SEO For Beginners Fasterbook 2017

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High Performance Images - Colin Bendell 2016-11-03
High-quality images have an amazing power of attraction. Just add some stunning photos and graphics to your website or app and watch your user engagement and conversion numbers climb. It can be tricky, but with this practical guide, you'll master the many facets of delivering high performance images on the internet—without adversely affecting site performance. You'll learn the nuts and bolts of color theory, image formats, storage and management, operations delivery, browser and application behavior, the responsive web, and many other topics. Ideal for developers, this book also provides useful tips, tricks, and practical theory for processing and displaying powerful images that won't slow down your online product. Explore digital image theory and the different formats available Dive into JPEGs, SVG and vector images, lossless compression, and other formats Use techniques for downloading and rendering images in a browser, and for loading images on mobile devices and cellular networks Examine specific rendering techniques, such as lazy loading, image processing, image consolidation, and responsive images Take responsive images to the next level by using content negotiation between browser and server with the Client Hints HTTP standard Learn how to operationalize your image workflow Contributors include Colin Bendell, Tim Kadlec, Yoav Weiss, Guy Podjarny, Nick Doyle, and Mike McCall from Akamai Technologies.

Die Empty - Todd Henry 2015-04-28
"A must-read for anyone interested in moving from inspiration to action." —Cal Newport, author of So Good They Can't Ignore You Most of us fill our days with frantic activity, bouncing from task to task, scrambling to make deadlines and chase the next promotion. But by the end of each day we're often left wondering if any of it really mattered. We feel the ticking of the clock, but we're unsure of the path forward. Die Empty is a tool for people who aren't willing to put off their most important work for another day. Todd Henry explains the forces that lead to stagnation and introduces practices that will keep you on a true and steady course. The key is embracing the idea that time is finite, so you should focus on the unique contribution to the world that only you can make. Henry shows how to sustain your enthusiasm, push through mental barriers, and unleash your best work each day.

The Brain That Changes Itself - Norman Doidge 2007-03-15
"Fascinating. Doidge's book is a remarkable and hopeful portrait of the endless adaptability of the human brain."—Oliver Sacks, MD, author of The Man Who Mistook His Wife for a Hat What is neuroplasticity? Is it possible to change your brain? Norman Doidge's inspiring guide to the new brain science explains all of this and more An astonishing new science called neuroplasticity is overthrowing the centuries-old notion that the human brain is immutable, and proving that it is, in fact, possible to change your brain. Psychoanalyst, Norman Doidge, M.D., traveled the country to meet both the brilliant scientists championing neuroplasticity, its healing powers, and the people whose lives they've transformed—people whose mental limitations, brain damage or brain trauma were seen as unalterable. We see a woman born with half a brain that rewired itself to work as a

whole, blind people who learn to see, learning disorders cured, IQs raised, aging brains rejuvenated, stroke patients learning to speak, children with cerebral palsy learning to move with more grace, depression and anxiety disorders successfully treated, and lifelong character traits changed. Using these marvelous stories to probe mysteries of the body, emotion, love, sex, culture, and education, Dr. Doidge has written an immensely moving, inspiring book that will permanently alter the way we look at our brains, human nature, and human potential.

Web Performance in Action - Jeremy Wagner 2016-12-22
Summary Web Performance in Action is your companion guide to making websites faster. You'll learn techniques that speed the delivery of your site's assets to the user, increase rendering speed, decrease the overall footprint of your site, as well as how to build a workflow that automates common optimization techniques. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology Nifty features, hip design, and clever marketing are great, but your website will flop if visitors think it's slow. Network conditions can be unpredictable, and with today's sites being bigger than ever, you need to set yourself apart from the competition by focusing on speed. Achieving a high level of performance is a combination of front-end architecture choices, best practices, and some clever sleight-of-hand. This book will demystify all these topics for you. About the Book Web Performance in Action is your guide to making fast websites. Packed with "Aha!" moments and critical details, this book teaches you how to create performant websites the right way. You'll master optimal rendering techniques, tips for decreasing your site's footprint, and technologies like HTTP/2 that take your website's speed from merely adequate to seriously fast. Along the way, you'll learn how to create an automated workflow to accomplish common optimization tasks and speed up development in the process. What's Inside Foolproof performance-boosting techniques Optimizing images and fonts HTTP/2 and how it affects your optimization workflow About the Reader This book assumes that you're familiar with HTML, CSS, and JavaScript. Many

examples make use of Git and Node.js. About the Author Jeremy Wagner is a professional front-end web developer with over ten years of experience. Foreword by Ethan Marcotte. Table of Contents Understanding web performance Using assessment tools Optimizing CSS Understanding critical CSS Making images responsive Going further with images Faster fonts Keeping JavaScript lean and fast Boosting performance with service workers Fine-tuning asset delivery Looking to the future with HTTP/2 Automating optimization with gulp

Network Marketing - Janusz Szajna 2003

CSS Pocket Reference - Eric A. Meyer 2011-07-12
When you're working with CSS and need a quick answer, CSS Pocket Reference delivers. This handy, concise book provides all of the essential information you need to implement CSS on the fly. Ideal for intermediate to advanced web designers and developers, the 4th edition is revised and updated for CSS3, the latest version of the Cascading Style Sheet specification. Along with a complete alphabetical reference to CSS3 selectors and properties, you'll also find a short introduction to the key concepts of CSS. Based on Cascading Style Sheets: The Definitive Guide, this reference is an easy-to-use cheatsheet of the CSS specifications you need for any task at hand. This book helps you: Quickly find and adapt the style elements you need Learn how CSS3 features complement and extend your CSS practices Discover new value types and new CSS selectors Implement drop shadows, multiple backgrounds, rounded corners, and border images Get new information about transforms and transitions

CSS Secrets - Lea Verou 2015-06-04
In this practical guide, CSS expert Lea Verou provides 47 undocumented techniques and tips to help intermediate-to advanced CSS developers devise elegant solutions to a wide range of everyday web design problems. Rather than focus on design, CSS Secrets shows you how to solve problems with code. You'll learn how to apply Lea's analytical approach to practically every CSS problem you face to attain DRY, maintainable, flexible, lightweight, and standards-compliant results. Inspired by her popular talks at over 60 international web

development conferences, Lea Verou provides a wealth of information for topics including: Backgrounds and Borders Shapes Visual Effects Typography User Experience Structure and Layout Transitions and Animations

Building the Best: 8 Proven Leadership Principles to Elevate Others to Success - John Eades 2019-11-15
Build a world-class team culture with proven principles from renowned "Follow My Lead" podcaster and business leader John Eades Organizational culture has undergone a seismic shift in the 21st century—and with it, the requirements of leadership. In Building the Best, LearnLoft CEO John Eades takes you on a journey of transformation that will equip you with the tools you need to become the kind of cutting-edge leader today's workplace so urgently needs. "Leadership is about empowering, inspiring, and serving in order to elevate others over an extended period of time. You are the perfect person to live this out every day." Eades's powerful words form the backbone of this groundbreaking guide to cultivating leadership at its highest level. Beginning with the benefits of great leadership—and the drawbacks of bad leadership—Eades offers real-life examples of leaders who elevate others, and how their practices have paid huge dividends. At its core is a carefully balanced blend of "love and discipline"—a guiding principle that helps create high levels of performance by leaning on standards while at the same time caring about the long-term success and well-being of each team member. Through these proven practices, you'll learn to: • Identify your current leadership style • Rely on the "purpose trifecta" to guide your team • Be a leader who properly leverages the "Acts of Accountability" model • Create a "Maximizing Mantra" to produce energy and results • Develop the skills of others by understanding the "4 Stages of Role Development" Leadership is a journey, not a destination. Building the Best offers a powerful blueprint for embarking on that journey—the first step in taking your team or organization toward true greatness. .

Honey I Love Golf But I Love You More! - Jodi Walker 2010-08
"It is no secret that men and women are different. So when it comes to golf, they may look at the game from different perspectives. Get ready to embark on a light hearted look at men who love golf and the women who love them. It brings a unique perspective on golf, love and life that both men and women can enjoy. You just might find out that the grass really is "greener" on the golf course." -- From back cover.

Achieve More, Succeed Faster - Deepak Bajaj
Learn how Direct Selling has empowered millions of people to enjoy the 31 essential elements for a good life. This book is full of ideas, skills, tools and solutions that will enlighten, inspire and empower you to build your dream life. Get tools that you can instantly apply to enhance your success and quality of life. There are solutions and breakthrough ideas that will propel you faster to the life you aspire to live. It's like wisdom of a lifetime brought to you in an easy to understand and simple to apply format. Achieve More, Succeed Faster will teach you how to: - Create financial freedom and passive income - Make a 5 step Masterplan to help you achieve your goal - Enjoy lasting happiness and fulfillment - Earn millions while doing what you love to do - Help others to fulfil their dreams - Change habits and break old patterns of behavior - Build a life that is spiritually uplifting - Be a great leader and magnify your influence - Build an empowering circle of friends - Rise faster in your career - Build a new empowering mindset - Be resilient and maintain composure in the face of difficulties This book is also recommended for people who are not into the Direct Selling business but want to understand the real nitty-gritty of this business.

Designing for Performance - Lara Callender Hogan 2014-12-04
As a web designer, you encounter tough choices when it comes to weighing aesthetics and performance. Good content, layout, images, and interactivity are essential for engaging your audience, and each of these elements have an enormous impact on page load time and the end-user experience. In this practical book, Lara Hogan helps you approach projects with page speed in mind, showing you how to test and benchmark which design choices are most critical. To get started, all you need are basic HTML and CSS skills and Photoshop experience.

Topics include: The impact of page load time on your site, brand, and users Page speed basics: how browsers retrieve and render content Best practices for optimizing and loading images How to clean up HTML and CSS, and optimize web fonts Mobile-first design with performance goals by breakpoint Using tools to measure performance as your site evolves Methods for shaping an organization's performance culture

Moonwalking with Einstein - Joshua Foer 2011-03-03

"Highly entertaining." —Adam Gopnik, The New Yorker "Funny, curious, erudite, and full of useful details about ancient techniques of training memory." —The Boston Globe The blockbuster phenomenon that charts an amazing journey of the mind while revolutionizing our concept of memory An instant bestseller that is poised to become a classic, Moonwalking with Einstein recounts Joshua Foer's yearlong quest to improve his memory under the tutelage of top "mental athletes." He draws on cutting-edge research, a surprising cultural history of remembering, and venerable tricks of the mentalist's trade to transform our understanding of human memory. From the United States Memory Championship to deep within the author's own mind, this is an electrifying work of journalism that reminds us that, in every way that matters, we are the sum of our memories.

Even Faster Web Sites - Steve Souders 2009-06-04

Performance is critical to the success of any web site, and yet today's web applications push browsers to their limits with increasing amounts of rich content and heavy use of Ajax. In this book, Steve Souders, web performance evangelist at Google and former Chief Performance Yahoo!, provides valuable techniques to help you optimize your site's performance. Souders' previous book, the bestselling High Performance Web Sites, shocked the web development world by revealing that 80% of the time it takes for a web page to load is on the client side. In Even Faster Web Sites, Souders and eight expert contributors provide best practices and pragmatic advice for improving your site's performance in three critical categories: JavaScript—Get advice for understanding Ajax performance, writing efficient JavaScript, creating responsive applications, loading scripts without blocking other components, and more. Network—Learn to share resources across multiple domains, reduce image size without loss of quality, and use chunked encoding to render pages faster. Browser—Discover alternatives to iframes, how to simplify CSS selectors, and other techniques. Speed is essential for today's rich media web sites and Web 2.0 applications. With this book, you'll learn how to shave precious seconds off your sites' load times and make them respond even faster. This book contains six guest chapters contributed by Dion Almaer, Doug Crockford, Ben Galbraith, Tony Gentilcore, Dylan Schiemann, Stoyan Stefanov, Nicole Sullivan, and Nicholas C. Zakas.

Worthless, Impossible and Stupid - Daniel Isenberg 2013-07-09

Offers unusual, creative, and practical ideas for creating and growing a business fueled by adversity and need rather than by following the Silicon Valley model.

Getting Started with Varnish Cache - Thijs Feryn 2017-03-13

How long does it take for your website to load? Web performance is just as critical for small and medium-sized websites as it is for massive websites that receive tons of hits. Before you pour money and time into rewriting your code or replacing your infrastructure, first consider a reverse-caching proxy server like Varnish. With this practical book, you'll learn how Varnish can give your website or API an immediate performance boost. Varnish mimicks the behavior of your webserver, caches its output in memory, and serves the result directly to clients without having to access your webserver. If you're a web developer familiar with HTTP, this book helps you master Varnish basics, so you can get up and running in no time. You'll learn how to use the Varnish Configuration Language and HTTP best practices to achieve faster performance and a higher hit rate. Understand how Varnish helps you gain optimum web performance Use HTTP to improve the cache-ability of your websites, web applications, and APIs Properly invalidate your cache when the origin data changes Optimize access to your backend servers Avoid common mistakes when using Varnish in the wild Use logging and debugging tools to examine the behavior of

Varnish

New Typography - Karena Xu 2012
This book features the latest fonts and focuses on both the details and atmosphere of the fonts' design. The examples found in New Typography go well beyond what is traditionally thought of as typography design, i.e the shaping of letters. What is most f

Learning HTTP/2 - Stephen Ludin 2017-05-15
Chapter 8. Debugging h2; Web Browser Developer Tools; Chrome Developer Tools; Firefox Developer Tools; Debugging h2 on iOS Using Charles Proxy; Debugging h2 on Android; WebPagetest; OpenSSL; OpenSSL Commands; nghttp2; Using nghttp; curl; Using curl; h2i; Wireshark; Summary; Chapter 9. What Is Next?; TCP or UDP?; QUIC; TLS 1.3; HTTP/3?; Summary; Appendix A. HTTP/2 Frames; The Frame Header; DATA; DATA Frame Fields; DATA Frame Flags; HEADERS; HEADERS Frame Fields; HEADERS Frame Flags; PRIORITY; PRIORITY Frame Fields; RST_STREAM; SETTINGS; SETTINGS Parameters; PUSH_PROMISE.

Web Performance Daybook Volume 2 - Stoyan Stefanov 2012-06-20
Performance is critical to the success of any website, and help with using today's new tools is key. In this remarkable guide, 32 leading web performance experts offer practical tips, techniques, and advice for optimizing your site's user experience. Originally written for an online calendar, this collection of articles will inspire you to squeeze every ounce of performance from your site—whether you're a web developer, mobile developer, or web designer. Check the table of contents and you'll be convinced. In order of appearance, Web Performance Daybook authors include: Patrick Meenan Nicholas Zakas Guy Podjarny Stoyan Stefanov Tim Kadlec Brian Pane Josh Fraser Steve Souders Betty Tso Israel Nir Marcel Duran Éric Daspet Alois Reitbauer Matthew Prince Buddy Brewer Alexander Podelko Estelle Weyl Aaron Peters Tony Gentilcore Matthew Steele Bryan McQuade Tobie Langel Billy Hoffman Joshua Bixby Sergey Chernyshev JP Castro Pavel Paulau David Calhoun Nicole Sullivan James Pearce Tom Hughes-Croucher Dave Artz

Will It Make The Boat Go Faster? - Harriet Beveridge 2020-03-28

With its winning mix of gripping narrative and easy-to-implement performance-raising tips, this book has become a best-selling classic. It's garnered 5-star reviews and wide-ranging endorsements – from Sebastian Coe and Dame Kelly Holmes to Lord Digby Jones

Website Optimization - Andrew B. King 2008-07-08
Remember when an optimized website was one that merely didn't take all day to appear? Times have changed. Today, website optimization can spell the difference between enterprise success and failure, and it takes a lot more know-how to achieve success. This book is a comprehensive guide to the tips, techniques, secrets, standards, and methods of website optimization. From increasing site traffic to maximizing leads, from revving up responsiveness to increasing navigability, from prospect retention to closing more sales, the world of 21st century website optimization is explored, exemplified and explained. Website Optimization combines the disciplines of online marketing and site performance tuning to attain the competitive advantage necessary on today's Web. You'll learn how to improve your online marketing with effective paid and natural search engine visibility strategies, strengthened lead creation and conversion to sales methods, and gold-standard ad copywriting guidelines. Plus, your increased site speed, reduced download footprint, improved reliability, and improved navigability will work synergistically with those marketing methods to optimize your site's total effectiveness. In this book for business and IT managers, author Andrew King, president of Website Optimization, LLC, has assembled experts in several key specialties to teach you: Search engine optimization -- addressing best (and worst) practices to improve search engine visibility, including step-by-step keyword optimization guidelines, category and tag cloud creation, and guerilla PR techniques to boost inbound links and improve rankings Pay-per-click optimization -- including ad copywriting guidelines, setting profit-driven goals, calculating and optimizing bids, landing page optimization, and campaign management tips Optimizing conversion rates -- increasing leads with site landing page guidelines, such as benefit-oriented copy, credibility-based design,

value hierarchies, and tips on creating unique selling propositions and slogans Web performance tuning -- optimizing ways to use (X)HTML, CSS, and Ajax to increase speed, reduce your download footprint, and increase reliability Advanced tuning -- including client-side techniques such as on-demand content, progressive enhancement, and inline images to save HTTP requests. Plus server-side tips include improving parallelism, using cache control, browser sniffing, HTTP compression, and URL rewriting to remap links and preserve traffic Web metrics -- illustrating the best metrics and tools to gather details about visitors and measure web conversion and success rates. Covering both search marketing metrics and web performance measures including Pathloss and waterfall graphs Website Optimization not only provides you with a strategy for success, it also offers specific techniques for you and your staff to follow. A profitable website needs to be well designed, current, highly responsive, and optimally persuasive if you're to attract prospects, convert them to buyers, and get them to come back for more. This book describes precisely what you need to accomplish to achieve all of those goals.

Responsive & Fast - Guy Podjarny 2014-08 Is Responsive Web Design (RWD) slowing your site down? It doesn't have to. With this concise book, you'll learn practical techniques for improving performance with RWD, including a default set of guidelines you can use as an easy starting point. Web performance researcher and evangelist Guy Podjarny walks you through several existing solutions for dealing with RWD performance problems, and offers advice for choosing optimizations that will be most useful for your needs. RWD performance problems stem from excessive downloads of resources, including images, JavaScript and CSS, and HTML—downloads designed to let your web application adapt to different screen sizes. Podjarny presents a series of increasingly larger-scope solutions to each issue, including client-side techniques and RESS (Responsive + Server Side Components). Address performance issues by starting with Podjarny's default guidelines Use a JavaScript image loader and an image transcoding service to create Responsive Images Reduce JavaScript and CSS downloads with

asynchronous scripts, conditional loading, and multi-viewport CSS Prioritize resources to avoid excess content in RWD and defer the load of any content that's not critical Explore server-side Adaptive Delivery and RESS solutions as an alternative to "pure" RWD Guy Podjarny, or Guypo for short, is the Chief Technology Officer (CTO) of Akamai's Web Experience business unit.

Sales 101 - Wendy Connick 2019-09-17 Learn the ins and outs of sales techniques with this comprehensive and accessible guide that is the crash course in how to sell anything. Sometimes, it seems like learning a new skill is impossible. But whether you are interested in pursuing a full-times sales career, want to make extra money with sales as a side hustle, or are just looking to turn your hobby into a business, everyone can benefit from knowing how to sell. With Sales 101 you can start selling now. This clear and comprehensive guide is perfect for those who are just starting out in the sales field. Presented with a casual and an easy-to-understand tone, it gives you the information and training you need to get started. Sales 101 teaches the basic sales philosophies and tactics that have been successful for centuries, along with newer, more up-to-date information about using the internet and social media to find leads and increase your customer base. Whether you need guidance in making a presentation or closing a deal to handling rejection or managing your time, Sales 101 shares the best advice and solutions to prepare you for a career in the sales field.

The Chaos Imperative - Ori Brafman 2013-08-13 In the bestselling tradition of Switch and Made to Stick, Ori Brafman reveals how organizations can drive growth and profits by allowing contained chaos and disruption the space to flourish, generating new ideas that trigger innovation. In The Chaos Imperative, organizational expert and bestselling author Ori Brafman (Sway, The Starfish and the Spider) shows how even the best and most efficient organizations, from Fortune 500 companies to today's US Army, benefit from allowing a little unstructured space and disruption into their planning and decision-making.

Learning PHP, MySQL & JavaScript - Robin

Nixon 2018-05-09
Build interactive, data-driven websites with the potent combination of open source technologies and web standards, even if you have only basic HTML knowledge. In this update to this popular hands-on guide, you'll tackle dynamic web programming with the latest versions of today's core technologies: PHP, MySQL, JavaScript, CSS, HTML5, and key jQuery libraries. Web designers will learn how to use these technologies together and pick up valuable web programming practices along the way—including how to optimize websites for mobile devices. At the end of the book, you'll put everything together to build a fully functional social networking site suitable for both desktop and mobile browsers. Explore MySQL, from database structure to complex queries Use the MySQLi extension, PHP's improved MySQL interface Create dynamic PHP web pages that tailor themselves to the user Manage cookies and sessions and maintain a high level of security Enhance the JavaScript language with jQuery and jQuery mobile libraries Use Ajax calls for background browser-server communication Style your web pages by acquiring CSS2 and CSS3 skills Implement HTML5 features, including geolocation, audio, video, and the canvas element Reformat your websites into mobile web apps

Objections - Jeb Blount 2018-06-13
There are few one-size-fits-all solutions in sales. Context matters. Complex sales are different from one-call closes. B2B is different than B2C. Prospects, territories, products, industries, companies, and sales processes are all different. There is little black and white in the sales profession. Except for objections. There is democracy in objections. Every salesperson must endure many NOs in order to get to YES. Objections don't care or consider: Who you are What you sell How you sell If you are new to sales or a veteran If your sales cycle is long or short – complex or transactional For as long as salespeople have been asking buyers to make commitments, buyers have been throwing out objections. And, for as long as buyers have been saying no, salespeople have yearned for the secrets to getting past those NOs. Following in the footsteps of his blockbuster bestsellers Fanatical Prospecting and Sales EQ, Jeb Blount's

Objections is a comprehensive and contemporary guide that engages your heart and mind. In his signature right-to-the-point style, Jeb pulls no punches and slaps you in the face with the cold, hard truth about what's really holding you back from closing sales and reaching your income goals. Then he pulls you in with examples, stories, and lessons that teach powerful human-influence frameworks for getting past NO - even with the most challenging objections. What you won't find, though, is old school techniques straight out of the last century. No bait and switch schemes, no sycophantic tie-downs, no cheesy scripts, and none of the contrived closing techniques that leave you feeling like a phony, destroy relationships, and only serve to increase your buyers' resistance. Instead, you'll learn a new psychology for turning-around objections and proven techniques that work with today's more informed, in control, and skeptical buyers. Inside the pages of Objections, you'll gain deep insight into: How to get past the natural human fear of NO and become rejection proof The science of resistance and why buyers throw out objections Human influence frameworks that turn you into a master persuader The key to avoiding embarrassing red herrings that derail sales calls How to leverage the "Magical Quarter of a Second" to instantly gain control of your emotions when you get hit with difficult objections Proven objection turn-around frameworks that give you confidence and control in virtually every sales situation How to easily skip past reflex responses on cold calls and when prospecting How to move past brush-offs to get to the next step, increase pipeline velocity, and shorten the sales cycle The 5 Step Process for Turning Around Buying Commitment Objections and closing the sale Rapid Negotiation techniques that deliver better terms and higher prices As you dive into these powerful insights, and with each new chapter, you'll gain greater and greater confidence in your ability to face and effectively handle objections in any selling situation. And, with this new-found confidence, your success and income will soar.

CSS: The Missing Manual - David Sawyer McFarland 2009-08-21
Cascading Style Sheets can turn humdrum

websites into highly-functional, professional-looking destinations, but many designers merely treat CSS as window-dressing to spruce up their site's appearance. You can tap into the real power of this tool with CSS: The Missing Manual. This second edition combines crystal-clear explanations, real-world examples, and dozens of step-by-step tutorials to show you how to design sites with CSS that work consistently across browsers. Witty and entertaining, this second edition gives you up-to-the-minute pro techniques. You'll learn how to: Create HTML that's simpler, uses less code, is search-engine friendly, and works well with CSS Style text by changing fonts, colors, font sizes, and adding borders Turn simple HTML links into complex and attractive navigation bars -- complete with rollover effects Create effective photo galleries and special effects, including drop shadows Get up to speed on CSS 3 properties that work in the latest browser versions Build complex layouts using CSS, including multi-column designs Style web pages for printing With CSS: The Missing Manual, Second Edition, you'll find all-new online tutorial pages, expanded CSS 3 coverage, and broad support for Firebox, Safari, and other major web browsers, including Internet Explorer 8. Learn how to use CSS effectively to build new websites, or refurbish old sites that are due for an upgrade.

Web Design with HTML, CSS, JavaScript and jQuery Set - Jon Duckett 2014-07-08
A two-book set for web designers and front-end developers This two-book set combines the titles HTML & CSS: Designing and Building Web Sites and JavaScript & jQuery: Interactive Front-End Development. Together these two books form an ideal platform for anyone who wants to master HTML and CSS before stepping up to JavaScript and jQuery. HTML & CSS covers structure, text, links, images, tables, forms, useful options, adding style with CSS, fonts, colors, thinking in boxes, styling lists and tables, layouts, grids, and even SEO, Google analytics, ftp, and HTML5. JavaScript & jQuery offers an excellent combined introduction to these two technologies using a clear and simple visual approach using diagrams, infographics, and photographs. A handy two-book set that uniquely combines related technologies Highly visual format and accessible language makes these books highly

effective learning tools Perfect for beginning web designers and front-end developers
Practically Radical - William C. Taylor 2011-01-04
"The most powerful and instructive change manual you'll ever read. It will persuade and inspire you to change your business, your work, and maybe your life." —Daniel H. Pink, bestselling author of A Whole New Mind In Practically Radical, William C. Taylor, the New York Times bestselling co-author of Mavericks at Work offers a refreshing, rigorous new look at pragmatic ways to shake things up and make positive change in difficult times. Exploring how twenty-five for-profit companies and nonprofit organizations—including IBM, Zappos, Swatch, the Girl Scouts, and Interpol—made remarkable strides in tough circumstances, Practically Radical raises (and answers) the make-or-break questions facing today's leaders in every field: Do you see opportunities the competition doesn't see? The most successful organizations embrace one-of-a-kind ideas in a world filled with "me-too" thinking. Do you have new ideas about where to look for new ideas? Routine practices in one field can be revolutionary when they migrate to another. Are you the most of anything? In business today, the middle of the road is the road to ruin. Are you getting the best contributions from the most people? Change is not a game best played by loners. Anything but your typical business book, Practically Radical is a must-own for small business owners and CEOs, for managers at all levels, and innovators and entrepreneurs of every stripe.

Little Gem - Elaine Murphy 2009
Love, sex, birth, death and salsa classes. Three generations of women. One extraordinary year. Amber has fierce bad indigestion and the sambucas aren't getting rid of it. Lorraine attacks a customer and her boss wants her to see a psychiatrist. Kay's got an itch 'down there' that Gem can't scratch. And if all that wasn't bad enough, Little Gem makes his presence felt and - well - life is never the same again. Presented by Guna Nua and Civic Theatre, Tallaght, Little Gem was the winner of the BBC Northern Ireland Drama Award in Association with the Stewart Parker Trust, the Fishamble Award for Best New Irish Writing, and the Best Female Performance at the Dublin Fringe Festival, 2008.

It was revived at the Traverse Theatre during the 2009 Edinburgh Festival Fringe.

Without Their Permission - Alexis Ohanian 2013-10-01

A WALL STREET JOURNAL BESTSELLER As Alexis Ohanian learned when he helped to co-found the immensely popular reddit.com, the internet is the most powerful and democratic tool for disseminating information in human history. And when that power is harnessed to create new communities, technologies, businesses or charities, the results can be absolutely stunning. In this book, Alexis will share his ideas, tips and even his own doodles about harnessing the power of the web for good, and along the way, he will share his philosophy with young entrepreneurs all over the globe. At 29, Ohanian has come to personify the dorm-room tech entrepreneur, changing the world without asking permission. Within a couple of years of graduating from the University of Virginia, Ohanian did just that, selling reddit for millions of dollars. He's gone on to start many other companies, like hipmunk and breadpig, all while representing Y Combinator and investing in over sixty other tech startups. WITHOUT THEIR PERMISSION is his personal guidebook as to how other aspiring entrepreneurs can follow in his footsteps.

Dive Into SEO - Narayan Prusty

Proud & Ashamed - Laura Chester 1978

Can't Buy Me Like - Bob Garfield 2013-03-07 Today's brands face an apparent choice between two evils: continue betting on their increasingly ineffective advertising or put blind faith in the supposedly mystical power of social media, where "likes" stand in for transactions and a mass audience is maddeningly elusive. There has to be a better way . . . As Lennon and McCartney wrote a half century ago, money can't buy you love. But in today's world, where people have become desensitized-even disillusioned-by ad campaigns and marketing slogans, that maxim needs an update: Money can't even buy you like.

HTML and CSS - Jon Duckett 2011-11-08 A full-color introduction to the basics of HTML and CSS! Every day, more and more people want to learn some HTML and CSS. Joining the professional web designers and programmers are new audiences who need to know a little bit of code at work (update a content management system or e-commerce store) and those who want to make their personal blogs more attractive. Many books teaching HTML and CSS are dry and only written for those who want to become programmers, which is why this book takes an entirely new approach. Introduces HTML and CSS in a way that makes them accessible to everyone—hobbyists, students, and professionals—and it's full-color throughout Utilizes information graphics and lifestyle photography to explain the topics in a simple way that is engaging Boasts a unique structure that allows you to progress through the chapters from beginning to end or just dip into topics of particular interest at your leisure This educational book is one that you will enjoy picking up, reading, then referring back to. It will make you wish other technical topics were presented in such a simple, attractive and engaging way! This book is also available as part of a set in hardcover - Web Design with HTML, CSS, JavaScript and jQuery, 9781119038634; and in softcover - Web Design with HTML, CSS, JavaScript and jQuery, 9781118907443.

Mavericks at Work - William C. Taylor 2009-03-17

The first book to document this change, Mavericks at Work is business "edutainment" for a smart, ambitious readership, profiling some of the most exciting—and often eccentric—CEOs in the United States, while detailing their remarkable strategies for success. Who's going to write the next chapter in the saga of American business? Who's going to chronicle the best way to compete, the new way to win? That's the mission of Mavericks at Work, a book that profiles a network of rebels who are creating a new business model that makes use of fresh principles and captures what it means to be a state-of-the-art organization. Including such pioneering companies as ING Direct, Southwest Airlines, Pixar, HBO, Anthropologie, Craigslist, Netflix, and Commerce Bank, this book is nothing short of a lively new intellectual agenda for business.

Professional Website Performance - Peter G. Smith 2012-11-20

Achieve optimal website speed and performance with this Wrox guide Effective website

development requires optimum performance with regard to both web browser and server. This book covers all aspects of building and maintaining websites that deliver peak performance on all levels. Exploring both front-end and back-end configuration, it examines factors like compression and JavaScript, database performance, MySQL tuning, NoSQL alternatives, load-balancing across multiple servers, effective caching of web contents, CSS, and much more. Both developers and system administrators will find value in this platform-neutral guide. Covers essential information for creating and maintaining websites that deliver peak performance on both front end and back end Explains how to configure front-end performance related to the web browser and how to speed up communication between server and browser Topics include MySQL tuning, NoSQL alternatives, CSS, JavaScript, and web images Explores how to minimize the performance penalties of SSL; load-balancing across multiple servers with Apache, Nginx, and MySQL; and effective caching and compression of web contents Professional Website Performance: Optimizing the Front End and Back End offers essential information to help both front-end and back-end technicians ensure better website performance.

The Business of Belief - Tom Asacker 2013 "This is a short book. But I hope it takes you, like me, a long time to read it. The Business of Belief earns the word 'profound'-every sentence should be savored." -Tom Peters "Is this about marketing, life, spirituality, history, change or sales? Yes. A little book with a big idea." -Seth Godin, author of The Icarus Deception "This instant classic provides the key to motivating yourself, your friends, your family, your coworkers and your customers. A must read." -Inc. Magazine In this thought-provoking and entertaining book, Tom Asacker, author of Sandbox Wisdom and A Clear Eye for Branding, pulls back the curtain on the workings of the mind and reveals the hidden logic to motivating behavior, both in ourselves and in others. Whether you are launching a new brand or marketing campaign, selling products and services, coaching individuals or leading a team, this book will shatter your assumptions about leadership and the art of influence, and give you the invaluable insights required to understand and move others. The Business of Belief is Tom Asacker's most compelling-and important-book yet. It will fundamentally change the way you think about your work and your life. Use it as your companion and as a guide in this fast-paced world overwhelmed by complexity and choice. The next big idea in business is BELIEF.

Do More Faster - Brad Feld 2010-10-01 Practical advice from some of today's top early stage investors and entrepreneurs TechStars is a mentorship-driven startup accelerator with operations in three U.S. cities. Once a year in each city, it funds about ten Internet startups with a small amount of capital and surrounds them with around fifty top Internet entrepreneurs and investors. Historically, about seventy-five percent of the companies that go through TechStars raise a meaningful amount of angel or venture capital. Do More Faster: TechStars Lessons to Accelerate Your Startup is a collection of advice that comes from individuals who have passed through, or are part of, this proven program. Each vignette is an exploration of information often heard during the TechStars program and provides practical insights into early stage entrepreneurship. Contains seven sections, each focusing on a major theme within the TechStars program, including idea and vision, fundraising, legal and structure, and work/life balance Created by two highly regarded experts in the world of early stage investing Essays in each section come from the experienced author team as well as TechStar mentors, entrepreneurs, and founders of companies While you'll ultimately have to make your own decisions about what's right for your business, Do More Faster: TechStars Lessons to Accelerate Your Startup can get your entrepreneurial endeavor headed in the right direction.

The Starfish and the Spider - Ori Brafman 2006 Includes information on Alcoholics Anonymous, al Qaeda, Amazon, Animal Liberation Front, Apaches, eBay, General Motors, Goodwill Industries, Google, Grokster, Kazaa, music piracy, Napster, P2P (peer to peer) services, Quakers, record industry, U.S. Suprem *CSS for Babies* - Sterling Sterling Children's 2016-07-19

Show your little ones how to display HTML elements properly with CSS (Cascading Style Sheets) and familiarize them with the visual patterns and symbols that make up the essential building blocks of the web.