

Dropbox It Just Works Case Study

Practical tips on using the web to boost your business, no matter what business you're in Everyone in business knows they need to embrace the web, but not everyone knows how to do it or where to start. No matter what industry you're in, the web offers efficiencies and solutions for sales, marketing and customer service, and many other business functions. For businesspeople, small business owners, and marketers, Web Marketing That Works offers proven tactics, road-tested by the authors, and easy-to-use templates for boosting your Google search rankings, using social media to build relationships, developing an effective online marketing strategy, mastering the art of inbound marketing, and much more. Features insider advice and proven tactics for small business owners and marketers who want to tap into the power of the web Covers web strategy, execution, content marketing, and social media Includes 33 free, downloadable templates Written by the founders of Bluewire Media, one of Australia's top web marketing firms Every business, large or small, can benefit from the web. If you're not already using the web to boost your business, you're falling behind the competition. Web Marketing That Works shows you how to get ahead—starting right now.

Cohesively Incorporates Statistical Theory with R Implementation Since the publication of the popular first edition of this comprehensive textbook, the contributed R packages on CRAN have increased from around 1,000 to over 6,000. Designed for an intermediate undergraduate course, Probability and Statistics with R, Second Edition explores how some o

This is volume 17 of Interpreter: A Journal of Mormon Scripture published by The Interpreter Foundation. It contains articles on a variety of topics including: "Making Visible the Beauty and Goodness of the Gospel," "You More than Owe Me This Benefit: Onomastic Rhetoric in Philemon," "Zarahemla Revisited: Neville's Newest Novel," "The Temple: A Multi-Faceted Center and Its Problems," "'How Lovely Is Your Dwelling Place' – A Review of Danel W. Bachman, 'A Temple Studies Bibliography'," "The Return of Rhetorical Analysis to Bible Studies," "Image is Everything: Pay No Attention to the Man Behind the Curtain," "Was Joseph Smith Smarter Than the Average Fourth Year Hebrew Student? Finding a Restoration-Significant Hebraism in Book of Mormon Isaiah," "A Vital Resource for Understanding LDS Perspectives on War," "'He Is a Good Man': The Fulfillment of Helaman 5:6-7 in Helaman 8:7 and 11:18-19," "Vanquishing the Mormon Menace," "A Modern View of Ancient Temple Worship," "Nephi's Good Inclusio," "Understanding Genesis and the Temple," "The Old Testament and Presuppositions."

Presents information how to spot and sidestep roadblocks on the entrepreneurial journey and sets readers on a path to startup success.

The volume LNCS 12287 constitutes the proceedings of the 27th International Workshop on Security Protocols, held in Cambridge, UK, in April 2019. The volume consists of 16 thoroughly revised invited papers presented together with the respective transcripts of discussions. The theme of this year's workshop was "Security Protocols for Humans" The topics covered included Designing for Humans and Understanding Humans, Human Limitations in Security, Secure sharing and collaboration and much more.

Now in its fifth edition, this popular textbook is still the most comprehensive resource available on the oversight of literacy programs (PreK-12). Focusing on what literacy leaders need to know and do to meet today's mandates, experts in the field offer new insights that reflect the nation's changing policies related to the new Common Core State Standards for English Language Arts and Literacy in History/Social Studies, Science, and Technical Subjects. It also addresses forthcoming assessments aligned to the common core standards, and new mandates for evaluating teachers and principals. Literacy luminaries provide specific guidelines for all levels of instruction, including selecting and using materials and new technologies, promoting writing, assessing students, evaluating teachers, providing professional development, working with linguistically diverse and struggling learners, working with parents and the community, and evaluating school-wide literacy programs.

My name is Bitcoin. It's been eight years since Satoshi Nakamoto gave birth to me and vanished soon after. He left me, but not alone; I had a new company with thousands of developers. Then, somebody bought two pizzas by paying with 10,000 units of me. I started travelling. Somebody first bid \$1 to own me. The bidding continued and my value went up due to my popularity. I have been declared dead 129 times and I don't know how I'm still alive. Why do I exist? My creator told everyone that I'm "peer to peer electronic cash", nothing more and nothing less. Some people see me as the real promise of monetary freedom; freedom from casino capitalism; freedom from rent-seeking intermediaries; a harbinger of a utopian world. Is this true? To be honest, I don't know, I'm not supposed to know. Netflix considers me an alternative payment method and their executives say that the company will save tons of money by avoiding transaction and conversion fees. Somebody told me that my value is over \$2000 and I'll be valued at \$10,000 within the next decade. I am here to represent the truth and my truth comes from my life. Wherever there is truth, there is trust. Wherever there is trust, there is growth. Am I precious? I don't know. Am I for world peace or world religion? I don't think that I have any goals. I am just here to exist. My name is Bitcoin.

Investigate and solve problems with Nginx-powered websites using a deep understanding of the underlying principles About This Book Solve problems with your Nginx-powered websites before your audience notices anything Peek into the Nginx architecture and gain knowledge that will help you be valuable to you in the long run Gain knowledge of different types of problems in a step-by-step way Who This Book Is For The book is for technical specialists who already use Nginx to serve web pages for their users. Whether you are an experienced system administrator or a new professional, this book will help you do your job in the most efficient way. What You Will Learn Detect and investigate problems with your web servers Create correct and professional configuration files Get an in-depth understanding of the web server software Interpret Nginx log files easily and with actionable insights Make your websites respond as fast as possible

Prevent problems by setting up proper monitoring and alerts In Detail Nginx is clearly winning the race to be the dominant software to power modern websites. It is fast and open source, maintained with passion by a brilliant team. This book will help you maintain your Nginx instances in a healthy and predictable state. It will lead you through all the types of problems you might encounter as a web administrator, with a special focus on performance and migration from older software. You will learn how to write good configuration files and will get good insights into Nginx logs. It will provide you solutions to problems such as missing or broken functionality and also show you how to tackle performance issues with the Nginx server. A special chapter is devoted to the art of prevention, that is, monitoring and alerting services you may use to detect problems before they manifest themselves on a big scale. The book ends with a reference to error and warning messages Nginx could emit to help you during incident investigations. Style and approach This comprehensive tutorial on Nginx troubleshooting takes a practical approach to guiding you through common issues in Nginx server. Instant Wall Street Journal Bestseller! You don't need to be Ivy League educated, have money, be creative, or even have an idea to get rich. You just need to be willing to break the rules. At nineteen, I founded a software company with \$119 in my bank account. Five years later, it was valued at \$10.5 million. I don't consider myself exceptionally brilliant. I just realized something few people know: You don't need lots of money or an original idea to get really rich. Now, I make more than \$100,000 in passive income every month, while also running my own private equity firm and hosting The Top Entrepreneurs podcast, which has more than 10 million downloads. This book will show you how I went from college dropout to member of the New Rich. And I'm holding nothing back. You'll see my tax returns, my profit and loss statements, my email negotiations when buying and selling companies. It's time to forget your grandfather's advice. I'll teach you how to be a modern opportunist--investor, entrepreneur, or side hustler--by breaking these four golden rules of the old guard: 1.Focus on one skill: Wrong. Don't cultivate one great skill to get ahead. In today's business world, success goes to the multitaskers. 2.Be unique: Wrong. The way to get rich is not by launching a new idea but by aggressively copying others and then adding your own twist. 3.Focus on one goal: Wrong. Focus instead on creating a system to produce the outcome you want, not just once, but over and over again. 4.Appeal to the masses: Wrong. The masses are broke (\$4k average net worth in America?). Let others cut a trail through the jungle so you can peacefully walk in and capitalize on their hard work. By rejecting these defunct rules and following my unconventional path, you can copy other people's ideas shamelessly, bootstrap a start-up with almost no funding, invest in small local businesses for huge payoffs, and reap all the benefits.

Learn all you need to know about your Android tablet in one quick and easy reference! It's not a computer and it's not a smartphone—so what in the world is it? Whether you're new to Android or new to tablets altogether, you're about to experience mobile computing like never before with this fun, full-color guide! Inside, longtime and bestselling author Dan Gookin walks you through setting up your Android tablet, navigating the interface, browsing the web, setting up email, connecting to social media, finding plenty of apps, music, books, and movies to indulge your interests—and so much more. No matter which Android tablet tickles your fancy, this hands-on, friendly guide takes the intimidation out of the technology and arms you with the confidence and know-how to make the most of your new device. Covering the features native to all Android tablets, as well as model-specific guidance, this new edition of Android Tablets For Dummies will have you customizing your tablet, connecting with WiFi, and choosing the right apps like a pro in no time. Set up your tablet, configure the home screen, and get connected Surf the web, use email, text and video chat, and keep in touch with social media Have fun with photos, videos, games, eBooks, music, and movies Get up and running with the new Lollipop OS If you're eager to learn the ins and outs of your Android device—but don't want to spend hours pulling your hair out trying to figure things out —this go-to guide has you covered.

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

This is an essential practical guide for all information professionals who want to get to grips with or improve their use of mobile services. Packed with easy to implement ideas, practical examples and international case studies, this provides you with the ultimate toolkit, exploring ideas as simple as renewals and reminders to the more complex such as access to e-books and virtual worlds. Jargon-free coverage of the background and context to mobile delivery will enable you to fully understand the challenges and embrace the opportunities, getting to grips with critical issues such as what sort of services users really want. Key topics covered include: • context including market penetration, range and functionality of devices • texting • apps vs. mobile websites • mobile information literacy vs. other information literacies • mobiles in teaching • linking the physical and virtual worlds via mobile devices • E-books for mobiles • the future of mobile delivery. Readership: This is an essential practical guide for all information professionals who want to get to grips with or improve their use of mobile services. It would also be invaluable for museum staff facing the same challenges. Library and information students and academics will find it a useful introduction to the topic.

New York Times bestseller! From New York Times bestselling author Cal Newport comes a bold vision for liberating workers from

the tyranny of the inbox--and unleashing a new era of productivity. Modern knowledge workers communicate constantly. Their days are defined by a relentless barrage of incoming messages and back-and-forth digital conversations--a state of constant, anxious chatter in which nobody can disconnect, and so nobody has the cognitive bandwidth to perform substantive work. There was a time when tools like email felt cutting edge, but a thorough review of current evidence reveals that the "hyperactive hive mind" workflow they helped create has become a productivity disaster, reducing profitability and perhaps even slowing overall economic growth. Equally worrisome, it makes us miserable. Humans are simply not wired for constant digital communication. We have become so used to an inbox-driven workday that it's hard to imagine alternatives. But they do exist. Drawing on years of investigative reporting, author and computer science professor Cal Newport makes the case that our current approach to work is broken, then lays out a series of principles and concrete instructions for fixing it. In *A World without Email*, he argues for a workplace in which clear processes--not haphazard messaging--define how tasks are identified, assigned and reviewed. Each person works on fewer things (but does them better), and aggressive investment in support reduces the ever-increasing burden of administrative tasks. Above all else, important communication is streamlined, and inboxes and chat channels are no longer central to how work unfolds. The knowledge sector's evolution beyond the hyperactive hive mind is inevitable. The question is not whether a world without email is coming (it is), but whether you'll be ahead of this trend. If you're a CEO seeking a competitive edge, an entrepreneur convinced your productivity could be higher, or an employee exhausted by your inbox, *A World Without Email* will convince you that the time has come for bold changes, and will walk you through exactly how to make them happen.

How many people have told you that your dream of being a full-time writer is impossible? They're wrong. Whether you are just getting started or are an experienced author, we're here to help you overcome the obstacles in your path—and make your publishing dreams a reality. • Unsure how to turn your published book(s) into an actual career? • Been knocked around by the publishing industry and feeling disheartened? • Overwhelmed by all the options and not sure what to do next to level up? Two career authors—one traditional and one indie—with over 50 published books and 30 years of experience between them, team up to provide you with the complete set of puzzle pieces so you can craft your ideal author life. If you are looking for a quick fix or magic button this isn't the book for you. Building a career strong enough to last a lifetime won't happen overnight. If you're ready to build yourself a personalized roadmap to making enough money from your writing to pay your bills, then you're in the right place. This book gives you the tools and information you need to clarify your dream and create practical steps to turn that dream into a career that you can build, grow and maintain over time—without sacrificing your health, relationships or happiness along the way. Click the buy button now and avoid making costly mistakes as you level up your career and become a full-time author. This is the fifth book in the Creative Academy Guides for Writers series. Be sure to check out the rest of the books for writers in this series. 1. *Scrappy Rough Draft* by Donna Barker 2. *Build Better Characters* by Eileen Cook 3. *Strategic Series Author* by Crystal Hunt 4. *Create Story Conflict* by Eileen Cook

Outlines a revisionist approach to management while arguing against common perceptions about the inevitability of startup failures, explaining the importance of providing genuinely needed products and services as well as organizing a business that can adapt to continuous customer feedback.

The four-volume set LNCS 8117-8120 constitutes the refereed proceedings of the 14th IFIP TC13 International Conference on Human-Computer Interaction, INTERACT 2013, held in Cape Town, South Africa, in September 2013. The 55 papers included in the second volume are organized in topical sections on E-input/output devices (e-readers, whiteboards), facilitating social behaviour and collaboration, gaze-enabled interaction design, gesture and tactile user interfaces, gesture-based user interface design and interaction, health/medical devices, humans and robots, human-work interaction design, interface layout and data entry, learning and knowledge-sharing, learning tools, learning contexts, managing the UX, mobile interaction design, and mobile phone applications.

Why do most growth companies stop growing? And what can their leaders do to overcome the barriers to growth? *The Curve Ahead* tackles these questions, filling a void in the literature on innovation and growth strategy that has focused on either start-ups or large public companies. Growth companies are different. Their challenge is to transition from entrepreneurial focus to a repeatable process for innovation and sustained growth - and the stakes are high. *The Curve Ahead* utilizes the power of storytelling to teach growth company leaders how to sustain long-term growth. Using the example of a "gazelle," a high-growth company that is increasing revenue by at least 20% annually for four years or more, this book explores the struggles faced during business growth - something that plagues many businesses. These mid-size companies, typically with annual revenues of \$10 million to \$100 million, are the engines of economic growth and wealth creation. Tragically, most fall behind the curve before they reach their potential and are sold by investors too ready to throw in the towel. This book doesn't just lay out a fresh approach to innovation and growth strategy. It also helps professionals and business leaders avoid common pitfalls by illustrating the various ways in which growth companies get stuck and flame out. Author Dave Power then tells leaders how to get un-stuck. In addition to a myriad of real-world stories and case studies, each chapter of *The Curve Ahead* begins with the story of a fictional company called NaviMark. Navimark is emblematic of many growth companies—it faces the same business problems, personal challenges and strategic dilemmas encountered by Power in his 25 years managing, investing in and advising growth companies. Following Navimark throughout the book allows Power to provide a highly complex model of typical struggles and scenarios faced by growth companies and deliver that story to his readers in an extremely edifying, play-by-play manner. The strategy allows readers to follow along—observing, in real time, the way that Navimark evolves, and responds (correctly or incorrectly) to external obstacles and demands. This practical and fast-paced book uses realistic characters, dialogue, and business settings to: • Help readers anticipate the predictable challenges of business model maturity. • Demonstrate proven tools and approaches for overcoming the barriers to growth. • Translate abstract concepts about innovation into actionable programs that can become a part of the rhythm of the business. This book will help thousands of midsized companies overcome the growth hump by providing the tools necessary to not only succeed but thrive in the future. *The Curve Ahead* provides a roadmap for leaders who want to sustain growth over the long term. This roadmap is based on five premises: 1. Every business model matures, following the familiar S-Curve. 2. You can and must stretch the S-Curve, but that won't work forever. 3. To sustain growth you need to find the next S-Curve 4. Finding your next S-Curve, with some predictability, requires an innovation process, something every company should have in place. 5. Driving innovation while keeping the core business healthy is the responsibility of leaders.

Laying the Foundations is a comprehensive guide to creating, documenting, and maintaining design systems, and how to design websites and products systematically. It's an ideal book for web designers and product designers (of all levels) and especially

design teams. This is real talk about creating design systems and digital brand guidelines. No jargon, no glossing over the hard realities, and no company hat. Just good advice, experience, and practical tips. System design is not a scary thing — this book aims to dispel that myth. It covers what design systems are, why they are important, and how to get stakeholder buy-in to create one. It introduces you to a simple model, and two very different approaches to creating a design system. What's unique about this book is its focus on the importance of brand in design systems, web design, product design, and when creating documentation. It's a comprehensive guide that's simple to follow and easy on the eye.

THE LIGHTNING-FAST PATH TO CREATING MASSIVELY VALUABLE BUSINESSES

----- This book is absolutely essential for anyone hoping to start a new business, grow an existing business, or scale an already mature business even higher. There are tools and techniques herein that provide the necessary information to become a major industry player regardless of what business you operate, and this potential will only grow with time. As you'll see throughout the pages of this summary, the only drawback is that with great power comes great responsibility. Blitz-scaling is not for the faint of heart, not for those hoping or needing to take it slow, and it is not for those who are not prepared for change (or diversity). This is a fast growth business model, the fastest possible really, and the success stories contained herein are technically atypical. The fact remains that many companies that attempt the blitzscaling method will fail—and badly.

“Jonah Berger is one of those rare thinkers who blends research-based insights with immensely practical guidance. I am grateful to be one of the many who have learned from this master teacher.” —Jim Collins, author *Good to Great*, coauthor *Built to Last*
From the author of New York Times bestsellers *Contagious* and *Invisible Influence* comes a revolutionary approach to changing anyone's mind. Everyone has something they want to change. Marketers want to change their customers' minds and leaders want to change organizations. Start-ups want to change industries and nonprofits want to change the world. But change is hard. Often, we persuade and pressure and push, but nothing moves. Could there be a better way? This book takes a different approach. Successful change agents know it's not about pushing harder, or providing more information, it's about being a catalyst. Catalysts remove roadblocks and reduce the barriers to change. Instead of asking, “How could I change someone's mind?” they ask a different question: “Why haven't they changed already? What's stopping them?” The Catalyst identifies the key barriers to change and how to mitigate them. You'll learn how catalysts change minds in the toughest of situations: how hostage negotiators get people to come out with their hands up and how marketers get new products to catch on, how leaders transform organizational culture and how activists ignite social movements, how substance abuse counselors get addicts to realize they have a problem, and how political canvassers change deeply rooted political beliefs. This book is designed for anyone who wants to catalyze change. It provides a powerful way of thinking and a range of techniques that can lead to extraordinary results. Whether you're trying to change one person, transform an organization, or shift the way an entire industry does business, this book will teach you how to become a catalyst.

This book constitutes the refereed proceedings of the IFIP WG 8.4, 8.9, TC 5 International Cross Domain Conference and Workshop on Availability, Reliability and Security, CD-ARES 2012, held in Prague, Czech Republic, in August 2012. The 50 revised papers presented were carefully reviewed and selected for inclusion in the volume. The papers concentrate on the many aspects of information systems bridging the gap between research results in computer science and the many application fields. They are organized in the following topical sections: cross-domain applications: aspects of modeling and validation; trust, security, privacy, and safety; mobile applications; data processing and management; retrieval and complex query processing; e-commerce; and papers from the colocated International Workshop on Security and Cognitive Informatics for Homeland Defense, SeCIHD 2012.

Mac OS X Snow Leopard for Power Users: Advanced Capabilities and Techniques is for Mac OS X users who want to go beyond the obvious, the standard, and the easy. If want to dig deeper into Mac OS X and maximize your skills and productivity using the world's slickest and most elegant operating system, then this is the book for you. Written by Scott Granneman, an experienced teacher, developer, and consultant, Mac OS X for Power Users helps you push Mac OS X to the max, unveiling advanced techniques and options that you may have not known even existed. Create custom workflows and apps with Automator, run Windows programs and even Windows itself without dual-booting, and sync data on your hard drive, on your phone, and in the cloud—learn all of these techniques and more. This is not a book that talks down to you; Mac OS X for Power Users is an essential book for experienced Mac users who are smart enough to know there is more to be known, and are ready to become power users. Many professionals aspire to work for startups. Executives from large companies view them as models to help them adapt to today's dynamic innovation economy, while freshly minted MBAs see magic in founding something new. Yes, startups look magical, but they can also be chaotic and inaccessible. Many books are written for those who aspire to be founders, but a company only has one or two of those. What's needed is something that deconstructs the typical startup organization for the thousands of employees who join a fledgling company and do the day-to-day work required to grow it into something of value. *Entering StartUpLand* is a practical, step-by-step guide that provides an insider's analysis of various startup roles and responsibilities—including product management, marketing, growth, and sales—to help you figure out if you want to join a startup and what to expect if you do. You'll gain insight into how successful startups operate and learn to assess which ones you might want to join—or emulate. Inside this book you'll find: A tour of typical startup roles to help you determine which one might be the best fit for you Profiles of startup executives across many different functions who share their stories and describe their responsibilities A methodology to identify and evaluate startups and position yourself to find the opportunity that's right for you Written by an experienced venture capitalist, entrepreneur, and Harvard Business School professor, *Entering StartUpLand* will guide you as you seek your ideal entry point into this popular, cutting-edge organizational paradigm.

Innovation Equity Assessing and Managing the Monetary Value of New Products and Services University of Chicago Press
Overcome Common Tech Misconceptions! Just as a single “flipped bit” in a piece of computer code can bring an otherwise reliable app crashing to a halt, a single misconception in your understanding of personal computing technology can cause all manner of problems—including lost data, wasted time, and frustration as you live and work in today's increasingly digital world. In this unique title, which is packed with little-known facts and debunked beliefs, tech expert Joe Kissell untangles common confusions surrounding the high-tech products and services we all rely on every day. By eliminating your tech misconceptions, you'll: * Avoid common errors that waste precious time or result in data loss. * Make decisions based on an accurate understanding of how things work. * Find yourself asking for—or paying for!—computer help less often. * Have clear explanations on

hand when others ask you for help. * Better understand tech topics in the headlines—encryption, passwords, privacy, and more. * Make a stronger impression at a job interview, user group, or wherever your tech skills may be judged. Some of the 16 chapters in this 190-page book are updated and expanded versions of essays originally published in TidBITS. You'll start thinking more clearly about:

- Trust: Can you trust an online service like iCloud or Gmail, or a password manager?
- Privacy: How do you evaluate your privacy when a Web site wants you to give it personal information? What if the site wants to track the way you use it? What if you want to store confidential data on it?
- Fear: Should you worry about using Java or JavaScript, two computer languages that have little in common except their names?
- Clicking: Why click twice when you can click once? Sort out once and for all what a single click versus a double click can accomplish rather than just clicking randomly like a teenager.
- Opening apps: Are you in the shockingly large group of people who spend too much time on the mundane action of opening apps?
- Cloud accumulation: How many cloud services (like Dropbox or Google Drive) do you need, where are your "cloud" files actually kept, and how can you keep your monthly cost down?
- Email: How can you ensure that attachments make it through? Do you worry about where your email is actually located? Did you know you can choose an email address that will work over time and make you look better online?
- Backups: Are you relying on a backup strategy that will let you down? Should you worry about what happens if you start up your Mac from a bootable duplicate?
- Encryption: Do you understand why the U.S. government is going after the giant tech companies, and why the stakes are high for your own use of encryption?
- Passwords: Do you know why it's such a bad idea to use the same password for multiple sites, or to rely on a pattern? (Please, please, use a password manager.)
- Web: Are your web searches finding what you want quickly and easily? Did you know that you can navigate the web more effectively if you understand how URLs work?

The online economy offers challenges to traditional businesses as well as incredible opportunities. Chris Anderson makes the compelling case that in many instances businesses can succeed best by giving away more than they charge for. Known as "Freemium," this combination of free and paid is emerging as one of the most powerful digital business models. In *Free*, Chris Anderson explores this radical idea for the new global economy and demonstrates how it can be harnessed for the benefit of consumers and businesses alike. In the twenty-first century, Free is more than just a promotional gimmick: It's a business strategy that is essential to a company's successful future. Download the audiobook of *Free* for free! Details inside the book.

Use Your iPad to Simplify, De-Clutter, Improve, and De-Stress Your Life! Your iPad. You already know it's fun. But did you know it can save you hours every single week? Did you know it can help you get rid of clutter, annoyances, and stress—both paper and digital? Do you know the tricks and shortcuts for doing more with your iPad than you ever did with your PC or Mac? With *The Ultimate iPad*, you will—and it'll be easy! One simple step at a time, James Floyd Kelly will help you pick and use the best apps and services to pull together all your content, media, and knowledge: email, Internet, books, movies, TV, personal and work documents, magazines, financial data, and more. Packed with large full-color photos, *The Ultimate iPad* teaches dozens of amazingly useful techniques you won't find in any other iPad book. You'll discover how to: Totally de-clutter yourself in less than 30 days Use Evernote to organize all your documents on your iPad Set up your "always-available" cloud storage service with 30x to 50x or even unlimited storage space Store your DVD movies in the cloud for anytime/anywhere viewing Inexpensively and legally convert your existing print library to digital Use Dropbox for file transfers and other tasks iTunes can't handle Get rid of print magazine stacks and make your magazines searchable Automate home security with low-cost webcams and your iPad Build a personal reference library with the GoodReader and Pocket apps: never lose a web article again Store an official digital signature you can add to any PDF document Set up Quick-Fix shortcuts that deliver the information you want right now—even if you're offline Create a painless backup system that really works for you—finally!

The iPhone XS, XS Max, and XR aren't just faster and more powerful than ever—they're also better at all of the things you use an iPhone for. With the latest edition of this bestselling guide, you get a funny, gorgeously illustrated guide to the tips, shortcuts, and workarounds that will turn you into an iPhone master. This easy-to-use book will also get you up to speed on all iOS 12 features, including new Siri shortcuts, Group FaceTime, and improved parental controls. Missing Manual series creator and former New York Times columnist David Pogue helps you accomplish everything from web browsing to watching videos. You'll get up to speed on features such as Dual SIM Support that lets you use two lines on one phone and True Tone technology that adjusts the display to your environment. Pick up this beautiful full-color book and learn how to get the most out of your iPhone.

From three design partners at Google Ventures, a unique five-day process--called the sprint--for solving tough problems using design, prototyping, and testing ideas with customers.

A step-by-step program for getting your life in order, so you're prepared for the unexpected. The odds of getting hit by a bus are 495,000 to 1. But the odds that you're going to die some day? Exactly. Even the most disorganized among us can take control of our on- and off-line details so our loved ones won't have to scramble later. The experts at Everplans, a leading company in digital life planning, make it possible in this essential and easy-to-follow book. Breaking the task down into three levels, from the most urgent (like granting access to passwords), to the technical (creating a manual for the systems in your home), to the nostalgic (assembling a living memory), this clear, step-by-step program not only removes the anxiety and stress from getting your life in order, it's actually liberating. And deeply satisfying, knowing that you're leaving the best parting gift imaginable. When you finish this book, you will have: A system for managing all your passwords and secret codes Organized your money and assets, bills and debts A complete understanding of all the medical directives and legal documents you need—including Wills, Powers of Attorney, and Trusts A plan for meaningful photos, recipes, and family heirlooms Records of your personal history, interests, beliefs, and life lessons An instruction manual for your home and vehicles Your funeral planned and obituary written (if you're up for it)

"The best memoir I've ever read." —Oprah Winfrey "Will Smith isn't holding back in his bravely inspiring new memoir . . . An ultimately heartwarming read, Will provides a humane glimpse of the man behind the actor, producer and musician, as he bares all his insecurities and trauma." —USA Today One of the most dynamic and globally recognized entertainment forces of our time opens up fully about his life, in a brave and inspiring book that traces his learning curve to a place where outer success, inner happiness, and human connection are aligned. Along the way, Will tells the story in full of one of the most amazing rides through the worlds of music and film that anyone has ever had. Will Smith's transformation from a West Philadelphia kid to one of the biggest rap stars of his era, and then one of the biggest movie stars in Hollywood history, is an epic tale—but it's only half the story. Will Smith thought, with good reason, that he had won at life: not only was his own success unparalleled, his whole family was at the pinnacle of the entertainment world. Only they didn't see it that way: they felt more like star performers in his circus, a seven-days-a-week job they hadn't signed up for. It turned out Will Smith's education wasn't nearly over. This memoir is the product of a

profound journey of self-knowledge, a reckoning with all that your will can get you and all that it can leave behind. Written with the help of Mark Manson, author of the multi-million-copy bestseller *The Subtle Art of Not Giving a F*ck*, Will is the story of how one person mastered his own emotions, written in a way that can help everyone else do the same. Few of us will know the pressure of performing on the world's biggest stages for the highest of stakes, but we can all understand that the fuel that works for one stage of our journey might have to be changed if we want to make it all the way home. The combination of genuine wisdom of universal value and a life story that is preposterously entertaining, even astonishing, puts Will the book, like its author, in a category by itself. Real-world data sets are messy and complicated. Written for students in social science and public management, this authoritative but approachable guide describes all the tools needed to collect data and prepare it for analysis. Offering detailed, step-by-step instructions, it covers collection of many different types of data including web files, APIs, and maps; data cleaning; data formatting; the integration of different sources into a comprehensive data set; and storage using third-party tools to facilitate access and shareability, from Google Docs to GitHub. Assuming no prior knowledge of R and Python, the author introduces programming concepts gradually, using real data sets that provide the reader with practical, functional experience.

So many creative businesses are run online these days. Whether it is used as an online shop, a marketing tool, or a portfolio, a good website is an essential for artists, photographers, designers, and makers from all creative backgrounds and disciplines. This community of people, in particular, needs the design and function of their sites to reflect their individuality and style. This book is the perfect one-stop shop for every creative person's needs. Using WordPress, it takes you quickly and rigorously through the process of setting up a website, giving you tips and hints to improve your style choices and create the look you are aiming for. It also showcases a variety of approaches to creative websites, covering everything from the online shop to portfolio sites. And, to give you the best chance at grabbing an audience, the latest search-engine optimization and social-media techniques are explored.

Create and organize writing projects with ease using Scrivener 3! Version 1.1.1, updated June 4, 2021 Compose a masterpiece with Literature & Latte's Scrivener. Whether you're writing science fiction, a historical novel, or a zombie travelogue, learn how Scrivener's powerful tools can take your work to the next level. Kirk McElhearn shows you how to collect notes, organize your work, arrange and rearrange sections, and more. Covers Mac, Windows, and iOS/iPadOS versions! Scrivener is a powerful tool for managing long-form writing projects—like novels and screenplays—and Take Control of Scrivener 3 gives you all the details you need to know to harness its potential. In this book, best-selling author Kirk McElhearn walks you through setting up, organizing, writing, formatting, revising, and compiling a Scrivener project, whether you're working on a Mac, a Windows PC, or in iOS/iPadOS. Using this extensive guide, you'll be able to:

- Meet Scrivener: Learn about the Scrivener philosophy and its basic layout
- Start your project: Pick a template and add existing materials to your project
- Brainstorm and organize: Discover three different ways to work with your material using the Binder, Corkboard, and Outliner.
- Set up your writing environment and avoid distractions: Choose default fonts and colors, opt for Script Mode if you're writing a script or screenplay, and simplify your workspace by hiding interface elements or by using Composition Mode or Full Screen Mode.
- Make the most of key features: Learn how to work with styles; use annotations and comments; add footnotes and endnotes; view more than one file at once; use collections to view selected items from the Binder; store bookmarks and project notes; and share and synchronize your project with others.
- Go further with Scrivener: Get the details on special features like Scrivenings View (write in sections, but view as a single document) and Snapshots (allows you to make and view periodic backups of your text).
- Revise and edit your work: Learn how to find and replace text, and work with revisions.
- Use Scrivener in iOS and iPadOS: Sync your projects to iOS/iPadOS and work on an iPhone or iPad.
- Print and export: Understand the process of preparing your project to be printed, and what's involved in compiling it so that it can be exported in a different format.

Kirk also highlights the many changes to Scrivener since the last version (see the What's New section below), including updates to the interface, styles, outlining and metadata capabilities, and improved searching and writing features. In addition, he explains brand-new features in Scrivener 3, including Bookmarks (lets you store references to other sections of your project), Linguistic Focus (Mac only—highlights specific elements such as dialog, adverbs, or adjectives), Section types (such as Chapter Text and Scene), and Copyholders (allows you to view three or four documents at once).

The brilliant creator of NPR's Planet Money podcast and award-winning New Yorker staff writer explains our current economy: laying out its internal logic and revealing the transformative hope it offers for millions of people to thrive as they never have before. Contrary to what you may have heard, the middle class is not dying and robots are not stealing our jobs. In fact, writes Adam Davidson—one of our leading public voices on economic issues—the twenty-first-century economic paradigm offers new ways of making money, fresh paths toward professional fulfillment, and unprecedented opportunities for curious, ambitious individuals to combine the things they love with their careers. Drawing on the stories of average people doing exactly this—an accountant overturning his industry, a sweatshop owner's daughter fighting for better working conditions, an Amish craftsman meeting the technological needs of Amish farmers—as well as the latest academic research, Davidson shows us how the twentieth-century economy of scale has given way in this century to an economy of passion. He makes clear, too, that though the adjustment has brought measures of dislocation, confusion, and even panic, these are most often the result of a lack of understanding. The Passion Economy delineates the ground rules of the new economy, and armed with these, we begin to see how we can succeed in it according to its own terms—intimacy, insight, attention, automation, and, of course, passion. An indispensable road map and a refreshingly optimistic take on our economic future.

Screenwriting Tip #99 Voice-over usually feels like scaffolding. You know-something you left in there when you were constructing the first draft, but really should have torn out after it served its purpose. Screenwriting Tip #120 Always remember that funny trumps everything. Your script could be written in crayon with your name spelled wrong on the cover, but if it's genuinely funny, none of that matters. Screenwriting Tip #156 The easiest way to write kick-ass protagonists is to make them incredibly good at what they do. Confused at the outline stage? Stuck in the swamp of Act Two? Don't know who your protagonist is or where she's going? You might feel like a hack. But don't worry-you're not alone. Even the most experienced writers feel like this at times. Sometimes we just need a few short pointers and reminders to set us on the path again. Xander Bennett worked as a script reader in the trenches of Hollywood, reading and covering hundreds of mediocre screenplays. After months of reading about heroic Sea World trainers, transgendered circus detectives and crime-fighting chupacabras, he couldn't take it any more. Xander started a blog called 'Screenwriting Tips, You Hack', a place designed to provide short, witty tips on screenwriting for amateur writers all the way up to journeymen scribes. This book is the evolution of that blog. Dozens of the best scripts (along with many brand-new

ones) have been expanded into bite-sized chapters full of funny, insightful, highly usable advice. Let Xander's pain be your gain as you learn about the differences between film and television structure, how to force yourself to write when you really don't want to, and why you probably shouldn't base your first spec script around an alien invasion.

This book constitutes the refereed post-conference proceedings of the IFIP TC 3 Open Conference on Computers in Education, OCCE 2018, held in Linz, Austria, in June 2018. The 24 revised full papers and 3 short papers included in this volume were carefully reviewed and selected from 63 submissions during two rounds of reviewing. The papers discuss key emerging topics and evolving practices in the area of educational computing research. They are organized in the following topical sections: computational thinking; programming and computer science education; teachers' education and professional development; games-based learning and gamification; learning in specific and disciplinary contexts; learning in social networking environments; and self-assessment, e-assessment and e-examinations.

A Critical Introduction to the Study of Religion introduces the key concepts and theories from religious studies that are necessary for a full understanding of the complex relations between religion and society. The aim is to provide readers with an arsenal of critical concepts for studying religious ideologies, practices, and communities. This thoroughly revised second edition has been restructured to clearly emphasize key topics including: Essentialism Functionalism Authority Domination. All ideas and theories are clearly illustrated, with new and engaging examples and case studies throughout, making this the ideal textbook for students approaching the subject area for the first time.

The formation and communication of vision is one of the primary responsibilities of a director, before ever getting to the nuts and bolts of the process. The Art and Practice of Directing for Theatre helps the young director learn how to discover, harness, and meld the two. Providing both a practical and theoretical foundation for directors, this book explores how to craft an artistic vision for a production, and sparks inspiration in directors to put their learning into practice. This book includes: Guidance through day-to-day aspects of directing, including a director's skillset and tools, script analysis, and rehearsal structure. Advice on collaborating with production teams and actors, building communication skills and tools, and integrating digital media into these practices. Discussion questions and practical worksheets covering script analysis, blocking, and planning rehearsals, with downloadable versions on a companion website.

Readers will find strategies and techniques for teaching college and university freshmen, community college students, students with disabilities, and those in distance learning programs.

From drones to wearable technology to Hyperloop pods that can potentially travel more than seven hundred miles per hour, we're fascinated with new products and technologies that seem to come straight out of science fiction. But, innovations are not only fascinating, they're polarizing, as, all too quickly, skepticism regarding their commercial viability starts to creep in. And while fortunes depend on people's ability to properly assess their prospects for success, no one can really agree on how to do it, especially for truly radical new products and services. In Innovation Equity, Elie Ofek, Eitan Muller, and Barak Libai analyze how a vast array of past innovations performed in the marketplace—from their launch to the moment they became everyday products to the phase where consumers moved on to the "next big thing." They identify key patterns in how consumers adopt innovations and integrate these with marketing scholarship on how companies manage their customer base by attracting new customers, keeping current customers satisfied, and preventing customers from switching to competitors' products and services. In doing so, the authors produce concrete models that powerfully predict how the marketplace will respond to innovations, providing a much more authoritative way to estimate their potential monetary value, as well as a framework for making it possible to achieve that value.

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