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Handbook of Statistical Analysis and Data Mining Applications Routledge

From the author of Let's Get Digital and Amazon Decoded, this book will change how you think about marketing. Strangers to Superfans puts you in the shoes of your Ideal Readers, and forces you to view your marketing from their perspective. *Learn the five stages in the Reader Journey. *Identify where your blockages are and how to fix them. *Optimize each stage to increase conversion. *Boost sales by making the process more frictionless. *Build an army of passionate readers who do the selling for you. It's not enough to know who your Ideal Readers are, you also need to imagine how they feel when a recommendation email arrives containing your cover. You must figure out why they hesitated before clicking the Buy button. And it's crucial to determine why they liked your book enough to finish it... but not sufficiently to recommend it to their friends. The Reader Journey is a new marketing paradigm that maps out the journey your Ideal Readers take in their transformation from strangers to superfans.

Using Apps for Learning Across the Curriculum [libreriauniversitaria.it Edizioni](http://libreriauniversitaria.it/Edizioni)

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The Ultimate Guide to Using ICT Across the Curriculum (For Primary Teachers) Que Publishing

Aboard a notorious criminal syndicate's luxurious starliner, Commonwealth operative Simon Kovalic and his crew race to steal a mysterious artifact that could shift the balance of war... Still reeling from a former teammate's betrayal, Commonwealth operative Simon Kovalic and his band of misfit spies have no time to catch their breath before being sent on another impossible mission: to pull off the daring heist of a quasi-mythical alien artifact, right out from under the nose of the galaxy's most ruthless crime lord. But their cold war rivals, the Illyrican Empire, want the artifact for themselves. And Kovalic's newest recruit, Specialist Addy Sayers, is a volatile ex-con with a mean hair-trigger who might put the whole mission at risk. Can Kovalic hold it all together, or will the team tear themselves apart before they can finish the job?

File Under: Science Fiction [Simon Saves | 2.7 Kelvin | Spy-Fi | Kovalic's Five]

Thomas Nelson

Depending on the way of the interpretation you might perceive single topic to be either complicated and difficult, or on the contrary - easy and effortless to learn. The key to providing an advantageous learning is to deliver the information that is simple, yet entirely encompassing the field of study. In Alex's Simple Guide series, we maintained the point of view where everything complicated is assembled from the individual simple compiling parts. Thus, to pass the knowledge to our clients through this guide we dedicated our efforts to address the simple components first, and only afterwards by going deeper into the details of the corresponding complex issues. This way you will learn quicker and more efficiently. Alex Simple Guide to OS X Yosemite consists of seven chapters of carefully selected information covering various topics of the new operating system developed by Apple. In the first part of the guide we will discuss what is there new in OS X Yosemite and how can you use it to your benefit. Next, you will find Tips & Tricks section where we included information on exquisite hacks that will make your everyday work much easier. Following chapter about keyboard shortcuts will teach you how to speed up accomplishment of your daily tasks. Finally, in the FAQ area you will discover many interesting features of your Mac computers. Every tutorial is supplemented with high resolution illustrations and detailed step by step instructions to help you quickly understand the process. In order to easily memorize the presented information we have attentively complied each sentence of this guide. As a result we are proud to present you with the outcome of our efforts.

Creating Fixed-Layout EBooks Samurai Media Limited

Calibre is an ebook library manager. It can view, convert and catalog ebooks in most of the major ebook formats. It can also talk to many ebook reader devices. It can go out to the Internet and fetch metadata for your books. It can download newspapers and convert them into ebooks for convenient reading. It is cross platform, running on Linux, Windows and OS X.

IBooks Author for Teachers: Creating a Lab Manual Createspace Independent Publishing Platform

What if we could unlock the potential in every child? As it turns out, we can. Apple's iconic cofounder Steve Jobs had a powerful vision for education: employing technology to make an enormous impact on the lives of millions of students. To realize this vision, Jobs tapped John D. Couch, a trusted engineer and executive with a passion for education. Couch believed the real purpose of education was to help children discover their unique potential and empower them to reach beyond their perceived limitations. Today, technology is increasingly integrated into every aspect of our lives, rewiring our homes, our jobs, and even our brains. Most important, it presents an opportunity to rewire education to enrich and strengthen our schools, children, and society In Rewiring Education, Couch shares the professional lessons he's learned during his 50-plus years in education and technology. He takes us behind Apple's major research study, Apple Classrooms of Tomorrow (ACOT), and its follow-up (ACOT 2), highlighting the powerful effects of the Challenge-Based Learning framework. Going beyond Apple's walls, he also introduces us to some of the most extraordinary parents, educators, and entrepreneurs from around the world who have ignored the failed promises of memorization and, instead, utilize new science-backed methods and technologies that benefit all children, from those who struggle to honor students. Rewiring Education presents a bold vision for the future of education, looking at promising emerging technologies and how we—as parents, teachers, and voters—can ensure children are provided with opportunities and access to the relevant, creative, collaborative, and challenging learning environments they need to succeed.

Inspired Routledge

Publish, market, and sell your own e-book Although creating an e-book seems fairly straightforward, it is not. You need to select and create a variety of formats that will be read on a variety of e-reader devices--and market and sell your book in a variety of ways. Before you take the plunge, get this practical guide. With clear instruction and sensible advice, it will help you navigate the often confusing, time-consuming, and costly world of self-publishing an e-book. The book gives you solid marketing tips for selling your e-book, including using blogging and social media and how to build an online platform. It also discusses key technologies you'll encounter, including Smashwords, iBooks Author, Amazon, Microsoft Word, Open Office, Calibre, WordPress, E-junkie, and others. Helps readers navigate the confusing, time-consuming, and often costly world of self-publishing an e-book Provides both technical how-tos as well solid marketing advice on how to sell your e-book using Facebook, Twitter, Goodreads, and other social media sites Covers essential technologies, such as Smashwords, iBooks Author, Amazon, Microsoft Word, Open Office, Calibre, WordPress, and E-junkie Explores e-book devices, including Kindle, Kobo, Sony Reader, Nook, iPad, and other tablets Delves into the nitty-gritty of e-book formats Before you self-publish your e-book, start first with Publishing eBooks For Dummies.

iPad 2: The Missing Manual "O'Reilly Media, Inc."

Using iPhones and iPads: A Practical Guide for Librarians offers library professionals a clear path to Apple readiness. The authors combine their experience in library public services and mobile technology to provide easy-to-follow, step-by-step instructions to help you get up to speed.

Your iPad at Work MIT Press

National efforts have been made to encourage technology integration in teacher preparation with expectations for frequent and successful applications with K-12 learners. While online learning has become pervasive in many fields in education, it has been somewhat slow to catch on in K-12 settings. The Handbook of Research on Emerging Practices and Methods for K-12 Online and Blended Learning is a collection of innovative research on the applications of technology in online and blended learning environments in order to develop quality courses, explore how content is delivered across disciplines and settings, and support the formation of relationships and enrichment opportunities. While highlighting topics including learning initiatives, institutional policies, and program structures, this book is ideally designed for teachers, principals, early childhood development centers, university faculty, administrators, policymakers, researchers, and practitioners.

Ibooks Author: Publishing Your First EBook Routledge

Confused by the overload of blogs, articles, and guides that promise you everything you need to know on how to write for the web? Not sure where to start with your blog and website, from optimizing for search to creating the best headline? Or how to take your writing skills to the next level and actually market yourself and make money as a professional online freelance writer? In So You Think You Can Write?, you'll learn every skill it takes to write great copy for the web, from the absolute fundamentals of using storytelling in great online content all the way to knowing how to write for both search engines and people, what it takes to craft different forms of content on the web, and much more; plus, there's a bonus chapter revealing how to market yourself and make income as an online copywriter in a modern world. Written by Julia McCoy, who spent years of her life teaching herself the elements of successful online writing and launched a writing business that hit seven figures within five years, this book is your essential blueprint to learning what it takes to write great online copy, both as a freelancer and brand/business owner. In this book, Julia walks you step-by-step through the process of how to craft the seven forms of online content: 1. Web Content 2. Blogging 3. Social Media 4. Advertising/Sales Copy 5. Industry Writing 6. Journalism 7. Creative Writing Julia also takes you through the basics of SEO (search engine optimization) for the online writer and creator, without overloading you: you'll get a key list of the top tools on the web to research keywords, learn how to hone your best key phrases, and the tactics of how and where to place them in your content. Illustrated, easy-to-understand, and fun to read, this is a comprehensive yet digestible resource for writers and businesses alike on how to create successful online content. After you read this book, you'll be able to:

Define your audience and the terms they use to search in Google Write great content that will get picked up by Google Know the basics of what it takes to write all seven forms of online copy Create blogs that are evergreen and engaging Know how to write the "secret" bits of copy that search engines love: meta descriptions, tags and more Know how to use Twitter chats, live streaming, and Facebook groups, and other platforms to find your people and confidently market yourself as a writer Access a comprehensive list of online writing tools and resources in the final Appendix Julia McCoy has built a successful freelance writing career and a multi-million dollar copywriting agency out of nothing but the amount of hard work, time, and self-teaching she put into it: and she believes any writer has what it takes to create great online content, provided they learn the essential tactics of adapting to all online copy forms. But she knows it's hard to find these fundamental teachings in one place: which is why she decided to write a book to offer everyone just that opportunity. A writer and internet marketer from an early age, Julia started three companies, enrolled in college, and wrote a book by 16. At 20, she dropped out of nursing school and left McDonald's to make a career out of her passion in online writing. Her writing agency, Express Writers, has over 70 team writers and strategists; and Julia's clients have included Shopify, PayPal, Staples, and a thousand other worldwide businesses of all sizes. Julia is also the creator of #ContentWritingChat, a Twitter chat that's hit #42 on Twitter; hosts The Write Podcast on iTunes; and writes at The Write Blog, Content Marketing Institute, Search Engine Journal, and a large amount of online publications.

Rewiring Education Alex's Guides

With iOS 5, Apple added more than 200 new features to the iPad 2, but there ' s still no printed guide to using all its amazing capabilities. That ' s where this full-color Missing Manual comes in. You ' ll learn how to stuff your iPad with media, organize your personal life, wirelessly stream content to and from your tablet, stay connected to friends, and much more. The important stuff you need to know: Build your media library. Fill your iPad with music, movies, TV shows, eBooks, eMagazines, photos, and more. Go wireless. Sync content between your computer and iPad—no wires needed. Get online. Connect through WiFi or Wi-Fi + 3G, and surf the Web using the iPad ' s new tabbed browser. Consolidate email. Read and send messages from any of your email accounts. Get social. Use built-in apps like iMessage, Twitter, and Ping to stay in touch. Store stuff in iCloud. Stash your content online for free, and sync up all your devices automatically. Interact with your iPad. Learn new finger moves and undocumented tips, tricks, and shortcuts.

Your iPad at Work (Covers iOS 5.1 on iPad, iPad2 and iPad 3rd generation) David Gaughran

The industry bible for communication design and illustration professionals, with updated information, listings, and pricing guidelines. Graphic Artists Guild Handbook is the industry bible for communication design and illustration professionals. A comprehensive reference guide, the Handbook helps graphic artists navigate the world of pricing, collecting payment, and protecting their creative work, with essential advice for growing a freelance business to create a sustainable and rewarding livelihood. This sixteenth edition provides excellent, up-to-date guidance, incorporating new information, listings, and pricing guidelines. It offers graphic artists practical tips on how to negotiate the best deals, price their services accurately, and create contracts that protect their rights. Sample contracts and other documents are included. For the sixteenth edition, the content has been reorganized, topics have been expanded, and new chapters have been added to create a resource that is more relevant to how graphic artists work today. Features include: More in-depth information for the self-employed on how to price work to make a sustainable living and plan for times of economic uncertainty. A new chapter on using skills and talents to maximize income with multiple revenue streams—workshops, videos, niche markets, passion projects, selling art, and much more. Current U.S. salary information and freelance rates by discipline. Pricing guidelines for buyers and sellers. Up-to-date copyright registration information. Model contracts and forms to adapt to your specific needs. Interviews with eleven self-employed graphic artists who have created successful careers, using many of the practices found in this Handbook.

Scrivener Absolute Beginner's Guide Createspace Independent Publishing Platform

Apple is leading the pack again-this time with a new ebook creation application that pushes the limits of ebook publishing. iBooks Author makes it easy for Mac users to create "multi-touch" ebooks that combine text, images, video, and interactive elements with finely tuned page layouts. "iBooks Author: Publishing Your First Ebook" helps you learn how to take advantage of iBooks Author's amazing feature set to create your own ebooks without a lot of trial and error experimentation. Using an illustrated, step-by-step approach, it guides you through the creation of a sample ebook with features you're sure to want in your own ebook publications.

Handbook of Research on Emerging Practices and Methods for K-12 Online and Blended Learning BenBella Books
The official book on the Rust programming language, written by the Rust development team at the Mozilla Foundation, fully updated for Rust 2018. The Rust Programming Language is the official book on Rust: an open source systems programming language that helps you write faster, more reliable software. Rust offers control over low-level details (such as memory usage) in combination with high-level ergonomics, eliminating the hassle traditionally associated with low-level languages. The authors of The Rust Programming Language, members of the Rust Core Team, share their knowledge and experience to show you how to take full advantage of Rust's features--from installation to creating robust and scalable programs. You'll begin with basics like creating functions, choosing data types, and binding variables and then move on to more advanced concepts, such as: • Ownership and borrowing, lifetimes, and traits • Using Rust's memory safety guarantees to build fast, safe programs • Testing, error handling, and effective refactoring • Generics, smart pointers, multithreading, trait objects, and advanced pattern matching • Using Cargo, Rust's built-in package manager, to build, test, and document your code and manage dependencies • How best to use Rust's advanced compiler with compiler-led programming techniques You'll find plenty of code examples throughout the book, as well as three chapters dedicated to building complete projects to test your learning: a number guessing game, a Rust implementation of a command line tool, and a multithreaded server. New to this edition: An extended section on Rust macros, an expanded chapter on modules, and appendixes on Rust development tools and editions.

Publishing E-Books For Dummies Rowman & Littlefield

In this much-anticipated book from acclaimed blogger Vicki Davis (Cool Cat Teacher), you ' ll learn the key shifts in writing instruction necessary to move students forward in today ' s world. Vicki describes how the elements of traditional writing are being reinvented with cloud-based tools. Instead of paper, note taking, filing cabinets, word processors, and group reports, we now have tools like ePaper, eBooks, social bookmarking, cloud syncing, infographics, and more. Vicki shows you how to select the right tool, set it up quickly, and prevent common mistakes. She also helps you teach digital citizenship and offers exciting ways to build writing communities where students love to learn. Special Features: • Essential questions at the start of each chapter to get you thinking about the big ideas • A chapter on each of the nine essential cloud-based tools--ePaper and eBooks; digital notebooks; social bookmarking; cloud syncing; cloud writing apps; blogging and microblogging; wikis and website builders; online graphic organizers and mind maps; and cartoons and infographics • A wide variety of practical ways to use each tool in the classroom • Alignments to the Common Core State Standards in writing • Level Up Learning--a special section at the end of each chapter to help you review, reflect on, and apply what you ' ve learned • Writing tips to help you make the best use of the tools and avoid common pitfalls • A glossary of key terms discussed in the book • Useful appendices, including reproducible material for your classroom No matter what grade level you teach or how much tech experience you have, you will benefit from Vicki ' s compelling and practical ideas. As she emphasizes throughout this essential book, teaching with cloud-based tools has never been easier, more convenient, or more important than right now.

Information and Technology Literacy: Concepts, Methodologies, Tools, and Applications Elsevier

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International Handbook of E-Learning Volume 2 Pearson Education

Handbook of Statistical Analysis and Data Mining Applications, Second Edition, is a comprehensive professional reference book that guides business analysts, scientists, engineers and researchers, both academic and industrial, through all stages of data analysis, model building and implementation. The handbook helps users discern technical and business problems, understand the strengths and weaknesses of modern data mining algorithms and employ the right statistical methods for practical application. This book is an ideal reference for users who want to address massive and complex datasets with novel statistical approaches and be able to objectively evaluate analyses and solutions. It has clear, intuitive explanations of the principles and tools for solving problems using modern analytic techniques and discusses their application to real problems in ways accessible and beneficial to practitioners across several areas—from science and engineering, to medicine, academia and commerce. Includes input by practitioners for practitioners Includes tutorials in numerous fields of study that provide step-by-step instruction on how to use supplied tools to build models Contains practical advice from successful real-world implementations Brings together, in a single resource, all the information a beginner needs to understand the tools and issues in data mining to build successful data mining solutions Features clear, intuitive explanations of novel analytical tools and techniques, and their practical applications

The Rust Programming Language (Covers Rust 2018) Pearson Education

People currently live in a digital age in which technology is now a ubiquitous part of society. It has become imperative to develop and maintain a comprehensive understanding of emerging innovations and technologies. Information and Technology Literacy: Concepts, Methodologies, Tools, and Applications is an authoritative reference source for the latest scholarly research on techniques, trends, and opportunities within the areas of digital literacy. Highlighting a wide range of topics and concepts such as social media, professional development, and educational applications, this multi-volume book is ideally designed for academics, technology developers, researchers, students, practitioners, and professionals interested in the importance of understanding technological innovations.

Set Yourself Up to Self-Publish: A Genealogist's Guide Peachpit Press

iBooks Author For Dummies John Wiley & Sons

iBooks Author For Dummies John Wiley & Sons

If the Bible isn't a science book or an instruction manual, what is it? What do people mean when they say the Bible is inspired? When New York Times bestselling author Rachel Held Evans found herself asking these questions, she embarked on a journey to better understand what the Bible is and how it's meant to be read. What she discovered changed her--and it can change you, too. Evans knows firsthand how a relationship with the Bible can be as real and as complicated as a relationship with a family member or close friend. In Inspired, Evans explores contradictions and questions from her own experiences with the Bible, including: If the Bible was supposed to explain the mysteries of life, why does it leave the reader with so many questions? What does it mean to be chosen by God? To what degree did the Holy Spirit guide the preservation of these narratives, and is there something sacred to be uncovered beneath all these human fingerprints? If the Bible has given voice to the oppressed, why is it also used as justification by their oppressors? Drawing on the best in biblical scholarship and using her well-honed literary expertise, Evans examines some of our favorite Bible stories and possible interpretations, retelling them through memoir, original poetry, short stories, and even a short screenplay. Undaunted by the Bible's most difficult passages and unafraid to ask the hard questions, Evans wrestles through the process of doubting, imagining, and debating the mysteries surrounding Scripture. Discover alongside Evans that the Bible is not a static text, but a living, breathing, captivating, and confounding book that can equip us and inspire us to join God's loving and redemptive work in the world.