The Content Code Six Essential Strategies To Ignite Your Content Your Marketing And Your Business

The high-level language of R is recognized as one of the most powerful and flexible statistical software environments, and is rapidly becoming the standard setting for quantitative analysis, statistics and graphics. R provides free access to unrivalled coverage and cutting-edge applications, enabling the user to apply numerous statistical methods ranging from simple regression to time series or multivariate analysis. Building on the success of the author's bestselling Statistics: An Introduction using R, The R Book is packed with worked examples, providing an all inclusive guide to R, ideal for novice and more accomplished users alike. The book assumes no background in statistics or computing and introduces the advantages of the R environment, detailing its applications in a wide range of disciplines. Provides the first comprehensive reference manual for the R language, including practical guidance and full coverage of the graphics facilities. Introduces all the statistical models covered by R, beginning with simple classical tests such as chi-square and t-test. Proceeds to examine more advance methods, from regression and analysis of variance, through to generalized linear models, generalized mixed models, time series, spatial statistics, multivariate statistics and much more. The R Book is aimed at undergraduates, postgraduates and professionals in science, engineering and medicine. It is also ideal for students and professionals in statistics, economics, geography and the social sciences.

Provides a framework to help you stay ahead of the curve by re-imagining marketing in a world where hyper-empowered

consumers drive the business results

In today's world, there is a permanent advantage to becoming known in your field. Those who are known get the customers, the better jobs, and the invitations to exclusive opportunities. But can anybody become known? In this path-finding book, author Mark Schaefer provides a step-by-step plan followed by the most successful people in diverse careers like banking, education, real estate, construction, fashion, and more. With amazing case studies, dozens of exercises, and inspiring stories, KNOWN is the first book its kind, providing a path to personal business success in the digital age.

You've thought about starting your own business . . . but how can you decide if you should really take the leap? There's a lot on the line, and you have to ask yourself difficult questions: Do I have what it takes? Is it worth it? And how the hell do I do it? You need answers, not bullshit. This book has them. Entrepreneurial Leap: Do You Have What it Takes to Become an Entrepreneur? is an easy-to-use guide that will help you decide, once and for all, if entrepreneurship is right for you—because success as an entrepreneur depends on far more than just a great idea and a generous helping of luck. In this three-part book, Gino Wickman, bestselling author of Traction, reveals the six essential traits that every entrepreneur needs in order to succeed, based on real-world startups that have reached incredible heights. If these traits ring true for you, you'll get a glimpse of what your life would look like as an entrepreneur. What's more, Wickman will help you determine what type of business best suits your unique skill set and provide a detailed roadmap, with tools, tips, and exercises, that will accelerate your path to startup success. Packed with real-life stories and practical advice, Entrepreneurial Leap is a simple how-to manual for BIG results. Should you take the leap toward entrepreneurship? Find out today and let tomorrow be the first step in your new

journey, whatever shape it may take.

Winner of a Choice Magazine Outstanding Academic Title Award! We are on the cusp of a marketing revolution. And it is being led by you. Return on Influence is the first book to explore how brands are identifying and leveraging the world's most powerful bloggers, tweeters, and YouTube celebrities to build product awareness, brand buzz, and new sales. In this revolutionary book, renowned marketing consultant and college educator Mark W. Schaefer shows you how to use the latest breakthroughs in social networking and influence marketing to achieve your goals through: In-depth explanations of the sources of online influence—and how they can work for or against you Interviews with more than 50 experts, including tech blogger Robert Scoble, Influence author Robert Cialdini, and industry thought leaders such as Mitch Joel, Jay Baer, and Christopher S. Penn An insider's look at the controversial social scoring company Klout and its process for assigning influence numbers to everyone Practical, actionable tips to increase your own personal power and online influence More than a dozen original social influence marketing case studies Even if you already use social media platforms such as Facebook, LinkedIn, YouTube, Twitter, or blogging to maintain an online presence, this eye-opening, action-ready guide shows you how to reach the "superconnectors" who ignite epidemics through word-of-mouth influence . . . and become one yourself. This is the future of marketing at your fingertips: low-cost, high-speed, influence driven, and powerful. Filled with fascinating case studies, interviews, and insider advice, this essential guide prepares you for the next wave of social networking. This is how to win friends and influence people in the digital age—with a Return on Influence. Praise for Return on Influence: "Influence is the ability to cause, affect, or change behavior. Mark Schaefer helps you define the outcomes you wish to

see . . . and measure them!" —Brian Solis, author of The End of Business as Usual "Schaefer's book has earned its place on the shelf of anyone looking to find influencers—or become one." —Harold Burson, founder, Burson-Marsteller "Return on Influence is definitive, exciting, and endlessly practical. In an age where marketing budgets are tight and getting tighter, social media—and particularly influence marketing—has become the silver bullet to solve all problems. Consider this book the marksmen's manual." —Rick Wion, Director of Social Media, McDonald's "I could not stop reading this book. Mark Schaefer demystifies the power of influence in this insider's guide to combining content strategy with network interactions to create social conversations that move markets." —Ardath Albee, author of eMarketing Strategies for the Complex Sale "A fascinating exploration at how you track and increase your online influence. Real-world strategies for real-world companies." —Randy Gage, author of Prosperity Mind

This text blends traditional introductory physics topics with an emphasis on human applications and an expanded coverage of modern physics topics, such as the existence of atoms and the conversion of mass into energy. Topical coverage is combined with the author's lively, conversational writing style, innovative features, the direct and clear manner of presentation, and the emphasis on problem solving and practical applications.

In July 1997, twenty-five of America's most influential journalists sat down to try and discover what had happened to their profession in the years between Watergate and Whitewater. What they knew was that the public no longer trusted the press as it once had. They were keenly aware of the pressures that advertisers and new technologies were putting on newsrooms around the country. But, more than anything, they were aware that readers, listeners, and

viewers — the people who use the news — were turning away from it in droves. There were many reasons for the public's growing lack of trust. On television, there were the ads that looked like news shows and programs that presented gossip and press releases as if they were news. There were the "docudramas," television movies that were an uneasy blend of fact and fiction and which purported to show viewers how events had "really" happened. At newspapers and magazines, celebrity was replacing news, newsroom budgets were being slashed, and editors were pushing journalists for more "edge" and "attitude" in place of reporting. And, on the radio, powerful talk personalities led their listeners from sensation to sensation, from fact to fantasy, while deriding traditional journalism. Fact was blending with fiction, news with entertainment, journalism with rumor. Calling themselves the Committee of Concerned Journalists, the twenty-five determined to find how the news had found itself in this state. Drawn from the committee's years of intensive research, dozens of surveys of readers, listeners, viewers, editors, and journalists, and more than one hundred intensive interviews with journalists and editors, The Elements of Journalism is the first book ever to spell out — both for those who create and those who consume the news — the principles and responsibilities of journalism. Written by Bill Kovach and Tom Rosenstiel, two of the nation's preeminent press critics, this is one of the most provocative books about the role of information in society in more than a generation and one of the most important ever written about news. By offering in turn each of the principles that should govern reporting, Kovach and Rosenstiel show how some of the most common conceptions about the press, such as neutrality, fairness, and balance, are actually modern misconceptions. They also spell out how the news should be gathered, written, and reported even as they demonstrate why the First Amendment is on the

brink of becoming a commercial right rather than something any American citizen can enjoy. The Elements of Journalism is already igniting a national dialogue on issues vital to us all. This book will be the starting point for discussions by journalists and members of the public about the nature of journalism and the access that we all enjoy to information for years to come.

These days, it seems that everyone has a strong opinion about how to teach young children to read. Some may brush off the current tension as nothing more than one more round of "the reading wars." Others may avoid the clash altogether due to the uncivilized discourse that sometimes results. Certainly, sorting the signal from the noise is no easy task. In this leading-edge book, authors Jan Burkins and Kari Yates address this tension as a critical opportunity to look closely at the research, reevaluate current practices, and embrace new possibilities for an even stronger enactment of balanced literacy. From phonological processing to brain research to orthographic mapping to self-teaching hypothesis, Shifting the Balance cuts through the rhetoric (and the sciencey science) to offer readers a practical guide to decision-making about beginning reading instruction. The authors honor the balanced literacy perspective while highlighting common practices to reconsider and revise--all through a lens of what's best for the students sitting in front of us. Across six shifts, each chapter identifies a common instructional practice to reconsider explores various misunderstandings that establish and keep that practice in play shares scientific research to support its reconsideration proposes an instructional shift to apply a new perspective, and details several high-leverage instructional routines to support implementation of that shift. By pinpointing gaps and overlaps--as well as common misunderstandings and missed opportunities between the competing lines of thought--Jan

and Kari offer busy educators direction and clarification for integrating science and balance into their daily instruction, while keeping meaningful experiences with text a priority. Concepts of Biology is designed for the single-semester introduction to biology course for non-science majors, which for many students is their only college-level science course. As such, this course represents an important opportunity for students to develop the necessary knowledge, tools, and skills to make informed decisions as they continue with their lives. Rather than being mired down with facts and vocabulary, the typical non-science major student needs information presented in a way that is easy to read and understand. Even more importantly, the content should be meaningful. Students do much better when they understand why biology is relevant to their everyday lives. For these reasons, Concepts of Biology is grounded on an evolutionary basis and includes exciting features that highlight careers in the biological sciences and everyday applications of the concepts at hand.We also strive to show the interconnectedness of topics within this extremely broad discipline. In order to meet the needs of today's instructors and students, we maintain the overall organization and coverage found in most syllabi for this course. A strength of Concepts of Biology is that instructors can customize the book, adapting it to the approach that works best in their classroom. Concepts of Biology also includes

an innovative art program that incorporates critical thinking and clicker questions to help students understand--and apply--key concepts.

Published by OpenStax College, U.S. History covers the breadth of the chronological history of the United States and also provides the necessary depth to ensure the course is manageable for instructors and students alike. U.S. History is designed to meet the scope and sequence requirements of most courses. The authors introduce key forces and major developments that together form the American experience, with particular attention paid to considering issues of race, class and gender. The text provides a balanced approach to U.S. history, considering the people, events and ideas that have shaped the United States from both the top down (politics, economics, diplomacy) and bottom up (eyewitness accounts, lived experience).

If you already have a strong grasp on the Common Core and are eager to do something about it, this book's research-based strategies will help you respond to the demands of the new standards, particularly the English language arts standards that affect every subject area and grade level. Drawing from the research on which classroom strategies are your "best bets" for improving student achievement, the authors provide what you need to reinforce the Common Core in your lessons, including: a rationale for using each strategy to address the goals of the

common core; research that supports the use of each strategy; steps for implementing each strategy in the classroom; sample lessons in multiple grade levels and subjects; and planning considerations to make certain your use of the strategy helps students become better at reading, understanding, using, and communicating rigorous texts. This practical book's teaching recommendations and sample lessons draw on six tips for inspired instruction that ensure your lessons capture students' interest, deepen their understanding, and extend their thinking about required course content. --Publisher description. "Capital is the defining feature of modern economies, yet most people have no idea where it actually comes from. What is it, exactly, that transforms mere wealth into an asset that automatically creates more wealth? The Code of Capital explains how capital is created behind closed doors in the offices of private attorneys, and why this little-known fact is one of the biggest reasons for the widening wealth gap between the holders of capital and everybody else. In this revealing book, Katharina Pistor argues that the law selectively "codes" certain assets, endowing them with the capacity to protect and produce private wealth. With the right legal coding, any object, claim, or idea can be turned into capital - and lawyers are the keepers of the code. Pistor describes how they pick and choose among different legal systems and legal devices for the ones that best serve their

clients' needs, and how techniques that were first perfected centuries ago to code landholdings as capital are being used today to code stocks, bonds, ideas, and even expectations--assets that exist only in law. A powerful new way of thinking about one of the most pernicious problems of our time, The Code of Capital explores the different ways that debt, complex financial products, and other assets are coded to give financial advantage to their holders. This provocative book paints a troubling portrait of the pervasive global nature of the code, the people who shape it, and the governments that enforce it."--Provided by publisher.

We live in a world where being "great" may not be enough. We need momentum. From the best-selling author of "KNOWN" and "Marketing Rebellion" comes a practical guidebook to building unstoppable momentum for your ideas and your business -- even when the odds seem stacked against you. Filled with motivating ideas and fascinating case studies, "Cumulative Advantage" is an indispensable and practical source of inspiration for the entrepreneur, business leader, and every person with a dream that's ready to take flight. You will learn: - How the initial advantage that drives momentum comes from everyday ideas. - The inside secrets of creating vast awareness for your projects. - How to nurture powerful connections that lead to break-through opportunities. - Why momentum is driven by the

speed, time, and space of a "seam." - How the "certainty of business uncertainty" can be used to your advantage. Mark Schaefer weaves decades of research and revealing expert views into an entertaining guide to building momentous success in the real-world. You'll never view the world the same way again after learning how initial advantages, seams of opportunity, sonic booms, and the lift from mentors can impact your world in powerful and permanent ways. Get ready to make Cumulative Advantage work for you and your ideas right now! "Exploring the six factors that will help you break through the overwhelming wall of information density to win at marketing now ... beyond content, beyond social media, beyond web traffic and Search Engine Optimization. The Content Code starts where your current marketing plan ends, and provides the launch code for next-level success. The book dives deeply into the true value of social media marketing and the steps companies need to enable to achieve measurable results. A pioneering book that explores the psychology of sharing, it is also highly practical, offering hundreds of ideas that can be used by organizations of any size and any budget. Book highlights include in-depth explorations on the connection between brand and content transmission, a focus on audiences that will move content, practical steps to build shareability into all your content, and the new role of promotion, distribution

and SEO in a very competitive, digital world"--Publisher's description.

Creating a social media strategy for your organization may seem overwhelming, but it doesn't have to be. Acclaimed author, educator, and marketing consultant Mark W. Schaefer untangles the world's most confusing business trend in this all-new edition of his classic book. Social Media Explained is perfect for the busy executive, business owner, entrepreneur, or student who needs a quick and simple explanation of "what to do." The book provides insights into: * The five foundational strategies behind social media success * A six-step path to discovering your social media strategy * Battle-tested tips and ideas you can apply today * Case studies illustrating social media successes * Answers to the biggest questions about measurement, organization and budgeting This is your path forward. This is Social Media Explained. As marketers, we've been trained to speak "business to business" (B2B) or "business to consumer" (B2C). But instead of this creating a simple framework for dialogue between humans, it set forth an unnatural language for marketers, using words like "synergy" and "speeds and feeds" to tell the stories of products and services to their buyers and partners. The fact is that businesses do not have emotion. Products do not have emotion. Humans do. Humans want to feel something. And humans make mistakes. In Human

to Human #H2H, Bryan explores the many facets of why and how communication today needs to be adjusted to keep up with our ever-evolving and fast moving social and digital world. Through anecdotes from his own experiences as president of a Silicon Valley marketing firm, he both inspires new ways of finding commonality in our humanity, but also practical tools to think like a human marketer again. Specifically, you'll learn: - The Four Rules of Social Context - How Human Sensory Building will make you a better Marketer - The Secrets to Making Ideas Crowd Worthy, with real world examples - How to be "Delightfully Disruptive" - Insights into building a Social Business - What it means to have a "Focker Moment" and why they should be celebrated Embedded are short intimate video conversations with some of today's most forward-thinking humans; Jonathan Becher, CMO at SAP, Charlene Li, author and co-founder of The Altimeter Group, and KareAnderson, Emmy Award-winning journalist and founder of the Say It Better Center. If you're looking to bring back the human side of communication, in all its imperfection, empathy, and simplicity, Human to Human #H2H is for you.

Vice Adm. William H. McRaven helped to devise the strategy for how to bring down Osama bin Laden, and commanded the courageous U.S. military unit that carried it out on May 1, 2011, ending one of the greatest manhunts in history. In Spec Ops, a well-organized and deeply researched study, McRaven analyzes eight classic special operations. Six are

from WWII: the German commando raid on the Belgian fort Eben Emael (1940); the Italian torpedo attack on the Alexandria harbor (1941); the British commando raid on Nazaire, France (1942); the German glider rescue of Benito Mussolini (1943); the British midget-submarine attack on the Tirpitz (1943); and the U.S. Ranger rescue mission at the Cabanatuan POW camp in the Philippines (1945). The two post-WWII examples are the U.S. Army raid on the Son Tay POW camp in North Vietnam (1970) and the Israeli rescue of the skyjacked hostages in Entebbe, Uganda (1976). McRaven—who commands a U.S. Navy SEAL team—pinpoints six essential principles of "spec ops" success: simplicity, security, repetition, surprise, speed and purpose. For each of the case studies, he provides political and military context, a meticulous reconstruction of the mission itself and an analysis of the operation in relation to his six principles. McRaven deems the Son Tay raid "the best modern example of a successful spec op [which] should be considered textbook material for future missions." His own book is an instructive textbook that will be closely studied by students of the military arts. Maps, photos.

American Psychiatric Association The original DSM TM. Essential Cell Biology provides a readily accessible introduction to the central concepts of cell biology, and its lively, clear writing and exceptional illustrations make it the ideal textbook for a first course in both cell and molecular biology. The text and figures are easy-to-follow, accurate, clear, and engaging for the introductory student. Molecular detail has been kept to a minimum in order to provide the reader with a cohesive conceptual framework for the basic science that underlies our current understanding of all of biology, including the biomedical sciences. The Fourth Edition has been thoroughly revised, and covers the latest developments in this fast-moving field, yet retains the

academic level and length of the previous edition. The book is accompanied by a rich package of online student and instructor resources, including over 130 narrated movies, an expanded and updated Question Bank. Essential Cell Biology, Fourth Edition is additionally supported by the Garland Science Learning System. This homework platform is designed to evaluate and improve student performance and allows instructors to select assignments on specific topics and review the performance of the entire class, as well as individual students, via the instructor dashboard. Students receive immediate feedback on their mastery of the topics, and will be better prepared for lectures and classroom discussions. The user-friendly system provides a convenient way to engage students while assessing progress. Performance data can be used to tailor classroom discussion, activities, and lectures to address students' needs precisely and efficiently. For more information and sample material, visit http://garlandscience.rocketmix.com/.

The Content CodeSix Essential Strategies for Igniting Your Content, Your Marketing, and Your BusinessMark W.\Schaefer

Integrity—more than simple honesty, it's the key to success. A person with integrity has the ability to pull everything together, to make it all happen no matter how challenging the circumstances. Drawing on experiences from his work, Dr. Henry Cloud, a clinical psychologist, leadership coach, corporate consultant and nationally syndicated radio host, shows how our character can keep us from achieving all we want to (or could) be. In Integrity, Dr. Cloud explores the six qualities of character that define integrity, and how people with integrity: Are able to connect with others and build trust Are oriented toward reality Finish well Embrace the negative Are oriented toward increase Have an understanding of the transcendent Integrity is not something that you either have

or don't, but instead is an exciting growth path that all of us can engage in and enjoy.

"Based on in-depth interviews with more than 200 leading entrepreneurs, [including the founders of LinkedIn, Chipotle, eBay, Under Armour, Tesla Motors, SpaceX, Spanx, Airbnb, PayPal, JetBlue, Gilt Group, Theranos, and Dropbox], a business executive and senior fellow at [the Harvard Kennedy School] identifies the six essential disciplines needed to transform your ideas into real-world successes, whether you're an innovative manager or an aspiring entrepreneur"-- Content Machine outlines a strategy for using content marketing to build a 7-figure business with zero advertising. Whether you are a blogger, content marketer, entrepreneur or marketing manager, Content Machine will help you see the return you deserve from your content marketing efforts. For many researchers, Python is a first-class tool mainly because of its libraries for storing, manipulating, and gaining insight from data. Several resources exist for individual pieces of this data science stack, but only with the Python Data Science Handbook do you get them all—IPython, NumPy, Pandas, Matplotlib, Scikit-Learn, and other related tools. Working scientists and data crunchers familiar with reading and writing Python code will find this comprehensive desk reference ideal for tackling day-to-day issues: manipulating, transforming, and cleaning data; visualizing different types of data; and using data to build statistical or machine learning models. Quite simply, this is the must-have reference for scientific computing in Python. With this handbook, you'll learn how to use: IPython and Jupyter: provide computational environments for data scientists using Python NumPy: includes the ndarray for efficient storage and manipulation of dense data arrays in Python Pandas: features the DataFrame for efficient storage and manipulation of labeled/columnar data in Python Matplotlib: includes capabilities for a flexible

range of data visualizations in Python Scikit-Learn: for efficient and clean Python implementations of the most important and established machine learning algorithms Covering the theory of computation, information and communications, the physical aspects of computation, and the physical limits of computers, this text is based on the notes taken by one of its editors, Tony Hey, on a lecture course on computation given b Launch a business and ignite a movement with a powerhouse blog! Born to Blog is filled with practical, street-smart techniques and ideas to help you create and manage a winning business blog. Learn how to attract a loyal following, promote your blog, and write powerful content that generates new business. "If your dream is to launch a business or publish a book, then read Born to Blog! You'll realize the blogger way is your fastest path to success." -- MICHAEL STELZNER, founder of Social Media Examiner and author of Launch "Born to Blog makes blogging accessible and fun for anyone. Read it, use it, and watch your business grow." -- JAY BAER, founder of Convince and Convert and coauthor of The Now Revolution "Read this book, then go blog like you were born to do so." -- JASON FALLS, founder of Social Media Explorer and coauthor of No Bullshit Social Media and The Rebel's Guide to Email Marketing "Blogging beginners and seasoned pros alike will find valuable advice they can put to use immediately." -- LEO WIDRICH, cofounder, Buffer Make workplace conflict resolution a game that EVERYBODY wins! Recent studies show that typical managers devote more than a quarter of their time to

resolving coworker disputes. The Big Book of Conflict-Resolution Games offers a wealth of activities and exercises for groups of any size that let you manage your business (instead of managing personalities). Part of the acclaimed, bestselling Big Books series, this guide offers step-by-step directions and customizable tools that empower you to heal rifts arising from ineffective communication, cultural/personality clashes, and other specific problem areas—before they affect your organization's bottom line. Let The Big Book of Conflict-Resolution Games help you to: Build trust Foster morale Improve processes Overcome diversity issues And more Dozens of physical and verbal activities help create a safe environment for teams to explore several common forms of conflict—and their resolution. Inexpensive, easy-to-implement, and proved effective at Fortune 500 corporations and mom-and-pop businesses alike, the exercises in The Big Book of Conflict-Resolution Games delivers everything you need to make your workplace more efficient, effective, and engaged.

'What is a self and how can a self come out of inanimate matter?' This is the riddle that drove Douglas Hofstadter to write this extraordinary book. In order to impart his original and personal view on the core mystery of human existence - our intangible sensation of 'I'-ness - Hofstadter defines the playful yet seemingly paradoxical notion of 'strange loop', and explicates this idea using analogies from many disciplines.

Are you looking to take advantage of social media for your business or organization? With easy-to-understand introductions to blogging, forums, opinion and review

sites, and social networks such as Twitter, Facebook, and LinkedIn, this book will help you choose the best -- and avoid the worst -- of the social web's unique marketing opportunities. The Social Media Marketing Book guides you through the maze of communities, platforms, and social media tools so you can decide which ones to use, and how to use them most effectively. With an objective approach and clear, straightforward language, Dan Zarrella, aka "The Social Media & Marketing Scientist," shows you how to plan and implement campaigns intelligently, and then measure results and track return on investment. Whether you're a seasoned pro or new to the social web, this book will take you beyond the jargon to social media marketing mastery. Make sense of this complicated environment with the help of screenshots, graphs, and visual explanations Understand the history and culture of each social media type, including features, functionality, and protocols Get clear-cut explanations of the methods you need to trigger viral marketing successes Choose the technologies and marketing tactics most relevant to your campaign goals Learn how to set specific goals for your campaigns and evaluate them according to key performance indicators Praise for The Social Media Marketing Book: "Let Zarrella take you to social-media marketing school. You'll learn more from reading this book than a month of research on the Internet."--Guy Kawasaki, co-founder of Alltop.com "If I could be any other person for a day, it would be Dan Zarella. Either him or Brad Pitt. But Dan's smarter. This book is why I say that."--Chris Brogan, President of New Marketing

Labs "This book demonstrates a beginning to the endless possibilities of the Social Web."-- Brian Solis, publisher of leading marketing blog PR 2.0 "Jeff and Staney emphasize that small acts of creativity can have huge consequences and that ordinary people can do extraordinary things if they can see the opportunities in front of them." —Mitch Jacobson, Executive Director, Austin Technology Incubator, UT Blackstone LaunchPad, University of Texas at Austin Nearly all of today's major innovation workshops and programs call on organizations to drive innovation. What they miss is that innovation comes from the personal creativity of individuals. And creativity doesn't require an advanced education or technical skills—all employees can be creative. Often, all they lack is a fitting mindset and the right skills. The Creative Mindset brings how-to advice, tools, and techniques from two master innovators who have taught and worked with over half of all Fortune 500 companies. Jeff and Staney DeGraff introduce six essential creative-thinking skills that can be easily mastered with limited practice and remembered as the acronym CREATE: Concentrate, Replicate, Elaborate, Associate, Translate, and Evaluate. These six skills, sequenced as steps, simplify and summarize the most important research on creative thinking and draw on over thirty years of real-world application in some of the most innovative organizations in the world. It's time to rethink the way we make innovation happen. Individual creativity is an immense untapped resource, and you don't have to be Beethoven to make a big difference. As the spirit of chef Gusteau proclaims in the Pixar classic Ratatouille,

"Anyone can cook."

"This book is organized around three concepts fundamental to OS construction: virtualization (of CPU and memory), concurrency (locks and condition variables), and persistence (disks, RAIDS, and file systems"--Back cover.

Unleashing the Passion of Young People in Your Church Is Possible! Churches are losing both members and vitality as increasing numbers of young people disengage. Based on groundbreaking research with over 250 of the nation's leading congregations, Growing Young provides a strategy any church can use to involve and retain teenagers and young adults. It profiles innovative churches that are engaging 15- to 29-year-olds and as a result are growing--spiritually, emotionally, missionally, and numerically. Packed with both research and practical ideas, Growing Young shows pastors and ministry leaders how to position their churches to engage younger generations in a way that breathes vitality, life, and energy into the whole church. Visit www.churchesgrowingyoung.org for more information.

The Comprehensive, Expert Guide to C# Language Programming "This book has been a classic for years, and remains one of the most venerable and trusted titles in the world of C# content, and probably far beyond! . . . Mark is super smart, insists on understanding everything to the core, and has phenomenal insight into how things affect real developers. . . . He goes right to the essence and communicates with great integrity—no sugarcoating—and has a keen eye for practical value and real-world problems." –Mads Torgersen, C# Program

Manager, Microsoft Essential C# 7.0 is a well-organized, no-fluff guide to C# 7.0 for programmers at all levels of experience. Reflecting the most important C# features from 3.0 through 7.0 and including modern programming patterns, it will help you write code that's simple, powerful, robust, secure, and maintainable. Author Mark Michaelis is a world-class C# expert: a long-time Microsoft MVP and Regional Director who also has served on Microsoft's C# design review team. He presents a comprehensive tutorial and reference for the entire language, including expert coverage of key C# 7.0 enhancements, C# 7.0's use with .NET Core/.NET Standard, and cross-platform compilation. He illustrates key C# constructs with succinct examples, and presents best-practice coding guidelines. To help you maintain existing code, separate indexes provide version-specific answers for C# 5.0, 6.0, and 7.0, and visual icons show when each language innovation was introduced. Make the most of C# 7.0 enhancements, including tuples, deconstructors, pattern matching, local functions, and ref returns Work efficiently with C# data types, operators, control flow, methods, and parameters Write more robust code with C# object-oriented constructs Implement reliable, effective exception handling Reduce code complexity with generics, delegates, lambda expressions, and events Leverage advanced dynamic and declarative programming techniques Query diverse data collections using LINQ with query expressions Create custom collections that operate against business objects Access .NET collections via collection interfaces and standard query operators Master multithreading and

synchronization, including the async/await paradigm Optimize performance and interoperability with P/Invoke and unsafe code Run your code on Linux or macOS with C# 7.0 cross-platform compilation Includes C# 7.1, 7.2, and 7.3 language enhancements This guide offers you a complete foundation for successful development with modern versions of the C# language in any project or environment.

Attract, engage, and inspire your customers with an "Optimize and Socialize" content marketing strategy Optimize is designed to give readers a practical approach to integrating search and social media optimization with content marketing to boost relevance, visibility, and customer engagement. Companies, large and small, will benefit from the practical planning and creative content marketing tactics in this book that have been proven to increase online performance across marketing, public relations, and customer service. Learn to incorporate essential content optimization and social media engagement principles thereby increasing their ability to acquire and engage relevant customers online. Optimize provides insights from Lee Odden, one of the leading authorities on Content and Online Marketing. This book explains how to: Create a blueprint for integrated search, social media and content marketing strategy Determine which creative tactics will provide the best results for your company Implement search and social optimization holistically in the organization Measure the business value of optimized and socialized content marketing Develop guidelines, processes and training to scale online marketing success Optimize

offers a tested approach for a customer-centric and adaptive online marketing strategy that incorporates the best of content, social media marketing, and search engine optimization tactics.

Exploring the 6 leadership characteristics that inspire followers to fully support their leaders, and featuring examples from forward-thinking organizations as Apple and MTV Networks, a popular Forbes blogger and renowned leadership coach provides a proven framework that creates loyalty, commitment and results. Do you have a blog where you sell products, yet are struggling to make the conversion sales necessary? Does your traffic or engagement from readers look low when you run some reports? Do you feel like you're just losing the attention from readers at times? Don't worry. This happens and there are options in place to help you make the most out of your blog and content. You don't need to give up on it! Content is the main component of anyone's blog or website. People will use search engines, looking for answers to their questions or problems and you can help create engaging content for your readers that's also entertaining and helpful at the same time. This can help build your authority and your website at the same time. The key takeaways from this book: Difference between copywriting and content writing; and how you can make your content flow, i.e mix of copywriting and content writing styles. Content marketing, the data that's been gathered and how you can use these methods for content promotion. The history of writing as a career. How to maximize the components of SEO and how to help your site rank well

in Google and other search engines. The difference between writing content for social media and for niche topics on your blogging site. Tips and tricks for writing for social media sites. Best practices and common mistakes to avoid tohelp you hasten your progress. How to outsource and what to outsource when it comes to content, helping you save time and money. Finding the best places to outsource your work and how these platforms operate. A step-by-step formula for creating your content. Tips for generating content ideas and how you can keep moving, even if you feel like you don't have more ideas. Content and ideas that convert to help you when it comes to making sales. And so much more! It's not always about having the best plug-in's, top SEO skills and the like. But a key aspect is content. As they say, "content is king." This is entirely true and this book has been created from Mr. Robinson's experience in order to help you grow your website and audience through such practices. What would you like to be able to accomplish with content strategies? What areas of your blog or business could use a boost in creativity and productivity? Scroll up and click "Buy Now" to purchase your copy today and start implementing content strategies!

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