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PHP for the Web John Wiley & Sons

How to implement social technology in business, spur collaborative innovation and drive winning programs to improve products, services, and long-term profits and growth. The road to social media marketing is now well paved: A July 2009 Anderson Analytics study found 60% of the Internet population uses social networks and social media sites such as Facebook, MySpace, and Twitter. Collaboration and innovation, driven by social technology, are "what's next." Written by the author of the bestselling Social Media Marketing: An Hour a Day in collaboration with Jake McKee, Social Media Marketing: The Next Generation of Business Engagement takes marketers, product managers, small business owners, senior executives and organizational leaders on to the next step in social technology and its application in business. In particular, this book explains how to successfully implement a variety tools, how to ensure higher levels of customer engagement, and how to build on the lessons learned and information gleaned from first-generation social media marketing efforts and to carry this across your organization. This book: Details how to develop, implement, monitor and measure successful social media activities, and how to successfully act on feedback from the social web Discusses conversation-monitoring tools and platforms to accelerate the business innovation cycle along with the metrics required to prove the success of social technology adoption Connects the social dots more deeply across the entire organization, moving beyond marketing and into product development, customer service and customer-driven innovation, and the benefits of encouraging employee collaboration. Social media has become a central component of marketing: Collaborative, social technology is now moving across the organization, into business functions ranging from HR and legal to product management and the supply chain. Social Media Marketing: The Next Generation of Business Engagement is the perfect book for marketers, business unit managers and owners, HR professionals and anyone else looking to better understand how to use social technologies and platforms to build loyalty in customers, employees, partners and suppliers to drive long term growth and profits.

Internet Communication Technology (ICT) for Reconciliation No Starch Press

Convenience is King When you make it easier for customers to do business with you, they will reward you with their money, their loyalty, and their referrals. There's a reason they call it a convenience store – because it's convenient! When you have to pick up a gallon of milk, would you rather stop by a large supermarket or a 7-Eleven? Customers who shop at convenience stores know the selection is smaller and the prices are often higher...yet they still come in droves because of the ease of purchase. What about the minibar in your hotel room? That's convenient too...but the convenience comes at a cost. Did you ever stop to think that the same \$5.00 can of Coca-Cola in the hotel's mini-fridge can be bought down the hall from the vending machine for just \$1.25? Yet even with that can of Coke being four times more expensive, hotels are restocking minibars every day. Customers will pay for convenience. And they'll choose to do more business over time with the people and companies that make their lives more convenient! Whether you're trying to out-service a competitor or disrupt an entire industry, creating less friction and being more convenient for your customers should be your strategy. When you raise the convenience bar, you create the next level of amazing customer experience. This book shows you how to leverage convenience as a powerful way to differentiate yourself from your competition. You'll learn six compelling strategies, supported by numerous examples and case studies that will fuel your plan to create a focus on convenience for your customers. The value proposition is both simple and profound: when you reduce friction and make it easier for customers to do business with you, they'll reward you with their money, their loyalty, and their referrals. That's the advantage of being a part of The Convenience Revolution.

Real-World Bug Hunting Cambridge University Press

An in-depth look at the internals of the WordPress system. As the most popular blogging and content management platform available today, WordPress is a powerful tool. This exciting book goes beyond the basics and delves into the heart of the WordPress system, offering overviews of the functional aspects of WordPress as well as plug-in and theme development. What is covered in this book? WordPress as a Content Management System Hosting Options Installing WordPress Files Database Configuration Dashboard Widgets Customizing the Dashboard Creating and Managing Content Categorizing Your Content Working with Media Comments and Discussion Working with Users Managing, Adding, Upgrading, and Using the Theme Editor Working with Widgets Adding and Managing New Plugins Configuring WordPress Exploring the Code Configuring Key Files wp-config.php file Advanced wp-config Options What's in the Core? WordPress Codex and Resources Understanding and customizing the Loop Building A Custom Query Complex Database Operations Dealing With Errors Direct Database Manipulation Building Your Own Taxonomies Plugin Packaging Create a Dashboard Widget Creating a Plugin Example Publish to the Plugin Directory Installing a Theme Creating Your Own Theme How and When to Use Custom Page Templates How to Use Custom Page Templates Pushing Content from WordPress to Other Sites Usability and Usability Testing Getting Your Site Found How Web Standards Get Your Data Discovered Load Balancing Your WordPress Site Securing Your WordPress Site Using WordPress in the Enterprise Is WordPress Right for Your Enterprise? and much more!

Computer Networks John Wiley & Sons

An argument that operational urban planning can be improved by the application of the tools of urban economics to the design of regulations and infrastructure. Urban planning is a craft learned through practice. Planners make rapid decisions that have an immediate impact on the ground—the width of streets, the minimum size of land parcels, the heights of buildings. The language they use to describe their objectives is qualitative—“sustainable,” “livable,” “resilient”—often with no link to measurable outcomes. Urban economics, on the other hand is a quantitative science, based on theories, models, and empirical evidence largely developed in academic settings. In this book, the eminent urban planner Alain Bertaud argues

that applying the theories of urban economics to the practice of urban planning would greatly improve both the productivity of cities and the welfare of urban citizens. Bertaud explains that markets provide the indispensable mechanism for cities' development. He cites the experience of cities without markets for land or labor in pre-reform China and Russia; this “urban planners' dream” created inefficiencies and waste. Drawing on five decades of urban planning experience in forty cities around the world, Bertaud links cities' productivity to the size of their labor markets; argues that the design of infrastructure and markets can complement each other; examines the spatial distribution of land prices and densities; stresses the importance of mobility and affordability; and critiques the land use regulations in a number of cities that aim at redesigning existing cities instead of just trying to alleviate clear negative externalities. Bertaud concludes by describing the new role that joint teams of urban planners and economists could play to improve the way cities are managed.

Annual Threat Assessment Icom

If you work in a university, you are almost certain to have heard the term 'open access' in the past couple of years. You may also have heard either that it is the utopian answer to all the problems of research dissemination or perhaps that it marks the beginning of an apocalyptic new era of 'pay-to-say' publishing. In this book, Martin Paul Eve sets out the histories, contexts and controversies for open access, specifically in the humanities. Broaching practical elements alongside economic histories, open licensing, monographs and funder policies, this book is a must-read for both those new to ideas about open-access scholarly communications and those with an already keen interest in the latest developments for the humanities. This title is also available as Open Access via Cambridge Books Online.

Modern Web Testing with TestCafe Walter de Gruyter

A two-book set for web designers and front-end developers This two-book set combines the titles HTML & CSS: Designing and Building Web Sites and JavaScript & jQuery: Interactive Front-End Development. Together these two books form an ideal platform for anyone who wants to master HTML and CSS before stepping up to JavaScript and jQuery. HTML & CSS covers structure, text, links, images, tables, forms, useful options, adding style with CSS, fonts, colors, thinking in boxes, styling lists and tables, layouts, grids, and even SEO, Google analytics, ftp, and HTML5. JavaScript & jQuery offers an excellent combined introduction to these two technologies using a clear and simple visual approach using diagrams, infographics, and photographs. A handy two-book set that uniquely combines related technologies Highly visual format and accessible language makes these books highly effective learning tools Perfect for beginning web designers and front-end developers

Professional WordPress Pearson Education India

For the average clinician, individuals with borderline personality disorder (BPD) often represent the most challenging, seemingly insoluble cases. This volume is the authoritative presentation of dialectical behavior therapy (DBT), Marsha M. Linehan's comprehensive, integrated approach to treating individuals with BPD. DBT was the first psychotherapy shown in controlled trials to be effective with BPD. It has since been adapted and tested for a wide range of other difficult-to-treat disorders involving emotion dysregulation. While focusing on BPD, this book is essential reading for clinicians delivering DBT to any clients with complex, multiple problems. Companion volumes: The latest developments in DBT skills training, together with essential materials for teaching the full range of mindfulness, interpersonal effectiveness, emotion regulation, and distress tolerance skills, are presented in Linehan's DBT Skills Training Manual, Second Edition, and DBT Skills Training Handouts and Worksheets, Second Edition. Also available: Linehan's instructive skills training videos for clients—Crisis Survival Skills: Part One, Crisis Survival Skills: Part Two, From Suffering to Freedom, This One Moment, and Opposite Action.

Sams Teach Yourself HTML and CSS in 24 Hours Apress

Construction Construction works Construction engineering works Data organization Information Management Project management Databases Information exchange Information retrieval

Targeted Cyber Attacks John Wiley & Sons

"Jumla" is the Swahili word for "all together" and was the inspiration for the name Joomla!. The Joomla! project is one of the biggest content management systems worldwide, backed by a global community. Joomla! 2.5 is the successor of Joomla! 1.5. It is a long term release and represents the state of the art for the Joomla! project from January 2012 to July 2013. It lets you create unique websites in your own language. Even if you are not a specialist: -) Chapters: - About the Book - Introduction - Showcase - Installation - Structures and Terms - What's new in Joomla! 2.5? - Managing Content - How to Create an 'About Us' Page - A Typical Article - Media Manager - Contact Form - Statuses, Trash and Check-Ins - Structure Your Content with Categories - Website and Content Configuration - Templates - Navigation - Users and Permissions - Extension Management - Core Extensions - Modules - Plug-Ins - Working with Templates - The Beez Template - Why SEO is important for you - Multi-Language Websites - A Joomla! 2.5 Website from Scratch - Upgrade from older versions - Earning respect and money with Joomla - Resources

Specification for Information Management for the Capital/delivery Phase of Construction

Projects Using Building Information Modelling Springer Nature

Learn from the newest, updated edition of the highly acclaimed introduction to HTML, Sams Teach Yourself HTML and CSS In 24 Hours. The seventh edition includes updates to introduce Cascading Style Sheets (CSS) in concert with HTML to produce quality web pages. You'll be able to study revisions that refine examples, as well as provide an enhanced integration with your web pages. You'll also gain a comprehensive understanding with new examples that match the current state of HTML. This carefully organized, well-written tutorial teaches beginning web page development skills, covering only those HTML and CSS tags that are likely to be used on creating a beginning web page. The 24 separate, one hour-long tutorials follow the process by which you should be creating your web page, building knowledge not only of how to create a web page, but building a general knowledge of how to use HTML and CSS in other projects as well. Chapters include: Understanding HTML and XHTML Creating Your Own Web Page Graphics Using Tables to Organize and Lay Out Your Pages Using Style Sheets for Page Layout Dynamic Web Pages

3 Months to No.1 Packt Publishing Ltd

The Latest Advances in Universal Design Thoroughly updated and packed with examples of global standards and design solutions, Universal Design Handbook, Second Edition, covers the full scope of universal design, discussing how to develop media, products, buildings, and infrastructure for the widest range of human needs, preferences, and functioning. This pioneering work brings together a rich variety of expertise from around the world to discuss the extraordinary growth and changes in the universal design movement. The book provides an overview of universal design premises and perspectives, and performance-based design criteria and guidelines. Public and private spaces, products, and technologies are covered, and current and emerging research and teaching are explored. This unique resource includes analyses of historical and contemporary universal design issues from seven different countries, as well as a look at future trends. Students, advocates, policy makers, and design practitioners will get a theoretical grounding in and practical reference on the physical and social roles of

design from this definitive volume. UNIVERSAL DESIGN HANDBOOK, SECOND EDITION, COVERS: United Nations Convention on the Rights of Persons with Disabilities U.S. accessibility codes and standards, including the Americans with Disabilities Act (ADA) Life safety standards and guidelines Universal design implementations in Norway, Japan, France, Germany, Brazil, Italy and the Old City of Jerusalem Planning ADA implementation in public educational institutions Urban scale and mass transportation universal design Designing inclusive experiences, including outdoor play settings Office and workspace design Universal design in home building and remodeling Products and technologies, including autos, web access, media, and digital content Universal design research initiatives, education, and performance assessments

Social Media Marketing MIT Press

With PHP for the World Wide Web, Fourth Edition: Visual QuickStart Guide, readers can start from the beginning to get a tour of the programming language, or look up specific tasks to learn just what they need to know. This task-based visual reference guide uses step-by-step instructions and plenty of screenshots to teach beginning and intermediate users this popular open-source scripting language.

Leading technology author Larry Ullman guides readers through the latest developments including use and awareness of HTML5 with PHP. Other addressed changes include removal of outdated functions and more efficient ways to tackle common needs. Both beginning users, who want a thorough introduction to the technology, and more intermediate users, who are looking for a convenient reference, will find what they need here--in straightforward language and through readily accessible examples.

ICOM Code of Ethics for Museums Createspace Independent Publishing Platform

Fully-updated for Python 3, the second edition of this worldwide bestseller (over 100,000 copies sold) explores the stealthier side of programming and brings you all new strategies for your hacking projects. When it comes to creating powerful and effective hacking tools, Python is the language of choice for most security analysts. In Black Hat Python, 2nd Edition, you'll explore the darker side of Python's capabilities—writing network sniffers, stealing email credentials, brute forcing directories, crafting mutation fuzzers, infecting virtual machines, creating stealthy trojans, and more. The second edition of this bestselling hacking book contains code updated for the latest version of Python 3, as well as new techniques that reflect current industry best practices. You'll also find expanded explanations of Python libraries such as ctypes, struct, lxml, and BeautifulSoup, and dig deeper into strategies, from splitting bytes to leveraging computer-vision libraries, that you can apply to future hacking projects. You'll learn how to:

- Create a trojan command-and-control using GitHub
- Detect sandboxing and automate common malware tasks, like keylogging and screenshotting
- Escalate Windows privileges with creative process control
- Use offensive memory forensics tricks to retrieve password hashes and inject shellcode into a virtual machine
- Extend the popular Burp Suite web-hacking tool
- Abuse Windows COM automation to perform a man-in-the-browser attack
- Exfiltrate data from a network most sneakily

When it comes to offensive security, your ability to create powerful tools on the fly is indispensable. Learn how with the second edition of Black Hat Python. New to this edition: All Python code has been updated to cover Python 3 and includes updated libraries used in current Python applications. Additionally, there are more in-depth explanations of the code and the programming techniques have been updated to current, common tactics. Examples of new material that you'll learn include how to sniff network traffic, evade anti-virus software, brute-force web applications, and set up a command-and-control (C2) system using GitHub.

Towards a European Contract Law Sound Wisdom

The book explores Applied Phronesis in internet communication technology and Netnography application, introducing it on Facebook and YouTube usages. It defines two pillars for the research dynamics, "Episteme" and "Techne." – the know-how, how-to, and the power dynamics. The "Episteme" explores the dynamics of reconciliation in the middle of conflict, Internet communication technologies for transformation, Moderation in Islam, online Deliberative Democracy. The second pillar, "Techne," is explored through Internet communication technology for the advancement of reconciliation in the middle of a conflict. The book describes the Phronetic Approach in internet research in academic discourse adopting Phronesis "an Aristotelian concept and method defined by Bent Flyvbjerg," and exploring Netnography for Kozinets, in Mixed-Method research design and applying methodological triangulation in research and testing the hypothesis using qualitative content analysis for Krippendorff, developing a methodological discourse for interdisciplinary research using internet communication technologies as part of understanding big-data, introducing Applied Digital Humanities.

Cognitive-Behavioral Treatment of Borderline Personality Disorder No Starch Press

Includes biographical sketches of Sonne Teal, Mario Montez, Lynne Carter, Minette, Leslie Marlowe, Chris Moore, Julian Eltinge, Adrian, D.D. Griffo, G.G. Allen, Robin Rogers, Storme de Larverie, Angie Saxon, Barbette, Chevalier D'Eon, Ray Bourbon, Karyl Norman, Bert Savoy, and Francus Renault.

Female Impersonation John Wiley & Sons

Develop and implement a fully functional, systematic CRM plan for your organization Using CiviCRM.

Open Access and the Humanities Wiley

Learn how people break websites and how you can, too. Real-World Bug Hunting is the premier field guide to finding software bugs. Whether you're a cyber-security beginner who wants to make the internet safer or a seasoned developer who wants to write secure code, ethical hacker Peter Yaworski will show you how it's done. You'll learn about the most common types of bugs like cross-site scripting, insecure direct object references, and server-side request forgery. Using real-life case studies of rewarded vulnerabilities from applications like Twitter, Facebook, Google, and Uber, you'll see how hackers manage to invoke race conditions while transferring money, use URL parameter to cause users to like unintended tweets, and more. Each chapter introduces a vulnerability type accompanied by a series of actual reported bug bounties. The book's collection of tales from the field will teach you how attackers trick users into giving away their sensitive information and how sites may reveal their vulnerabilities to savvy users. You'll even learn how you could turn your challenging new hobby into a successful career. You'll learn: How the internet works and basic web hacking concepts How attackers compromise websites How to identify functionality commonly associated with vulnerabilities How to find bug bounty programs and submit effective vulnerability reports Real-World Bug Hunting is a fascinating soup-to-nuts primer on web security vulnerabilities, filled with stories from the trenches and practical wisdom. With your new understanding of site security and weaknesses, you can help make the web a safer place--and profit while you're at it.

Web Design with HTML, CSS, JavaScript and jQuery Set Syngress

Details descriptions of the principles associated with each layer and presents many examples drawn the Internet and wireless networks.

Plain English for Lawyers Microsoft Press

Three of CouchDB's creators show you how to use this document-oriented database as a standalone application framework or with high-volume, distributed applications. With its simple model for storing, processing, and accessing data, CouchDB is ideal for web applications that handle huge amounts of loosely structured data. That alone would stretch the limits of a relational database, yet CouchDB offers an open source solution that's reliable, scales easily, and responds quickly. CouchDB works with self-contained data that has loose or ad-hoc connections. It's a model that fits many real-world items, such as contacts, invoices, and receipts, but you'll discover that this database can easily handle data of any kind. With this book, you'll learn how to work with CouchDB through its RESTful web interface, and become familiar with key features such as simple document CRUD (create, read, update, delete), advanced MapReduce, deployment tuning, and more. Understand the basics of document-oriented storage and manipulation Interact with CouchDB entirely through HTTP using its RESTful interface Model data as self-contained JSON documents Handle evolving data schemas naturally Query and aggregate data in CouchDB using MapReduce views Replicate data between nodes Tune CouchDB for increased performance and reliability

Computer Networks Cosimo Reports

"The American people should know as much as possible about the threats facing our nation and what their intelligence agencies are doing to protect them." -Avril Haines, Director of National Intelligence (2021) Annual Threat Assessment of the US Intelligence Community (2021) is an annual report of worldwide threats to the national security of the United States compiled by the US Intelligence Community. It warns of the many perils facing the US, including China's increasing power, the geopolitical risks of Russia, Iran and North Korea, the long-term economic fallout of COVID-19, and global as well as domestic terrorism. This brief report with its short-term threat assessment is a good companion guide to Global Trends 2040-A More Contested World a 2021 report by the National Intelligence Council, which describes specifically long-term global challenges (also available from Cosimo Reports). Students of national security, policymakers, journalists, and anyone interested in US security will find this report essential reading.