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Marketing That Works

Not content to accept the news as reported, grassroots journalists are publishing in real time to a worldwide audience via the Internet. The impact of their work is just beginning to be felt by professional journalists and the newsmakers they cover.

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Dan Gillmor tells the story of this phenomenon.

The Useful Book of Gadgets, Gizmos & Apps

The Smartphone Paradox is a critical examination of our everyday mobile technologies and the effects that they have on our thoughts and behaviors. Alan J. Reid presents a comprehensive view of smartphones: the research behind the uses and gratifications of smartphones, the obstacles they present, the opportunities they afford, and how everyone can achieve a healthy, technological balance. It includes interviews with smartphone users from a variety of backgrounds, and translates scholarly research into a conversational tone, making it easy to understand a synthesis of key findings and conclusions from a heavily-researched domain. All in all, through the lens of smartphone dependency, the book makes the argument for digital mindfulness in a device age that threatens our privacy, sociability, attention, and cognitive abilities.

The Huffington Post Complete Guide to Blogging

The "rags to riches" story of Karol Jakubowicz's involvement in the work of the Council of Europe took him from the role of an awestruck newcomer from Poland in 1990 to that of the Chairman of the Steering Committee on the Media and New

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Communication Services (2005-06). Along the way, he was elected, delegated by the Steering Committee, and invited by the Council of Europe Secretariat to serve in a number of other capacities. In all of them, he contributed a wide variety of papers, reports and studies to assist the steering committee and other bodies in collecting information and formulating ideas in the general field of freedom of expression, creation of free and democratic media systems (including the issue of public service media), regulation of transfrontier television, the adjustment of Council of Europe human rights standards to the conditions of the information society, and the development of broadcasting legislation in Council of Europe member states. The present collection of these papers and reports is published in the conviction that they retain their value and relevance. It provides the additional benefit of offering a glimpse of the work preceding the formulation of Committee of Ministers recommendations and declarations, as well as resolutions of the Council of Europe Parliamentary Assembly.

D Is for Destiny

The whirlwind of social media, online dating, and mobile apps can make life a dream—or a nightmare. For every trustworthy website, there are countless jerks, bullies, and scam artists who want to harvest your personal information for their own purposes. But you can fight back, right now. In *The Smart Girl's Guide to Privacy*, award-winning author and investigative journalist Violet Blue shows you

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how women are targeted online and how to keep yourself safe. Blue's practical, user-friendly advice will teach you how to: -Delete personal content from websites -Use website and browser privacy controls effectively -Recover from and prevent identity theft -Figure out where the law protects you—and where it doesn't -Set up safe online profiles -Remove yourself from people-finder websites Even if your privacy has already been compromised, don't panic. It's not too late to take control. Let The Smart Girl's Guide to Privacy help you cut through the confusion and start protecting your online life.

Marketing Above the Noise

Travel through the solar system and beyond with this rhyming bedtime alphabet based on Bungie's Destiny. From the world of Destiny, this rhyming alphabet book created by the artists and writers at Bungie takes young readers on a voyage through a universe of adventure. From Four-Armed Fallen to the Mysteries of Mercury and the Moon, D is for Destiny makes exploring the far reaches of the solar system as easy as A, B, C. © 2016 Bungie, Inc. Destiny, the Destiny logo, Bungie and the Bungie Logo are registered trademarks of Bungie, Inc. All rights reserved. Game published and distributed by Activision.

Dream Daddy

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To Redeem the Soul of America looks beyond the towering figure of Martin Luther King, Jr., to disclose the full workings of the organization that supported him. As Adam Fairclough reveals the dynamics within the Southern Christian Leadership Conference he shows how Julian Bond, Jesse Jackson, Wyatt Walker, Andrew Young, and others also played a hand in the triumphs of Selma and Birmingham and the frustrations of Albany and Chicago. Joining a charismatic leader with an inspired group of activists, the SCLC built a bridge from the black proletariat to the white liberal elite and then, finally, to the halls of Congress and the White House.

Pitch Perfect

Strategic Social Media is the first textbook to go beyond the marketing plans and how-to guides, and provide an overview of the theories, action plans, and case studies necessary for teaching students and readers about utilizing social media to meet marketing goals. Explores the best marketing practices for reaching business goals, while also providing strategies that students/readers can apply to any past, present or future social media platform Provides comprehensive treatment of social media in five distinct sections: landscape, messages, marketing and business models, social change, and the future Emphasizes social responsibility and ethics, and how this relates to capitalizing on market share Highlights marketing strategies grounded in research that explains how practitioners can influence audience behaviour Each chapter introduces theory, practice, action

plans, and case studies to teach students the power and positive possibilities that social media hold

Tap, Move, Shake

Strategic Social Media

A revealing guide to a career as a video game designer written by acclaimed journalist Daniel Noah Halpern and based on the real-life experiences of legendary designer Tom Cadwell of Riot Games—required reading for anyone considering a path to this profession. *Becoming a Video Game Designer* takes you behind the scenes to find out what it's really like, and what it really takes, to become a video game designer. Gaming is a \$138 billion-dollar entertainment industry, and designers are the beating heart. Long-form journalist Daniel Noah Halpern shadows top video game designer Tom Cadwell to show how this dream job becomes a reality. Cadwell is head of design at Riot Games, the company behind award-winning blockbuster games like *League of Legends*, which has an active user base of 111 million players. Creating a massive multiplayer online game takes years of visionary R&D—it is a blend of art and science. It is also big business. Learn the ins and the outs of the job from Cadwell as well as other designers, including Brendon

Chung, acclaimed founder of Blendo Games. Successful designers must be creative decision makers and also engineers and collaborators. Gain professional wisdom by following Tom's path to prominence, from his start as a passionate gamer to becoming one of the most revered designers in the business.

Overcoming Barriers to Deployment of Plug-in Electric Vehicles

What happens when the bottlenecks that stand between supply and demand in our culture go away and everything becomes available to everyone? "The Long Tail" is a powerful new force in our economy: the rise of the niche. As the cost of reaching consumers drops dramatically, our markets are shifting from a one-size-fits-all model of mass appeal to one of unlimited variety for unique tastes. From supermarket shelves to advertising agencies, the ability to offer vast choice is changing everything, and causing us to rethink where our markets lie and how to get to them. Unlimited selection is revealing truths about what consumers want and how they want to get it, from DVDs at Netflix to songs on iTunes to advertising on Google. However, this is not just a virtue of online marketplaces; it is an example of an entirely new economic model for business, one that is just beginning to show its power. After a century of obsessing over the few products at the head of the demand curve, the new economics of distribution allow us to turn our focus to the many more products in the tail, which collectively can create a new market as big as the one we already know. The Long Tail is really about the economics of

abundance. New efficiencies in distribution, manufacturing, and marketing are essentially resetting the definition of what's commercially viable across the board. If the 20th century was about hits, the 21st will be equally about niches.

The Long Tail

The Must-Have Promotion Guide for Every App and Hardware Developer!
Developing your product took lots of hard work over months, nights, and weekends filled with blood, sweat, and tears. Don't abandon it now. Shower your app with the quality promotion it deserves! Erica Sadun and Steve Sande help you earn strong app reviews that can transform sales from lackluster to blockbuster. As leading tech bloggers, they know exactly what reviewers are looking for. Now, they deliver simple step-by-step advice to position your product, build key relationships, and sell your story. Packed with real case studies from their overflowing inboxes, they reveal where developers can go wrong and when they've gotten it right. Great tech promotion doesn't need to cost a lot. You can do it yourself, even if you've never marketed anything before. It just takes a little time, thought, and the skills you learn in this book.

- Peek behind the curtain to learn how web review sites really work
- Get your product into shape and ready for your marketing push
- Craft great pitches that sell your excitement and explain your product's key features and appeal
- Lead reviewers "by the hand" with simple, succinct language
- Avoid common mistakes that kill your chances for a review
- Create the essential PR

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support material your product needs • Respond productively to both good and negative coverage • Keep bloggers in the loop about what you'll be doing next Includes exclusive worksheets and checklists for: • Profiling potential customers • Evaluating competitors • Estimating market size • Writing and checking your pitch • Tracking and targeting bloggers

Influencing Health

Top of the Morning

Never have so many possessed the means to be so lethal. The diffusion of modern technology (robotics, cyber weapons, 3-D printing, autonomous systems, and artificial intelligence) to ordinary people has given them access to weapons of mass violence previously monopolized by the state. In recent years, states have attempted to stem the flow of such weapons to individuals and non-state groups, but their efforts are failing. As Audrey Kurth Cronin explains in *Power to the People*, what we are seeing now is an exacerbation of an age-old trend. Over the centuries, the most surprising developments in warfare have occurred because of advances in technologies combined with changes in who can use them. Indeed, accessible innovations in destructive force have long driven new patterns of political violence.

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When Nobel invented dynamite and Kalashnikov designed the AK-47, each inadvertently spurred terrorist and insurgent movements that killed millions and upended the international system. That history illuminates our own situation, in which emerging technologies are altering society and redistributing power. The twenty-first century "sharing economy" has already disrupted every institution, including the armed forces. New "open" technologies are transforming access to the means of violence. Just as importantly, higher-order functions that previously had been exclusively under state military control - mass mobilization, force projection, and systems integration - are being harnessed by non-state actors. Cronin closes by focusing on how to respond so that we both preserve the benefits of emerging technologies yet reduce the risks. Power, in the form of lethal technology, is flowing to the people, but the same technologies that empower can imperil global security - unless we act strategically.

The Wife

". . . romantic and pure comics that set our hearts on fire." -- GEEK.COM As seen on The Daily Dot, Engadget, Pride, i09 and more, the Dream Daddy comics are now collected in a trade paperback! Oni Press presents Dream Daddy, a comics series based on the acclaimed Game Grumps visual novel video game! Dream Daddy: A Dad Dating Simulator invites the player to Maple Bay, where they play as a single Dad new to town and eager to romance other hot Dads. The comic series tells five

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standalone stories, each focused on different Maple Bay Dads, their kids, and their relationships with one another. Dive into entirely new stories featuring the backstories and adventures of your favorite Dads, told by game co-creators Leighton Gray and Vernon Shaw, along with the comic industry's top indie talent like C. Spike Trotman, Josh Trujillo, and Kris Anka!

Virtual Unreality

"This year's Gone Girl."—Harlan Coben A Boston Globe Best Book of 2018 | A Sun-Sentinel Best Mystery Book of 2018 | A Crime Reads Best Novel of 2018 His Scandal Her Secret From New York Times bestselling author Alafair Burke, a stunning domestic thriller in the vein of Behind Closed Doors and The Woman in Cabin 10—in which a woman must make the impossible choice between defending her husband and saving herself. When Angela met Jason Powell while catering a dinner party in East Hampton, she assumed their romance would be a short-lived fling, like so many relationships between locals and summer visitors. To her surprise, Jason, a brilliant economics professor at NYU, had other plans, and they married the following summer. For Angela, the marriage turned out to be a chance to reboot her life. She and her son were finally able to move out of her mother's home to Manhattan, where no one knew about her tragic past. Six years later, thanks to a bestselling book and a growing media career, Jason has become a cultural lightning rod, placing Angela near the spotlight she worked so carefully to

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avoid. When a college intern makes an accusation against Jason, and another woman, Kerry Lynch, comes forward with an even more troubling allegation, their perfect life begins to unravel. Jason insists he is innocent, and Angela believes him. But when Kerry disappears, Angela is forced to take a closer look—at both the man she married and the women she chose not to believe. This much-anticipated follow-up to Burke's Edgar-nominated *The Ex* asks how far a wife will go to protect the man she loves: Will she stand by his side, even if he drags her down with him?

The Rough Guide to the iPad (3rd edition)

In *Typeset in the Future*, blogger and designer Dave Addey invites sci-fi movie fans on a journey through seven genre-defining classics, discovering how they create compelling visions of the future through typography and design. The book delves deep into *2001: A Space Odyssey*, *Star Trek: The Motion Picture*, *Alien*, *Blade Runner*, *Total Recall*, *WALL·E*, and *Moon*, studying the design tricks and inspirations that make each film transcend mere celluloid and become a believable reality. These studies are illustrated by film stills, concept art, type specimens, and ephemera, plus original interviews with Mike Okuda (*Star Trek*), Paul Verhoeven (*Total Recall*), and Ralph Eggleston and Craig Foster (*Pixar*). *Typeset in the Future* is an obsessively geeky study of how classic sci-fi movies draw us in to their imagined worlds—and how they have come to represent “THE FUTURE” in popular culture.

Brilliant Food Tips and Cooking Tricks

The U.S., and countries around the globe, are facing an ever-evolving series of health issues, including obesity, food deserts, child hunger, poor maternal health outcomes, and the resurgence of communicable diseases. Traditionally, health communicators and marketers have talked about these issues in a vacuum, in which related information is only visible when people are specifically seeking it out. If we are to give global health the attention it deserves, we need to weave it into our everyday conversations and experiences. Ultimately, we need to normalize the conversation around health. The emergence of everyday online opinion leaders has created a whole new market for shifting consumer perceptions and behaviors. In fact, many of these everyday online opinion leaders, called influencers, have built such large-scale social media presences that they now have the voice, the platform, and the following to reach millions of people with personal points of view on any number of topics. There are great opportunities for engaging with online influencers to support health promotion programs. However, navigating this online community is new to many people. Understanding how this online community works, the opportunities for paid and unpaid engagements, and the value that health programs specifically have with this community, is paramount to successfully working with influencers. This book draws from research with over 400 online influencers, the latest industry data, and practical, real-world experiences working with influencers over the past ten years. An easy-to-read guidebook for

marketers and health communicators alike, this book leverages storytelling as a means for sharing lessons-learned and providing readers with practical knowledge about the online marketing industry and influencer community, as they relate to health.

Ten Strategies of a World-Class Cybersecurity Operations Center

Come meet your new best friend in the kitchen. Introducing the big book of home-cooking secrets, fabulous food tips, simple solutions, and recipes to rave about! Whether you cook a little or a lot, plain or fancy, healthy or hearty, for your family or just for fun, this is the one book that does it all--faster and easier than you ever dreamed! Find out how to choose the juiciest oranges, perk up limp asparagus, chop an onion with no tears, grill a steak to juicy perfection, rescue any oversalted dish, and crack an egg with one hand. Or, if you're simply tired of the same old meals night after night, discover hundreds of easy recipes that put great-tasting food on your table fast. With this book, you can cook anything with skill, confidence, and pleasure--from a moist, juicy Thanksgiving turkey to a healthy chocolate-banana cream pie to your family's favorite chili with a delicious new twist. Brilliant Food Tips and Cooking Tricks is the book to keep by your side whenever you cook. It's your silent partner, your creative inspiration, and your

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cooking emergency hotline all rolled into one! This indispensable kitchen companion contains all the practical, down-to-earth cooking wisdom that you will ever need. Learn quick new tricks and clever trade secrets. Discover dozens of recipe rescues. Put a new spin on tried-and-true dishes. Most of all, learn how to cook faster, cook smarter, and have more fun in the kitchen. You'll find the following special features and many more in this extraordinary book: * Over 5,000 brilliant tips on buying, storing, and preparing food; boosting flavor; cooking healthfully; saving time; rescuing failed recipes; and much more * More than 900 simple, great-tasting recipes for home cooks * Over 200 helpful boxes such as "How Baking Works" and "Four Ways to Flavor Pork Tenderloin" * 170 step-by-step illustrations that teach you timesaving techniques * More than 150 fascinating food facts and household hints * Over 25 useful charts and tables with emergency substitutions, metric conversions, a guide to pan sizes, and much more * The combined experience of five top cooking experts * Easy-to-use, find-it-fast format

The Players Ball

Ten Strategies of a World-Class Cyber Security Operations Center conveys MITRE's accumulated expertise on enterprise-grade computer network defense. It covers ten key qualities of leading Cyber Security Operations Centers (CSOCs), ranging from their structure and organization, to processes that best enable smooth operations, to approaches that extract maximum value from key CSOC technology

investments. This book offers perspective and context for key decision points in structuring a CSOC, such as what capabilities to offer, how to architect large-scale data collection and analysis, and how to prepare the CSOC team for agile, threat-based response. If you manage, work in, or are standing up a CSOC, this book is for you. It is also available on MITRE's website, www.mitre.org.

Suggestions for Presents

Marketing That Works introduces breakthrough marketing tools, tactics, and strategies for differentiating yourself around key competencies, insulating against competitive pressures, and driving higher, more sustainable profits. From pricing to PR, advertising to viral marketing, this book's techniques are relentlessly entrepreneurial: designed to deliver results fast, with limited financial resources and staff support. They draw on the authors' decades of research and consulting, their cutting-edge work in Wharton's legendary Entrepreneurial Marketing classes, and their exclusive new survey of the Inc. 500's fastest-growing companies. Whether you're launching a startup or working inside a huge global enterprise, this will help you optimize every marketing investment you make. You'll learn how to target the right customer, deliver the right added value, and make sure your customers will pay a premium for it—now, and for years to come. Build the foundation for extraordinary profit Discover faster, smarter techniques for positioning, targeting, and segmentation Drive entrepreneurial attitude throughout

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all your marketing functions Master entrepreneurial pricing, advertising, sales management, promotion—and even hiring Maximize the value of all your stakeholder relationships Profit by marketing to investors, intermediaries, employees, partners, and users Generate, screen, and develop better product ideas Engage combat on the right battlefields Launch new products to maximize their lifetime profitability Stage the winning rollout: from fixing bugs to gaining reference accounts Every dime you spend on marketing needs to work harder, smarter, faster. Every dime must differentiate your company based on your most valuable competencies. Every dime must protect you against competitors and commoditization. Every dime must drive higher profits this quarter, and help sustain profitability far into the future. Are your marketing investments doing all that? If not, get *Marketing That Works*—and read it today. Includes online access to state-of-the-art marketing allocation software!

Information Systems

Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller *Made to Stick*. Psychologists have discovered that our minds are ruled by two different systems - the rational mind and the emotional mind—that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreos

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cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort - but if it is overcome, change can come quickly. In *Switch*, the Heaths show how everyday people - employees and managers, parents and nurses - have united both minds and, as a result, achieved dramatic results:

- The lowly medical interns who managed to defeat an entrenched, decades-old medical practice that was endangering patients
- The home-organizing guru who developed a simple technique for overcoming the dread of housekeeping
- The manager who transformed a lackadaisical customer-support team into service zealots by removing a standard tool of customer service

In a compelling, story-driven narrative, the Heaths bring together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. *Switch* shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.

Power to the People

The editors of The Huffington Post -- the most linked-to blog on the web -- offer an A-Z guide to all things blog, with information for everyone from the tech-challenged newbie looking to get a handle on this new way of communicating to the experienced blogger looking to break through the clutter of the Internet. With

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an introduction by Arianna Huffington, the site's cofounder and editor in chief, this book is everything you want to know about blogging, but didn't know who to ask. As entertaining as it is informative, *The Huffington Post Complete Guide to Blogging* will show you what to do to get your blog started. You'll find tools to help you build your blog, strategies to create your community, tips on finding your voice, and entertaining anecdotes from HuffPost bloggers that will make you wonder what took you so long to blog in the first place. The Guide also includes choice selections from HuffPost's wide-ranging mix of top-notch bloggers. Among those who have blogged on HuffPost are Barack Obama, Hillary Clinton, Larry David, Jane Smiley, Bill Maher, Nora Ephron, Jon Robin Baitz, Steve Martin, Lawrence O'Donnell, Ari Emanuel, Mia Farrow, Al Franken, Gary Hart, Barbara Ehrenreich, Edward Kennedy, Harry Shearer, Nancy Pelosi, Adam McKay, John Ridley, and Alec Baldwin.

The Four

Former Wall Street Journal technology reporter Yukari Iwatani Kane delves deep inside Apple in the two years since Steve Jobs's death, revealing the tensions and challenges CEO Tim Cook and his team face as they try to sustain Jobs's vision and keep the company moving forward. Steve Jobs's death raised one of the most pressing questions in the tech and business worlds: Could Apple stay great without its iconic leader? Many inside the company were eager to prove that Apple could

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be just as innovative as it had been under Jobs. Others were painfully aware of the immense challenge ahead. As its business has become more complex and global, Apple has come under intense scrutiny, much of it critical. Maintaining market leadership has become crucial as it tries to conquer new frontiers and satisfy the public's insatiable appetite for "insanely great" products. Based on over two hundred interviews with current and former executives, business partners, Apple watchers and others, *Haunted Empire* is an illuminating portrait of Apple today that offers clues to its future. With nuanced insights and colorful details that only a seasoned journalist could glean, Kane goes beyond the myths and headlines. She explores Tim Cook's leadership and its impact on Jobs's loyal lieutenants, new product development, and Apple's relationships with Wall Street, the government, tech rivals, suppliers, the media, and consumers. Hard-hitting yet fair, *Haunted Empire* reveals the perils and opportunities an iconic company faces when it loses its visionary leader.

Media Revolution in Europe

With an exclusive behind-the-scenes conversation between Billy Jensen and retired detective Paul Holes on the Golden State Killer, their favorite cold cases, and more Have you ever wanted to solve a murder? Gather the clues the police overlooked? Put together the pieces? Identify the suspect? Journalist Billy Jensen spent fifteen years investigating unsolved murders, fighting for the families of

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victims. Every story he wrote had one thing in common—they didn't have an ending. The killer was still out there. But after the sudden death of a friend, crime writer and author of *I'll Be Gone in the Dark*, Michelle McNamara, Billy became fed up. Following a dark night, he came up with a plan. A plan to investigate past the point when the cops had given up. A plan to solve the murders himself. You'll ride shotgun as Billy identifies the Halloween Mask Murderer, finds a missing girl in the California Redwoods, and investigates the only other murder in New York City on 9/11. You'll hear intimate details of the hunts for two of the most terrifying serial killers in history: his friend Michelle McNamara's pursuit of the Golden State Killer and his own quest to find the murderer of the Allentown Four. And Billy gives you the tools—and the rules—to help solve murders yourself. Gripping, complex, unforgettable, *Chase Darkness with Me* is an examination of the evil forces that walk among us, illustrating a novel way to catch those killers, and a true-crime narrative unlike any you've read before.

Chase Darkness with Me

Journalist Leander Kahney reveals how CEO Tim Cook has led Apple to astronomical success after the death of Steve Jobs in 2011. The death of Steve Jobs left a gaping void at one of the most innovative companies of all time. Jobs wasn't merely Apple's iconic founder and CEO; he was the living embodiment of a global megabrand. It was hard to imagine that anyone could fill his shoes--especially not

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Tim Cook, the intensely private executive who many thought of as Apple's "operations drone." But seven years later, as journalist Leander Kahney reveals in this definitive book, things at Apple couldn't be better. Its stock has nearly tripled, making it the world's first trillion dollar company. Under Cook's principled leadership, Apple is pushing hard into renewable energy, labor and environmentally-friendly supply chains, user privacy, and highly-recyclable products. From the massive growth of the iPhone to lesser-known victories like the Apple Watch, Cook is leading Apple to a new era of success. Drawing on access with several Apple insiders, Kahney tells the inspiring story of how one man attempted to replace someone irreplaceable, and--through strong, humane leadership, supply chain savvy, and a commitment to his values--succeeded more than anyone had thought possible.

Cats Vs. Dogs

Got a great game idea? This complete do-it-yourself guide shows you how to make your game idea a reality for the iPhone and iPad. By developing a real game hands-on through the course of this book, you'll get a thorough introduction to Xcode and Objective-C, while learning how to implement game logic, sophisticated graphics, game physics, sounds, and computer AI. Author Todd Moore taught himself how to create an iPhone game in a week, with no previous knowledge of Apple's development tools. Now he develops smartphone games and apps full time. With

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this book, any coder can turn game ideas into real products, ready for the App Store. Get started by writing a simple game in only 20 lines of code Build a complete air hockey game from scratch Learn best practices for tracking multiple screen touches Use animation loops and create collision functions Get the tools you need to build your own stunning game graphics Apply game physics to give your game a sense of realism Record and edit lifelike sound effects, and create your own background music Design a computer player with different levels of difficulty Featuring an introduction by Steve Wozniak Todd Moore founded TMSOFT to create unique smart phone applications and games. His most popular game title, Card Counter, was featured by Engadget, the Los Angeles Times, and CNET TV. Todd's most popular application, White Noise, was featured by iTunes, Health Magazine, The Washington Post, PC Magazine, and Late Night with Jimmy Fallon.

We the Media

“An engrossing microcosm of the internet’s Wild West years” (Kirkus Reviews), award-winning journalist David Kushner tells the incredible battle between the founder of Match.com and the con man who swindled him out of the website Sex.com, resulting in an all-out war for control for what still powers the internet today: love and sex. In 1994, visionary entrepreneur Gary Kremen used a \$2,500 loan to create the first online dating service, Match.com. Only five percent of Americans were using the internet at the time, and even fewer were looking online

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for love. He quickly bought the Sex.com domain too, betting the combination of love and sex would help propel the internet into the mainstream. Imagine Kremen's surprise when he learned that someone named Stephen Michael Cohen had stolen the rights to Sex.com and was already making millions that Kremen would never see. Thus follows the wild true story of Kremen's and Cohen's decade-long battle for control. In *The Players Ball*, author and journalist David Kushner provides a front seat to these must-read Wild West years online, when innovators and outlaws battled for power and money. This cat-and-mouse game between a genius and a con man changed the way people connect forever, and is key to understanding the rise and future of the online world. "Kushner delivers a fast-paced, raunchy tale of sex, drugs, and dial-up." —Publishers Weekly

Switch

Excerpt from *Suggestions for Presents: 1895-'96 Note* - Sometimes the articles mentioned range from and extreme of price shown to the other; sometimes they come at but one price, between these limits. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at www.forgottenbooks.com This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or

missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works.

Empires of Eve

Covering over 100 gadgets, whether you're looking to improve your golf game, fix your PC and fill it with free software, measure a room using your phone or even alter your state of mind without drink or drugs, *The Useful Book of Gadgets, Gizmos & Apps* has something for everyone.

Typeset in the Future

In the past few years, interest in plug-in electric vehicles (PEVs) has grown. Advances in battery and other technologies, new federal standards for carbon-dioxide emissions and fuel economy, state zero-emission-vehicle requirements, and the current administration's goal of putting millions of alternative-fuel vehicles on the road have all highlighted PEVs as a transportation alternative. Consumers are also beginning to recognize the advantages of PEVs over conventional vehicles, such as lower operating costs, smoother operation, and better acceleration; the ability to fuel up at home; and zero tailpipe emissions when the vehicle operates

solely on its battery. There are, however, barriers to PEV deployment, including the vehicle cost, the short all-electric driving range, the long battery charging time, uncertainties about battery life, the few choices of vehicle models, and the need for a charging infrastructure to support PEVs. What should industry do to improve the performance of PEVs and make them more attractive to consumers? At the request of Congress, *Overcoming Barriers to Deployment of Plug-in Electric Vehicles* identifies barriers to the introduction of electric vehicles and recommends ways to mitigate these barriers. This report examines the characteristics and capabilities of electric vehicle technologies, such as cost, performance, range, safety, and durability, and assesses how these factors might create barriers to widespread deployment. *Overcoming Barriers to Deployment of Plug-in Electric Vehicles* provides an overview of the current status of PEVs and makes recommendations to spur the industry and increase the attractiveness of this promising technology for consumers. Through consideration of consumer behaviors, tax incentives, business models, incentive programs, and infrastructure needs, this book studies the state of the industry and makes recommendations to further its development and acceptance.

To Redeem the Soul of America

Sharkey The Bounty Hunter

"In *Virtual Unreality*, mathematician, science reporter, and journalist watchdog Charles Seife takes us deep into the information jungle and cuts a path through the trickery, fakery, and cyber skullduggery that the Internet enables. Providing a much-needed toolkit to help separate fact from fiction, Seife addresses the problems that face us every time we turn on our computers and Google our most recent medical symptoms, read a politician's tweet, fact-check something on Wikipedia, or start an online relationship"--

The Smartphone Paradox

Discover the cutthroat world behind the polite smiles and perky demeanors of morning news in the book that inspired the Apple TV series starring Reese Witherspoon, Jennifer Aniston, and Steve Carrell. When America wakes up with personable and charming TV hosts, it's hard to imagine their show bookers having to guard a guest's hotel room all night to prevent rival shows from poaching. But that is just a glimpse of the intense reality revealed in this gripping look into the most competitive time slot in television. Featuring exclusive content about all the major players in American morning television, the book illuminates what it takes to win the AM -- when every single viewer counts, tons of jobs are on the line, and

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hundreds of millions of dollars are at stake. Author Brian Stelter is behind the scenes as Ann Curry replaces Meredith Vieira on the Today show, only to be fired a year later in a fiasco that made national headlines. He's backstage as Good Morning America launches an attack to dethrone Today and end the longest consecutive winning streak in morning television history. And he's there as Roberts is diagnosed with a crippling disease -- on what should be the happiest day of her career. So grab a cup of coffee, sit back, and discover the dark side of the sun. PRAISE FOR TOP OF THE MORNING "Mr. Stelter pulls back the curtains and exposes a savage corporate world that might have been inhabited by the Sopranos." - Washington Times "A troubling look inside an enterprise as vicious and internecine as a soap opera." - Kirkus Reviews

Haunted Empire

This open access monograph argues established democratic norms for freedom of expression should be implemented on the internet. Moderating policies of tech companies as Facebook, Twitter and Google have resulted in posts being removed on an industrial scale. While this moderation is often encouraged by governments - on the pretext that terrorism, bullying, pornography, "hate speech" and "fake news" will slowly disappear from the internet - it enables tech companies to censure our society. It is the social media companies who define what is blacklisted in their community standards. And given the dominance of social media in our

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information society, we run the risk of outsourcing the definition of our principles for discussion in the public domain to private companies. Instead of leaving it to social media companies only to take action, the authors argue democratic institutions should take an active role in moderating criminal content on the internet. To make this possible, tech companies should be analyzed whether they are approaching a monopoly. Antitrust legislation should be applied to bring those monopolies within democratic governmental oversight. Despite being in different stages in their lives, Anne Mette is in the startup phase of her research career, while Frederik is one of the most prolific philosophers in Denmark, the authors found each other in their concern about Free Speech on the internet. The book was originally published in Danish as *Dit opslag er blevet fjernet - techgiganter & ytringsfrihed*. Praise for 'Your Post has been Removed' "From my perspective both as a politician and as private book collector, this is the most important non-fiction book of the 21st Century. It should be disseminated to all European citizens. The learnings of this book and the use we make of them today are crucial for every man, woman and child on earth. Now and in the future." Jens Rohde, member of the European Parliament for the Alliance of Liberals and Democrats for Europe "This timely book compellingly presents an impressive array of information and analysis about the urgent threats the tech giants pose to the robust freedom of speech and access to information that are essential for individual liberty and democratic self-government. It constructively explores potential strategies for restoring individual control over information flows to and about us. Policymakers

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worldwide should take heed!" Nadine Strossen, Professor, New York Law School. Author, HATE: Why We Should Resist It with Free Speech, Not Censorship This work was published by Saint Philip Street Press pursuant to a Creative Commons license permitting commercial use. All rights not granted by the work's license are retained by the author or authors.

Tim Cook

Presents facts and comparisons about the physical characteristics, senses, eating habits, and behavior of cats and dogs.

Becoming a Video Game Designer

Set in a brilliant new sci-fi universe, Sharkey is a blue-collar bounty hunter tracking criminals across the galaxy in his converted, rocket-powered ice-cream truck. Aided and abetted by his ten-year-old partner, he's out for the biggest bounty of his career. Collects SHARKEY THE BOUNTY HUNTER #1-6

Your Post Has Been Removed

Chief Jim Hopper reveals long-awaited secrets to Eleven about his old life as a

police detective in New York City, confronting his past before the events of the hit show *Stranger Things*. Christmas, Hawkins, 1984. All Chief Jim Hopper wants is to enjoy a quiet first Christmas with Eleven, but his adopted daughter has other plans. Over Hopper's protests, she pulls a cardboard box marked "New York" out of the basement—and the tough questions begin. Why did Hopper leave Hawkins all those years ago? What does "Vietnam" mean? And why has he never talked about New York? Although he'd rather face a horde of demogorgons than talk about his own past, Hopper knows that he can't deny the truth any longer. And so begins the story of the incident in New York—the last big case before everything changed. . . .

Summer, New York City, 1977. Hopper is starting over after returning home from Vietnam. A young daughter, a caring wife, and a new beat as an NYPD detective make it easy to slip back into life as a civilian. But after shadowy federal agents suddenly show up and seize the files about a series of brutal, unsolved murders, Hopper takes matters into his own hands, risking everything to discover the truth. Soon Hopper is undercover among New York's notorious street gangs. But just as he's about to crack the case, a blackout rolls across the boroughs, plunging Hopper into a darkness deeper than any he's faced before.

Stranger Things: Darkness on the Edge of Town

Marketing today is out of control. With all the new marketing techniques accessible to the masses, it's becoming harder and harder to stand out from the crowd. The

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result is more and more messages, hitting us more often in new and more intrusive ways. For customers, it's a lot of noise. Through her work with a wide range of organizations from small companies to professional service providers to Fortune 500 companies, Linda Popky has developed Dynamic Market Leverage(TM), an approach to help cut through the clutter, stand out, and effectively build business. Marketing Above the Noise takes a contrarian approach by not focusing on social media, digital marketing, or other new tactics, and instead helping organizations understand:

- * The critical upfront work needed to really understand customers, markets and unmet needs
- * The value of consistent, focused messaging
- * Why empowering employees to effectively represent the brand is so critical
- * How to thrive in an age of user-generated content and customer driven marketing
- * Why it's key not to confuse selling with installing

The book introduces the Dynamic Market Leverage Model, which measures marketing clout by looking at eight core marketing disciplines and five additional Leverage Factors that can help an organization focus on key aspects of their marketing function that will provide the most significant return on their marketing investment. Today's businesses need to stop trying to keep pace with the latest and greatest marketing tactics and instead focus on developing those long term strategies that build customer loyalty and convince prospects to buy. Yes, businesses need to be aware of and integrate new media and new approaches, but they need to do it in a way that makes sense for the business. They need to maintain a clear focus above the din of the roaring crowd--above the marketing fray. Most organizations don't have the luxury of

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being able to start from a clean slate to develop new marketing strategies. They have existing customers, existing channels and relationships, existing ways of doing business. With limited resources, they're not able to integrate every new tactic as it appears and they're not sure how to prioritize all of these options. What's needed is a timeless framework--a way of looking at marketing as tied to both business growth and the building and nurturing of ongoing customer engagement. It's time to move the focus from social media and evangelists, sales and marketing alignment, and the latest hot cloud-based marketing tools, to what really counts: convincing customers to trust you with their business--not just once, but time and time again.

The Smart Girl's Guide to Privacy

Whatever you want to do, The Rough Guide to the iPad 3rd edition has it covered: from FaceTime video-calling to iPhoto image editing to HD TV streaming. This book tells you everything you need to know about the 3rd generation iPad. The Rough Guide to the iPad covers everything from buying advice, and the low-down on the features you get straight out of the box, to advanced tips and reviews of the most useful apps. This new edition covers all the latest software developments, including syncing via iCloud, iBooks 2, multitouch gestures, iTunes Music Match and advanced photo editing. And of course, all you need to know about the glorious new retina display. If you are new to iPad or looking to upgrade to the

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latest model, this Rough Guide will show you how to make the most of the world's most iconic tablet. Now available in ePub format.

iPhone Secrets

In his highly provocative first book, Scott Galloway pulls back the curtain on exactly how Amazon, Apple, Facebook, and Google built their massive empires. While the media spins tales about superior products and designs, and the power of technological innovation, Galloway exposes the truth: none of these four are first movers technologically - they've either copied, stolen, or acquired their ideas. Readers will come away with fresh, game-changing insights about what it takes to win in today's economy. Print run 125,000.

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