Customize and work with Joomla! templates Work with extensions:

components, modules, plugins, and languages Efficiently administer Joomla! sites Participate in the Joomla! community as a user and contributor

Introduction to Business - Lawrence J. Gitman 2018

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

A Connected Curriculum for Higher Education - Dilly Fung 2017-06-07

Is it possible to bring university research and student education into a more connected, more symbiotic relationship? If so, can we develop programmes of study that enable faculty, students and 'real world' communities to connect in new ways? In this accessible book, Dilly Fung argues that it is not only possible but also potentially transformational to develop new forms of research-based education. Presenting the Connected Curriculum framework already adopted by UCL, she opens windows onto new initiatives related to, for example, research-based education, internationalisation, the global classroom, interdisciplinarity and public engagement. A Connected Curriculum for Higher Education is, however, not just about developing engaging programmes of study. Drawing on the field of philosophical hermeneutics, Fung argues how the Connected Curriculum framework can help to create spaces for critical dialogue about educational values, both within and across existing research groups, teaching departments and learning communities. Drawing on vignettes of practice from around the world, she argues that developing the synergies between research and education can empower faculty members and students from all backgrounds to contribute to the global common good.

Digital Marketing Analytics - Chuck Hemann 2013-04-10

Distill 100%-Usable Max-Profit Knowledge from Your Digital Data. Do It Now! Why hasn't all that data delivered a whopping competitive advantage? Because you've barely begun to use it, that's why! Good news: neither have your competitors. It's hard! But digital marketing analytics is 100% doable, it offers colossal opportunities, and all of the data is accessible to you. Chuck Hemann and Ken Burbary will help you chop the problem down to size, solve every piece of the puzzle, and integrate a virtually frictionless system for moving from data to decision, action to results! Scope it out, pick your tools, learn to listen, get the metrics right, and then distill your digital data for maximum value for everything from R&D to CRM to social media marketing! •

Prioritize—because you can't measure, listen to, and analyze everything • Use analysis to craft experiences that profoundly reflect each customer's needs, expectations, and behaviors • Measure real social media ROI: sales, leads, and customer satisfaction • Track the performance of all paid, earned, and owned social media channels • Leverage "listening data" way beyond PR and marketing: for strategic planning, product development, and HR • Start optimizing web and social content in real time • Implement advanced tools, processes, and algorithms for accurately measuring influence • Integrate paid and social data to drive more value from both • Make the most of surveys, focus groups, and offline research synergies • Focus new marketing and social media investments where they'll deliver the most value Foreword by Scott Monty Global Head of Social Media, Ford Motor Company

Work in the 21st Century - Frank J. Landy 2019-02

An Introduction to Search Engines and Web Navigation - Mark Levene 2011-01-14

This book is a second edition, updated and expanded to explain the technologies that help us find information on the web. Search engines and web navigation tools have become ubiquitous in our day to day use of the web as an information source, a tool for commercial transactions and a social computing tool. Moreover, through the mobile web we have access to the web's services when we are on the move. This book

demystifies the tools that we use when interacting with the web, and gives the reader a detailed overview of where we are and where we are going in terms of search engine and web navigation technologies.

[Begin to Code with Python](#) - Rob Miles 2017-11-21

Become a Python programmer—and have fun doing it! Start writing software that solves real problems, even if you have absolutely no programming experience! This friendly, easy, full-color book puts you in total control of your own learning, empowering you to build unique and useful programs. Microsoft has completely reinvented the beginning programmer's tutorial, reflecting deep research into how today's beginners learn, and why other books fall short. *Begin to Code with Python* is packed with innovations, from its "Snaps" prebuilt operations to its "Make Something Happen" projects. Whether you're a total beginner or you've tried before, this guide will put the power, excitement, and fun of programming where it belongs: in your hands! Easy, friendly, and you're in control! Learn how to... Get, install, and use powerful free tools to create modern Python programs Learn key concepts from 170 sample programs, and use them to jumpstart your own Discover exactly what happens when a program runs Approach program development with a professional perspective Learn the core elements of the Python language Build more complex software with classes, methods, and objects Organize programs so they're easy to build and improve Capture and respond to user input Store and manipulate many types of real-world data Define custom data types to solve specific problems Create interactive games that are fun to play Build modern web and cloud-based applications Use pre-built libraries to quickly create powerful software Get code samples, including complete apps, at: <https://aka.ms/BegintoCodePython/downloads> About This Book For absolute beginners who've never written a line of code For anyone who's been frustrated with other beginning programming books or courses For people who've started out with other languages and now want to learn Python Works with Windows PC, Apple Mac, Linux PC, or Raspberry Pi Includes mapping of MTA exam objectives that are covered in this book, as well as an appendix with further explanation of some of the topics on

the exam

Webs of Influence - Nathalie Nahai 2012-12-14

As legions of businesses scramble to set up virtual-shop, we face an unprecedented level of competition to win over and keep new customers online. At the forefront of this battleground is your ability to connect with your customers, nurture your relationships and understand the psychology behind what makes them click. In this book *The Web Psychologist*, Nathalie Nahai, expertly draws from the worlds of psychology, neuroscience and behavioural economics to bring you the latest developments, cutting edge techniques and fascinating insights that will lead to online success. *Webs of Influence* delivers the tools you need to develop a compelling, influential and profitable online strategy which will catapult your business to the next level - with dazzling results.

Astronomy - Andrew Fraknoi 2017-12-19

Astronomy is written in clear non-technical language, with the occasional touch of humor and a wide range of clarifying illustrations. It has many analogies drawn from everyday life to help non-science majors appreciate, on their own terms, what our modern exploration of the universe is revealing. The book can be used for either a one-semester or two-semester introductory course (bear in mind, you can customize your version and include only those chapters or sections you will be teaching.) It is made available free of charge in electronic form (and low cost in printed form) to students around the world. If you have ever thrown up your hands in despair over the spiraling cost of astronomy textbooks, you owe your students a good look at this one. Coverage and Scope *Astronomy* was written, updated, and reviewed by a broad range of astronomers and astronomy educators in a strong community effort. It is designed to meet scope and sequence requirements of introductory astronomy courses nationwide. Chapter 1: Science and the Universe: A Brief Tour Chapter 2: Observing the Sky: The Birth of Astronomy Chapter 3: Orbits and Gravity Chapter 4: Earth, Moon, and Sky Chapter 5: Radiation and Spectra Chapter 6: Astronomical Instruments Chapter 7: Other Worlds: An Introduction to the Solar System Chapter 8: Earth as a Planet Chapter 9: Cratered Worlds Chapter 10: Earthlike Planets:

Venus and Mars Chapter 11: The Giant Planets Chapter 12: Rings, Moons, and Pluto Chapter 13: Comets and Asteroids: Debris of the Solar System Chapter 14: Cosmic Samples and the Origin of the Solar System Chapter 15: The Sun: A Garden-Variety Star Chapter 16: The Sun: A Nuclear Powerhouse Chapter 17: Analyzing Starlight Chapter 18: The Stars: A Celestial Census Chapter 19: Celestial Distances Chapter 20: Between the Stars: Gas and Dust in Space Chapter 21: The Birth of Stars and the Discovery of Planets outside the Solar System Chapter 22: Stars from Adolescence to Old Age Chapter 23: The Death of Stars Chapter 24: Black Holes and Curved Spacetime Chapter 25: The Milky Way Galaxy Chapter 26: Galaxies Chapter 27: Active Galaxies, Quasars, and Supermassive Black Holes Chapter 28: The Evolution and Distribution of Galaxies Chapter 29: The Big Bang Chapter 30: Life in the Universe Appendix A: How to Study for Your Introductory Astronomy Course Appendix B: Astronomy Websites, Pictures, and Apps Appendix C: Scientific Notation Appendix D: Units Used in Science Appendix E: Some Useful Constants for Astronomy Appendix F: Physical and Orbital Data for the Planets Appendix G: Selected Moons of the Planets Appendix H: Upcoming Total Eclipses Appendix I: The Nearest Stars, Brown Dwarfs, and White Dwarfs Appendix J: The Brightest Twenty Stars Appendix K: The Chemical Elements Appendix L: The Constellations Appendix M: Star Charts and Sky Event Resources

Chemistry 2e - Paul Flowers 2019-02-14

Writing Spaces: Readings on Writings, Vol. 2 - Charles Lowe
Volumes in *Writing Spaces: Readings on Writing* offer multiple perspectives on a wide-range of topics about writing. In each chapter, authors present their unique views, insights, and strategies for writing by addressing the undergraduate reader directly. Drawing on their own experiences, these teachers-as-writers invite students to join in the larger conversation about the craft of writing. Consequently, each essay functions as a standalone text that can easily complement other selected readings in writing or writing-intensive courses across the disciplines at any level.

Interpersonal Communication Book - Joseph A. DeVito 2013-07-27

Updated in its 13th edition, Joseph DeVito's *The Interpersonal Communication Book* provides a highly interactive presentation of the theory, research, and skills of interpersonal communication with integrated discussions of diversity, ethics, workplace issues, face-to-face and computer-mediated communication and a new focus on the concept of choice in communication. This thirteenth edition presents a comprehensive view of the theory and research in interpersonal communication and, at the same time, guides readers to improve a wide range of interpersonal skills. The text emphasizes how to choose among those skills and make effective communication choices in a variety of personal, social, and workplace relationships

Family Organizational Basics - Sandra Vélez Candelario 2021-05-06

Becoming a family leader is fast and easy; it requires starting an organized group with a consensual commitment under the same roof, either with a biological parenting relation or without one. Furthermore, the modern anthropologist theory (2019) sees 'the new family' as a group of human beings with kinship ties that organize themselves in order to manage their economic resources together and achieve their daily basic needs. However, becoming a successful leader of such a family group is a challenge, depending on how well we understand what the administration of human beings means and how it works. This book is a scientific investigation of what families need to be successful as an organized group. It explains how applying the scientific theories of organizational psychology and administrative and scientific management to one's family can increase its functionality and productivity both inside and outside of the household. It also offers new insights into what organizational psychology and administrative scientific tools are and how these can be useful to the family during their daily organizational management.

Hoosiers and the American Story - Madison, James H. 2014-10-01

A supplemental textbook for middle and high school students, *Hoosiers and the American Story* provides intimate views of individuals and places in Indiana set within themes from American history. During the frontier

days when Americans battled with and exiled native peoples from the East, Indiana was on the leading edge of America's westward expansion. As waves of immigrants swept across the Appalachians and eastern waterways, Indiana became established as both a crossroads and as a vital part of Middle America. Indiana's stories illuminate the history of American agriculture, wars, industrialization, ethnic conflicts, technological improvements, political battles, transportation networks, economic shifts, social welfare initiatives, and more. In so doing, they elucidate large national issues so that students can relate personally to the ideas and events that comprise American history. At the same time, the stories shed light on what it means to be a Hoosier, today and in the past.

Analytics, Data Science, and Artificial Intelligence - Ramesh Sharda 2020-03-06

For courses in decision support systems, computerized decision-making tools, and management support systems. Market-leading guide to modern analytics, for better business decisions *Analytics, Data Science, & Artificial Intelligence: Systems for Decision Support* is the most comprehensive introduction to technologies collectively called analytics (or business analytics) and the fundamental methods, techniques, and software used to design and develop these systems. Students gain inspiration from examples of organisations that have employed analytics to make decisions, while leveraging the resources of a companion website. With six new chapters, the 11th edition marks a major reorganisation reflecting a new focus -- analytics and its enabling technologies, including AI, machine-learning, robotics, chatbots, and IoT. [Entrepreneurship](#) - Bruce R. Barringer 2007-03-01

Undergraduate course in Entrepreneurship and New Venture creation. *Entrepreneurship 2/e* takes students on the entire journey of launching a new venture, with a unique emphasis on the front end of the entrepreneurial process.

Microeconomics - Robert S. Pindyck 2009

The contents of this text book cover markets and prices; producers, consumers and competitive markets; market structure and competitive

strategy; and information, market failure and the role of government.

Deep Learning with Python - Francois Chollet 2017-11-30

Summary Deep Learning with Python introduces the field of deep learning using the Python language and the powerful Keras library.

Written by Keras creator and Google AI researcher François Chollet, this book builds your understanding through intuitive explanations and practical examples. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology Machine learning has made remarkable progress in recent years. We went from near-unusable speech and image recognition, to near-human accuracy. We went from machines that couldn't beat a serious Go player, to defeating a world champion. Behind this progress is deep learning—a combination of engineering advances, best practices, and theory that enables a wealth of previously impossible smart applications. About the Book Deep Learning with Python introduces the field of deep learning using the Python language and the powerful Keras library. Written by Keras creator and Google AI researcher François Chollet, this book builds your understanding through intuitive explanations and practical examples. You'll explore challenging concepts and practice with applications in computer vision, natural-language processing, and generative models. By the time you finish, you'll have the knowledge and hands-on skills to apply deep learning in your own projects. What's Inside Deep learning from first principles Setting up your own deep-learning environment Image-classification models Deep learning for text and sequences Neural style transfer, text generation, and image generation About the Reader Readers need intermediate Python skills. No previous experience with Keras, TensorFlow, or machine learning is required. About the Author François Chollet works on deep learning at Google in Mountain View, CA. He is the creator of the Keras deep-learning library, as well as a contributor to the TensorFlow machine-learning framework. He also does deep-learning research, with a focus on computer vision and the application of machine learning to formal reasoning. His papers have been published at major conferences in the field, including the Conference on Computer Vision

and Pattern Recognition (CVPR), the Conference and Workshop on Neural Information Processing Systems (NIPS), the International Conference on Learning Representations (ICLR), and others. Table of Contents PART 1 - FUNDAMENTALS OF DEEP LEARNING What is deep learning? Before we begin: the mathematical building blocks of neural networks Getting started with neural networks Fundamentals of machine learning PART 2 - DEEP LEARNING IN PRACTICE Deep learning for computer vision Deep learning for text and sequences Advanced deep-learning best practices Generative deep learning Conclusions appendix A - Installing Keras and its dependencies on Ubuntu appendix B - Running Jupyter notebooks on an EC2 GPU instance

A Gift of Fire - Sara Baase 2013

This timely revision will feature the latest Internet issues and provide an updated comprehensive look at social and ethical issues in computing from a computer science perspective.

E-commerce - Kenneth C. Laudon 2016

For undergraduate and graduate courses in business. Understanding The Vast And Expanding Field of E-Commerce Laudon's E-Commerce 2016: Business, Technology, Society emphasizes three driving forces behind the expanding field of e-commerce: technology change, business development, and social issues. A conceptual framework uses the templates of many modern-day companies to further demonstrate the differences and complexities in e-commerce today. An in-depth investigation of companies such as Uber, Pinterest, and Apple kick-off the course while preparing students for real-life scenarios. In the Twelfth Edition, Laudon and Traver add new or update existing case studies to match developments in the e-commerce field as they exist in today's tech world. They built in additional video cases for each chapter, making the material even more accessible to students as they prepare for their future roles in business.

Architectural Research Methods - Linda N. Groat 2013-04-03

A practical guide to research for architects and designers—now updated and expanded! From searching for the best glass to prevent glare to determining how clients might react to the color choice for restaurant

walls, research is a crucial tool that architects must master in order to effectively address the technical, aesthetic, and behavioral issues that arise in their work. This book's unique coverage of research methods is specifically targeted to help professional designers and researchers better conduct and understand research. Part I explores basic research issues and concepts, and includes chapters on relating theory to method and design to research. Part II gives a comprehensive treatment of specific strategies for investigating built forms. In all, the book covers seven types of research, including historical, qualitative, correlational, experimental, simulation, logical argumentation, and case studies and mixed methods. Features new to this edition include: Strategies for investigation, practical examples, and resources for additional information A look at current trends and innovations in research Coverage of design studio-based research that shows how strategies described in the book can be employed in real life A discussion of digital media and online research New and updated examples of research studies A new chapter on the relationship between design and research Architectural Research Methods is an essential reference for architecture students and researchers as well as architects, interior designers, landscape architects, and building product manufacturers.

Harriet the Spy - Louise Fitzhugh 2021-11-09

Soon to be an Apple TV+ animated series starring Golden Globe nominee Beanie Feldstein and Emmy Award winner Jane Lynch, it's no secret that *Harriet the Spy* is a timeless classic that kids will love! *Harriet M.*

Welsch is a spy. In her notebook, she writes down everything she knows about everyone, even her classmates and her best friends. Then *Harriet* loses track of her notebook, and it ends up in the wrong hands. Before she can stop them, her friends have read the always truthful, sometimes awful things she's written about each of them. Will *Harriet* find a way to put her life and her friendships back together? "What the novel showed me as a child is that words have the power to hurt, but they can also heal, and that it's much better in the long run to use this power for good than for evil."—New York Times bestselling author Meg Cabot

CCIE and CCDE Evolving Technologies Study Guide - Brad

Edgworth 2018-10-31

Prepare for the evolving technology components of Cisco's revised CCIE and CCDE written exams The changes Cisco made to its expert-level CCIE and CCDE certifications allow candidates to link their core technology expertise with knowledge of evolving technologies that organizations are rapidly adopting, including cloud services, IoT networking, and network programmability. This guide will help you efficiently master and integrate the knowledge of evolving technology that you'll need to succeed on the revised CCIE and CCDE written examinations. Designed to help you efficiently focus your study, achieve mastery, and build confidence, *CCIE and CCDE Evolving Technologies Study Guide* focuses on conceptual insight, not mere memorization. Focused specifically on the exams' evolving technologies components, it combines with track-specific Cisco Press certification guides to offer comprehensive and authoritative preparation for advanced Cisco certification. Understand the Internet of Things (IoT) from the perspective of business transformations, connectivity, and security Review leading IoT architectural models and applications Structure edge, fog, and centralized compute to maximize processing efficiency Recognize behavioral and operational differences between IoT networks and enterprise networks Gain a holistic understanding of public, private, or hybrid cloud environments that use VMs or containers Explore cloud service models, connectivity, security, scalability, and high availability designs. Master modern API-based programmability and automation methods for interacting with diverse network applications and devices Connect with the Cisco DevNet developer community and other key resources for Cisco network programming

SEO Made Easy - Evan Bailyn 2013-12-19

Presents simple, effective SEO strategies for acquiring top spots at Google, Yahoo!, and Bing, explaining the system underlying Google's algorithm and the main components of successful Google optimization.

Digital Entrepreneurship - Mariusz Soltanifar 2020-11-13

This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected

examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken together, these developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual reality, as well as cyber threats and data privacy management. "Digitalization mirrors the Industrial Revolution's impact. This book provides a complement of perspectives on the opportunities emanating from such a deep seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work." Gina O'Connor, Professor of Innovation Management at Babson College, USA "This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book deftly examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique "must-read" book because it goes beyond theory and provides practical examples." Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA "This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that can support to create impact ventures." Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack, Germany

Ethics for the Information Age - Michael Jay Quinn 2006

Widely praised for its balanced treatment of computer ethics, Ethics for

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

Exploring Research - Neil J. Salkind 2017

An informative and unthreatening look at the basics of research in the social and behavioural sciences. It makes research methods accessible for students - describing how to collect and analyse data and providing thorough instruction on how to prepare and write a research proposal and manuscript.

Search Engines - Bruce Croft 2011-11-21

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Search Engines: Information Retrieval in Practice is ideal for introductory information retrieval courses at the undergraduate and graduate level in computer science, information science and computer engineering departments. It is also a valuable tool for search engine and information retrieval professionals. Written by a leader in the field of information retrieval, Search Engines: Information Retrieval in Practice, is designed to give undergraduate students the understanding and tools they need to evaluate, compare and modify search engines. Coverage of the underlying IR and mathematical models reinforce key concepts. The book's numerous programming exercises make extensive use of Galago, a Java-based open source search engine.

Educational Research - L R Gay 2015-10-08

A leader in Introduction to Educational Research courses, Educational Research: Competencies for Analysis and Applications, ninth edition, remains a practical text focused on the skills and procedures students need in order to become competent consumers and producers of educational research. The accessible writing style and light, humorous tone of this book helps to demystify and enliven this demanding course. The text uses a direct, step-by-step approach to the research process. Tasks are included throughout the text to guide students

through the process of creating their own research report. Published research articles are now included in every research methods chapter to provide students with illustrations of exemplary qualitative and quantitative research. Key changes in the ninth edition include an expanded coverage of qualitative research through a new chapter on Case Study Research (Chapter 17), a new chapter on Survey Research (Chapter 7), an increased emphasis on ethical considerations in the conduct of educational research (Chapter 1), and significant updates to Descriptive Statistics (Chapter 12) and Inferential Statistics (Chapter 13) that increase the coverage of how to use technology in the research process."

The Ultimate Web Marketing Guide - Michael Miller 2011

This book brings together all the reliable, detailed information you need to make the most of web, online, mobile, & social marketing. Discover how to choose the right approaches, combine them into a coherent, optimized strategy, and measure your results. Find realistic answers to your most crucial questions and get insights that save you money and drive value faster. -- from Back Cover.

Real-Time Rendering - Tomas Akenine-Möller 2019-01-18

Thoroughly revised, this third edition focuses on modern techniques used to generate synthetic three-dimensional images in a fraction of a second.

With the advent of programmable shaders, a wide variety of new algorithms have arisen and evolved over the past few years. This edition discusses current, practical rendering methods used in games and other applications. It also presents a solid theoretical framework and relevant mathematics for the field of interactive computer graphics, all in an approachable style. The authors have made the figures used in the book available for download for fair use.:Download Figures. Reviews Rendering has been a required reference for professional graphics practitioners for nearly a decade. This latest edition is as relevant as ever, covering topics from essential mathematical foundations to advanced techniques used by today's cutting edge games. -- Gabe Newell, President, Valve, May 2008 Rendering ... has been completely revised and revamped for its updated third edition, which focuses on modern techniques used to generate three-dimensional images in a fraction of the time old processes took. From practical rendering for games to math and details for better interactive applications, it's not to be missed. -- The Bookwatch, November 2008 You'll get brilliantly lucid explanations of concepts like vertex morphing and variance shadow mapping—as well as a new respect for the incredible craftsmanship that goes into today's PC games. -- Logan Decker, PC Gamer Magazine , February 2009