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Mathematica Cookbook Packt Publishing Ltd
Provides information on scripting Web applications with JavaScript.
Guerrilla Marketing For Dummies "O'Reilly Media, Inc."
Want to reach consumers in innovative ways? Guerrilla Marketing For Dummies is packed with guerilla tactics and trade secrets for marketing your products or services like never before. From re-imagining existing

marketing platforms to mastering trailblazing methods, you ' ll create a cost-effective game plan for getting your customers ' attention and keeping it! This savvy, hands-on guide explains what guerilla marketing is, who does it, and why. You ' ll learn how it can take your brand to new heights as you start thinking like a guerilla, brainstorming, collaborating, and refining ideas for an exciting, non-traditional marketing program. The real fun starts when you build a winning team and take your message to the streets, executing attention-grabbing publicity stunts and creating unforgettable events. You ' ll find out when it pays to work with the big-gun guerilla-marketing firms and how to launch your own low-cost campaign. Discover how to: Reach customers wherever

they are Develop a cohesive guerilla-marketing campaign Capitalize on the hottest trends Cut through the constant marketing clutter Make products and brands stand out Use buzz, viral, grassroots, and experiential marketing Write a great press release Create opportunities for partnership and tie-ins Find budget-friendly ways to go guerilla Build a powerful online presence Work with existing contacts, publicists, and the press You can enter the guerilla jungle and emerge with the lion ' s share of the sales! Let Guerilla Marketing For Dummies show you how. Modern Data Science with R Laurence King Publishing Communications are key to the success of disaster mitigation, preparedness, response, and recovery. Accurate information disseminated to the general public, to elected

officials and community leaders, as well as to the media, reduces risk, saves lives and property, and speeds recovery. *Disaster Communications in a Changing Media World, Second Edition*, provides valuable information for navigating these priorities in the age of evolving media. The emergence of new media like the Internet, email, blogs, text messaging, cell phone photos, and the increasing influence of first informers are redefining the roles of government and media. The tools and rules of communications are evolving, and disaster communications must also evolve to accommodate these changes and exploit the opportunities they provide. *Disaster Communications in a Changing Media World, Second Edition*, illuminates the path to effective disaster communication, including the need for transparency, increased accessibility, trustworthiness and reliability, and partnerships with the media. Includes case studies from recent disasters including Hurricane Sandy, the 2011 tsunami in Japan, and the Boston Marathon bombings. Demonstrates how to use blogs, text messages, and cell phone cameras, as well as government channels and traditional media, to communicate during a crisis. Examines current social media programs conducted by FEMA, the American Red Cross, state and local emergency managers, and the

private sector. Updated information in each chapter, especially on how social media has emerged as a force in disaster communications. *Excel 2003: The Missing Manual* Holt Paperbacks
It's easy to write correct Ruby code, but to gain the fluency needed to write great Ruby code, you must go beyond syntax and absorb the "Ruby way" of thinking and problem solving. In *Eloquent Ruby*, Russ Olsen helps you write Ruby like true Rubyists do—so you can leverage its immense, surprising power. Olsen draws on years of experience internalizing the Ruby culture and teaching Ruby to other programmers. He guides you to the "Ah Ha!" moments when it suddenly becomes clear why Ruby works the way it does, and how you can take advantage of this language's elegance and expressiveness. *Eloquent Ruby* starts small, answering tactical questions focused on a single statement, method, test, or bug. You'll learn how to write code that actually looks like Ruby (not Java or C#); why Ruby has so many control structures; how to use strings, expressions, and symbols;

and what dynamic typing is really good for. Next, the book addresses bigger questions related to building methods and classes. You'll discover why Ruby classes contain so many tiny methods, when to use operator overloading, and when to avoid it. Olsen explains how to write Ruby code that writes its own code—and why you'll want to. He concludes with powerful project-level features and techniques ranging from gems to Domain Specific Languages. A part of the renowned Addison-Wesley Professional Ruby Series, *Eloquent Ruby* will help you "put on your Ruby-colored glasses" and get results that make you a true believer.

Addison-Wesley

Whether you want to start a one-on-one tutoring business from home, an online-based education support program, or manage your own learning facility, our experts cover everything you need to know to launch a business to change lives through education. Learn business basics including how to choose your niche, secure financing, legally establish your business, manage day-to-day operations, and more.

Realtime Web Apps John Wiley & Sons

Briefly describes the history and nature of the Internet, looks at the types of information and services available, and shows how to get connected to and navigate the Internet

The A-Z of Visual Ideas "O'Reilly Media, Inc."

Visual Basic programming techniques are presented in a logical and easy-to-follow sequence that helps you really understand the principles involved in developing programs. The reader begins with learning the basics to write a first program and then moves on to adding voice, music, sound, and graphics. After reading this book, the reader will be able to write their own DLLs, create ActiveX controls, use object linking and embedding (OLE) and write Visual Basic programs that support multiple document interface, and much more.

Various topics covered are: - Properties, Controls, and Objects - Graphics, Controls & Methods - Interfacing with Windows - Arrays, OLE, and other topics - Data Control and SQL - Multiple Document Interface - ActiveX- Sound Programming and DirectSound - Building ActiveX Controls and all the latest features of Visual Basic.

Pre-algebra with Pizzazz! Series Middle

School Math with Pizzazz!: E. Ratio and proportion; Percent; Statistics and graphs; Probability; Integers; Coordinate graphing; Equations Pre-algebra with Pizzazz!

Series Mathematica Cookbook

The A-Z of Visual Ideas explains the key ideas, sources of inspiration and visual techniques that have been used throughout design history. Showing where ideas and inspiration come from, the book provides numerous strategies to help unlock the reader's creativity. Using a dynamic and easy-to-understand A-Z format, the book reveals techniques that can be exploited to deliver ideas with greater impact, each entry offering a different starting point. Looking at everything from, Art to Zeitgeist, Intuition and Instinct to Happy Accidents and Hidden Messages, the book also features a section explaining how to use the idea or technique, providing readers with an infallible 'tool kit' of inspiration.

Including hundreds of inspirational quotes and packed with great examples of advertising campaigns, posters, book and magazine covers and illustrations, this is an indispensable primer that shows design students and professionals how to solve any creative brief.

Beginning ASP.NET Web Pages with WebMatrix John Wiley & Sons

An anthology of articles on the evolution of minimal music in New York

in 1972-1982, which originally appeared in the Village Voice (New York).

Sams Teach Yourself HTML, CSS, and JavaScript All in One No Starch Press

Think about your data intelligently and ask the right questions Key Features Master data cleaning techniques necessary to perform real-world data science and machine learning tasks Spot common problems with dirty data and develop flexible solutions from first principles Test and refine your newly acquired skills through detailed exercises at the end of each chapter Book Description Data cleaning is the all-important first step to successful data science, data analysis, and machine learning. If you work with any kind of data, this book is your go-to resource, arming you with the insights and heuristics experienced data scientists had to learn the hard way. In a light-hearted and engaging exploration of different tools, techniques, and datasets real and fictitious, Python veteran David Mertz teaches you the ins and outs of data preparation and the essential questions you should be asking of every piece of data you work with. Using a mixture of Python, R, and common command-line tools, Cleaning Data for Effective Data

Science follows the data cleaning pipeline from start to end, focusing on helping you understand the principles underlying each step of the process. You'll look at data ingestion of a vast range of tabular, hierarchical, and other data formats, impute missing values, detect unreliable data and statistical anomalies, and generate synthetic features. The long-form exercises at the end of each chapter let you get hands-on with the skills you've acquired along the way, also providing a valuable resource for academic courses. What you will learn

Ingest and work with common data formats like JSON, CSV, SQL and NoSQL databases, PDF, and binary serialized data structures

Understand how and why we use tools such as pandas, SciPy, scikit-learn, Tidyverse, and BashApply useful rules and heuristics for assessing data quality and detecting bias, like Benford's law and the 68-95-99.7 rule

Identify and handle unreliable data and outliers, examining z-score and other statistical properties

Impute sensible values into missing data and use sampling to fix imbalances

Use dimensionality reduction, quantization, one-hot encoding, and other feature engineering techniques to draw out

patterns in your data

Work carefully with time series data, performing de-trending and interpolation

Who this book is for This book is designed to benefit software developers, data scientists, aspiring data scientists, teachers, and students who work with data. If you want to improve your rigor in data hygiene or are looking for a refresher, this book is for you. Basic familiarity with statistics, general concepts in machine learning, knowledge of a programming language (Python or R), and some exposure to data science are helpful.

The Synonym Finder Reading, Mass. : Addison-Wesley Publishing Company

Hofstadter's collection of quirky essays is unified by its primary concern: to examine the way people perceive and think.

Middle School Math with Pizzazz!: E. Ratio and proportion; Percent; Statistics and graphs; Probability; Integers; Coordinate graphing; Equations No Starch Press

From the late 1960s until the end of the Cold War, the United States Air Force acquired and flew Russian-made MiG jets, culminating in a secret squadron dedicated to exposing American fighter pilots to enemy technology and tactics. Red Eagles tells the story of this squadron from the first tests of MiGs following the

Vietnam War when the USAF had been woefully under-prepared in aerial combat. These initial flights would develop into the "black" or classified program known internally as Constant Peg. At a secret air base in Nevada, ace American fighter pilots were presented with a range of different MiG jets with a simple remit: to expose "the threat" to as many of their brethren as possible. Maintaining and flying these "assets" without spare parts or manuals was an almost impossible task, putting those flying the MiGs in mortal danger on every flight. Despite these challenges, in all more than 5,900 American aircrews would train against America's secret MiGs, giving them the skills they needed to face the enemy in real combat situations. For the first time, this book tells the story of Constant Peg and the 4477th Red Eagles Squadron in the words of the men who made it possible.

Disaster Communications in a Changing Media World Osprey Publishing

Business Intelligence with SQL Server Reporting Services helps you deliver business intelligence with panache. Harness the power of the Reporting Services toolkit to combine charts, gauges, sparklines, indicators, and maps into compelling dashboards and

scorecards. Create compelling visualizations that seize your audience's attention and help business users identify and react swiftly to changing business conditions. Best of all, you'll do all these things by creating new value from software that is already installed and paid for – SQL Server and the included SQL Server Reporting Services. Businesses run on numbers, and good business intelligence systems make the critical numbers immediately and conveniently accessible. Business users want access to key performance indicators in the office, at the beach, and while riding the subway home after a day's work. Business Intelligence with SQL Server Reporting Services helps you meet these need for anywhere/anytime access by including chapters specifically showing how to deliver on modern devices such as smart phones and tablets. You'll learn to deliver the same information, with similar look-and-feel, across the entire range of devices used in business today. Key performance indicators give fast notification of business unit performance Polished dashboards deliver essential metrics and strategic comparisons Visually arresting output on multiple devices focuses attention

The MATHEMATICA® Book, Version 3
Basic Books

Lucas' "The Art of Public Speaking" is the leading public speaking textbook in the

field. Whether a novice or an experienced speaker when beginning the course, every student will learn how to be a better public speaker through Lucas' clear explanations. Creative activities, vivid examples, annotated speech samples, and foundation of classic and contemporary rhetoric provide students a strong understanding of public speaking. When instructors teach from this textbook, they benefit from Lucas' Integrated Teaching Package. The Annotated Instructor's Edition and Instructor's Manual, both written by Steve Lucas, provide teaching tips and give outlines on how to use the various supplements. As a result, instructors are able to see various teaching examples, how to integrate technology, and analyses and discussion questions for video clips in class. The Annotated Instructor's Edition, Instructor's Manual, Test Bank, CDs, videos, and other supplements provide instructors the tools needed to create a dynamic classroom. This edition has a supplement to meet the needs of online classes, Teaching Public Speaking Online with The Art of Public Speaking.

Eloquent Ruby Pearson Education

Whether you are an Excel neophyte, a sophisticate who knows the program

inside out, or an intermediate-level plodder eager to hone your skills, Excel: The Missing Manual is sure to become your go-to resource for all things Excel. Covering all the features of Excel 2002 and 2003, the most recent versions for Windows, Excel: The Missing Manual is an easy-to-read, thorough and downright enjoyable guide to one of the world's most popular, (and annoyingly complicated!) computer programs. Never a candidate for "the most user-friendly of Microsoft programs," Excel demands study, practice and dedication to gain even a working knowledge of the basics. Excel 2003 is probably even tougher to use than any previous version of Excel. However, despite its fairly steep learning curve, this marvelously rich program enables users of every stripe to turn data into information using tools to analyze, communicate, and share knowledge. Excel can help you to collaborate effectively, and protect and control access to your work. Power users can take advantage of industry-standard Extensible Markup Language

(XML) data to connect to business processes. To unleash the power of the program and mine the full potential of their database talents, users need an authoritative and friendly resource. None is more authoritative or friendlier than *Excel: The Missing Manual*. Not only does the book provide exhaustive coverage of the basics, it provides numerous tips and tricks, as well as advanced data analysis, programming and Web interface knowledge that pros can adopt for their latest project. Neophytes will find everything they need to create professional spreadsheets and become confident users. *Excel: The Missing Manual* covers: worksheet basics, formulas and functions, organizing worksheets, charts and graphics, advanced data analysis, sharing data with the rest of the world, and programming. If you buy just one book about using Excel, this has GOT to be it. This book has all you need to help you excel at Excel.

Red Eagles John Wiley & Sons
Covers iOS 7 and Xcode 5 Apple
lavished iOS with a rich and evolving

library of resolution-independent 2D drawing utilities. Its APIs include powerful features such as transparency, path-based drawing, anti-aliasing, and more. Harness these low-level, lightweight drawing routines in your apps to build images, to create PDFs, to display views, and to print. In this guide, Erica Sadun, bestselling author of *The Core iOS 6 Developer's Cookbook* and *The Advanced iOS 6 Developer's Cookbook*, helps readers explore iOS drawing through an abundance of examples alongside plenty of explanations and tips. This short work provides the basic how-to developers need to get started. You will learn about these specific topics: The basic concepts of Quartz (Core Graphics) and UIKit drawing The coordinate system, paths, masking, and clipping Text drawing Transparency and alpha channels, drawing modes, blending, colors, and spaces Transforms and geometry Patterns, shadows, and gradients Bitmaps and pixels Approximately 311 pages. For related content by author Erica Sadun, see iOS

Auto Layout Demystified, *The Core iOS 6 Developer's Cookbook*, and *The Advanced iOS 6 Developer's Cookbook*. informit.com/sadun To access the code samples, visit <https://github.com/erica/iOS-Drawing>.
Memorial Tributes National Academies Press
Originally published in 1961 by the founder of Rodale Inc., *The Synonym Finder* continues to be a practical reference tool for every home and office. This thesaurus contains more than 1 million synonyms, arranged alphabetically, with separate subdivisions for the different parts of speech and meanings of the same word. [Learn to Program with Scratch](#) CRC Press
Dance Dance Dance—a follow-up to *A Wild Sheep Chase*—is a tense, poignant, and often hilarious ride through Murakami's Japan, a place where everything that is not up for sale is up for grabs. As Murakami's nameless protagonist searches for a mysteriously vanished girlfriend, he is plunged into a wind tunnel of sexual violence and metaphysical dread. In this propulsive novel, featuring a shabby but oracular Sheep Man, one of the most idiosyncratically brilliant writers at work today fuses together science fiction,

the hardboiled thriller, and white-hot satire. The Internet Companion Vintage Drawing from an in-depth case study of the organizational climate, leadership, teaching, systems, programs, and student outcomes at Miami-Dade Community College (MDCC), this book addresses questions related to the achievement of both open access and high academic standards in the community college. Chapter I presents the rationale for the study and explains the Roueche-Baker Community College Excellence Model depicting the character of MDCC. Chapter II gives a brief history of MDCC and describes the social context of the educational reform program initiated by MDCC in 1975. Chapter III outlines the reforms initiated, planned, and implemented by the MDCC staff in eight basic areas: (1) curriculum, including general education courses; (2) assessment testing; (3) basic skills support; (4) Emphasis on Excellence, an honors program; (5) standards of academic progress; (6) Academic Alert, a feedback system about academic standing; (7) the computerized Advisement and Graduation Information System; and (8) faculty and staff

development. Chapter IV presents the results and outcomes of these reforms. Chapters V, VI and VII presents findings regarding the organizational climate, leadership, and teaching at MDCC. Finally, chapter VIII summarizes the study findings. An eight-page reference list concludes the volume. (LAL)
Fractions Answer Key McGraw-Hill College
With over a million users around the world, the Mathematica® software system created by Stephen Wolfram has defined the direction of technical computing for nearly a decade. With its major new document and computer language technology, the new version, Mathematica 3.0 takes the top-power capabilities of Mathematica and make them accessible to a vastly broader audience. This book presents this revolutionary new version of Mathematica. The Mathematica Book is a must-have purchase for anyone who wants to understand the revolutionary opportunities in science, technology, business and education made possible by Mathematica 3.0. This encompasses a broad audience of scientists and mathematicians; engineers; computer professionals; quantitative financial

analysts; medical researchers; and students at high-school, college and graduate levels. Written by the creator of the system, The Mathematica Book includes both a tutorial introduction and complete reference information, and contains a comprehensive description of how to take advantage of Mathematica's ability to solve myriad technical computing problems and its powerful graphical and typesetting capabilities. Like previous editions, the book is sure to be found well-thumbed on the desks of many technical professionals and students around the world.