

## Average Desktop Resolution

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InfoWorld Cambridge University Press

The measurement of price dynamics is by no means new endeavourin the official statistics but the process of establishing accurate price changes in time still remains challenging in many areas. One such demanding field is the application of appropriate techniques in price index development for providing amendments reflecting quality differences which might occur in the compared commodities. The book presents results of research on the applicability of hedonic methods in adjusting price indices to changes in the goods quality and test the techniques used for hedonic price indices construction using the data sets for various groups of heterogeneous goods, including used automobiles, appartments, household appliances and ICT goods.

Website Design and Development John Wiley & Sons

PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

**PC Mag Apress**

Prezi is a tool for delivering presentations in a linear or non-linear format. This cloud-based software enables users to structure presentations on an infinite canvas in a way that is more engaging and visually stimulating to the audience. This book covers all of the technical elements of the software, whilst also looking at the practicalities of using Prezi in a business environment. It teaches the reader how to think for Prezi, and approach their design in the best way. This is an essential resource for people who want to use Prezi seriously. Apart from covering best practices for inserting images, sound, and video, this book also covers topics for business users such as collaborating and sharing Prezis online, using Prezi at a meeting to brainstorm with overseas colleagues, and how to "Prezify" PowerPoint or Keynote slides. This book will escalate you from Prezi user to Prezi master with ease.

Universal Access in Human-Computer Interaction. Ambient Interaction Cengage Learning

Combine two typically separate sources of data—behavioral quantitative data and usability testing qualitative data—into a powerful single tool that helps improve your organization ' s website by increasing conversion and ROI. The combination of the what is happening data of website activity, coupled with the why it's happening data of usability testing, provides a complete 360-degree view into what is causing poor performance, where your website can be optimized, and how it can be improved. There are plenty of books focusing on big data and using data analytics to improve websites, or on utilizing usability testing and UX research methods for improvement. This is the first book that combines both subjects into a methodology you can use over and over again to improve any website. UX Optimization is ideal for anyone who wants to combine the power of quantitative data with the insights provided by qualitative data to improve website results. The book uses step-by-step instructions with photos, drawings, and supporting screenshots to show you how to: define personas, conduct behavioral UX data analysis, perform UX and usability testing evaluations, and combine behavioral UX and usability data to create a powerful set of optimization recommendations that can dramatically improve any website. What You ' ll Learn Understand personas: what they are and how to use them to analyze data Use quantitative research tools and techniques for analysis Know where to find UX behavioral data and when to use it Use qualitative research tools, techniques, and procedures Analyze qualitative data to find patterns of consistent task flow errors Combine qualitative and quantitative data for a 360-degree view Make recommendations for optimizations based on your findings Test optimization recommendations to ensure improvements are achieved Who This Book Is For Big data analytics (quantitative) professionals who want to learn more about the qualitative side of analysis; UX researchers, usability testers, and UX designers (qualitative professionals) who want to know more about big data and behavioral UX analysis; and students of UX, UX designers, product managers, developers, and those at startups who want to understand how to use behavioral UX and usability testing data to optimize their websites and apps.

**PowerPoint 2013 Bible** "O'Reilly Media, Inc."

Web Design in a Nutshell"O'Reilly Media, Inc."

**Web Site Measurement Hacks** John Wiley & Sons

This book contains the papers presented at the International Conference on Current Issues of Science and Research in the Global World, held at the premises of the Vienna University of Technology from May 27 to May 28, 2014. The book represents a significant contribution to Law, Economics, Information & Communication Technologies, Journalism and

**Web Design in a Nutshell** John Wiley & Sons

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**Mastering Windows XP Home Edition** Springer

Examines the new features and enhancements of the presentation software, describing the new user interface and explaining how to combine text, animation, video, photographs, sound effects, narration, and other features into a professional-looking presentation.

**Computer Graphics And Applications - Proceedings Of The First Pacific Conference On Computer Graphics And Applications, Pacific Graphics '93** World Scientific

In order to establish and then maintain a successful presence on the Web, designing a creative site is only half the battle. What good is an intricate Web infrastructure if you're unable to measure its effectiveness? That's why every business is desperate for feedback on their site's visitors: Who are they? Why do they visit? What information or service is most valuable to them? Unfortunately, most common Web analytics software applications are long on functionality and short on documentation. Without clear guidance on how these applications should be integrated into the greater Web strategy, these often expensive investments go underused and underappreciated. Enter Web Site Measurement Hacks, a guidebook that helps you understand your Web site visitors and how they contribute to your business's success. It helps organizations and individual operators alike make the most of their Web investment by providing tools, techniques, and strategies for measuring--and then improving--their site's usability, performance, and design. Among the many topics covered, you'll learn: definitions of commonly used terms, such as "key performance indicators" (KPIs) how to drive potential customers to action how to gather crucial marketing and customer data which features are useful and which are superfluous advanced techniques that senior Web site analysts use on a daily basis By examining how real-world companies use analytics to their success, Web Site Measurement Hacks demonstrates how you, too, can accurately measure your Web site's overall effectiveness. Just as importantly, it bridges the gulf between the technical teams charged with maintaining your Web's infrastructure and the business teams charged with making management decisions. It's the technology companion that every site administrator needs.

Packt Publishing Ltd

Use solid and practical exercises to master the fundamentals of Adobe Animate CC. This is one of the first comprehensive books on Adobe Animate CC to thoroughly examine and demonstrate how to create and deploy interactive and motion design content to mobile, tablet, and desktop screens. Using a series of carefully developed tutorials, Beginning Adobe Animate CC will lead you from basic Animate CC document workflows to the point where you can create animations, interactive projects, and anything else using a variety of techniques. Each chapter focuses on a major aspect of Animate CC and then lets you take over with a series of "Your Turn" exercises that let you create amazing projects based on what you have learned. Beginning Adobe Animate CC focuses on the core skill set needed to master Animate CC and while you are at it, you will be guided to the mastery of the fundamentals, such as drawing tools, movie clips, video and audio content, text, graphics, external data, components, and a solid overview of the code you need to know to take your skills to the next level. What You Will Learn: Create and deploy animated and

interactive content for the HTML 5 universe. Create images and vector graphics for use in Animate CC. Examine a variety of animation techniques that make full use of the Animate CC timeline. Add video and audio content to an Animate CC project. Use many of the graphic creation tools in Animate CC. Publish your projects to a variety of formats. Who This Book is For: Those who are proficient in creating and publishing animated and interactive web-based content. It will also help those who are proficient in using Adobe Flash Professional CC to understand the improvements and new workflows found in Adobe Animate CC. div

**Beginning Adobe Animate CC** Wydawnictwo Uniwersytetu

Ekonomicznego we Wroc?awiu

The Internet has redefined how maps are used. No longer restricted to paper, maps are now transmitted almost instantly and delivered to the user in a fraction of the time required to distribute maps on paper. They are viewed in a more timely fashion. The Internet presents the map user with both a faster method of map distribution and different forms of mapping. This book provides an international perspective on this growing area of information dissemination.

*Electronic Printing and Publishing* Apress

Provides hands-on lessons on developing best practices for using Photoshop to create game art for consoles, mobile devices, or the Web, with examples from a variety of art styles, including comic, realistic, and graphic styles.

**Current Issues of Science and Research in the Global World**

John Wiley & Sons

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

**Scalable Interactive Visualization** Springer Science & Business Media

This book provides the richest and most solid introduction to the exciting world of Flash applications, which are becoming increasingly popular as ways of presenting visually rich interfaces to useful data and services. Foundation Flash MX Applications supplies you with the knowledge, techniques, and skills that you need to help you plan, develop, and build Flash-based applications that you can deploy on the Web. In true Foundation series style, this book uses step-by-step exercises and a running case study to build skills that you can then apply to any Flash application you create. The emphasis in this book is on the generic skills and approaches that are essential in this field, rather than on shallow walk-throughs of trivial projects. You'll come away from this book with a deeper understanding of the issues (architectural, technical, process-related, design-oriented) that are key to developing successful Flash applications for the Web. This is the only book on the market that focuses on generic, transferable skills that are taught using a case study that'll really drive the learning home. If you want to really understand this subject, then this is the book for you. To get the most out of this book, we recommend that you already have a grasp of the Flash MX interface, as well as some ActionScript experience. Topics include: A full-length case study, creating a dynamic Flash message board application. Designing usable, scalable, and interactive Flash-based applications. Deploying XML for client/server communication. Using PHP as an intermediary between XML and back-end data storage. The MySQL database.

**Photoshop for Games** John Wiley & Sons

Bring your computer literacy course back to the BASICS. COMPUTER LITERACY BASICS: A COMPREHENSIVE GUIDE TO IC3 provides an introduction to computer

concepts and skills, which maps to the newest Computing Core Certification (IC3) standards. Designed with new learners in mind, this text covers Computing Fundamentals, Key Applications, and Living Online - everything students need to pass the IC3 exam, and finish the course as confident computer users. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

**Professional SharePoint 2007 Design** Routledge

A helpful book-and-video package for building and maintaining a successful Web site How do you know that you've done everything possible to create a unique, enriching, and successful Web site, particularly when you're hiring others to do it? With Website Design and Development, you'll feel confident that you've exhausted every facet of building a Web site. The clever question-and-answer format walks you through easily overlooked details, acting as a virtual consultant. You'll get clear, easy-to-follow advice on everything from finding a host, design and layout, creating content, marketing, to staying secure. Each question features a rating as to how critical it is to the welfare of the site, allowing you to pick and choose where to spend your time and money, and the answers contain helpful illustrations as well as action points. In addition, your learning experience is further enhanced by the high-quality accompanying video. Contains professional advice for creating-and maintaining-a successful Web site Features an accompanying video that offers additional examples, commentary, and advice for each question. Lists questions you should ask yourself or your web developer and then presents clear, concise answers as well as helpful checklists Rates each topic as to its importance in the grand scheme of your Web site so that you can determine how to spend your time and money Website Design and Development answers the essential questions that need to be asked before creating a Web site.

**Visual Social Marketing For Dummies** Springer

How to implement a best-in-class visual marketing plan It's no secret that visual content online really draws in viewers. People love Pinterest, Facebook, and the like for visual sharing and engaging. Smart marketers know their companies need to tap into this, but where and how to start? Visual Social Marketing For Dummies offers a clear roadmap for creating effective, well-defined visual social marketing strategies as part of your overall marketing and social media plans. From defining goals to developing highly visual content across a range of social media platforms, this book is the perfect step-by-step guide to get you there. The book explores Pinterest, Instagram, Vine, Tumblr, YouTube, SlideShare, and Twitter, among many topics and resources, and includes useful examples from leading brands and companies across a variety of industries. Helps you set goals that align with your budget and resources and then lay out a visual social marketing plan Covers image-based platforms, such as Pinterest, Instagram, and Vine, as well as social media platforms including Facebook, Tumblr, YouTube, Twitter, and SlideShare Explores visual tools, including infographics, presentations, and video Explains how to track and measure the effectiveness of your visual marketing efforts Make your brand stand out from the crowd with the information, tips, techniques, and examples you'll find in Visual Social Marketing For Dummies.

**SharePoint 2010 Enterprise Architect's Guidebook** Sai Training Ltd

From the planning details to the steps to the considerations, understand how to design the perfect SharePoint implementation by applying the information in Professional SharePoint 2007 Design. Begin with an overview of a installation and move through the technical aspects of creating usable, accessible, aesthetically pleasing SharePoint interfaces, with a primary

focus on using SharePoint's basic design tools to create a better looking and more effective installation. Understand how to use PhotoShop to design the graphics and template model for your site and learn how to integrate SharePoint themes.

**Mastering Prezi for Business Presentations** Apress

Image processing and machine vision are fields of renewed interest in the commercial market. People in industry, managers, and technical engineers are looking for new technologies to move into the market. Many of the most promising developments are taking place in the field of image processing and its applications. The book offers a broad coverage of advances in a range of topics in image processing and machine vision.

**Web Style Guide** John Wiley & Sons

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