Fonts Tobuilding Your World Guide

This Is Your Roadmap to Success! The Indie Author Guide takes you through every stage of the self-publishing process. With e-books, print on demand and the power of Web 2.0, you have the ability to publish your own high quality books and go indie—just as filmmakers and musicians have done. Get detailed instructions, complemented by screenshots, so you can get the most of cutting edge publishing options. April L. Hamilton, founder of Publetariat, an online news hub and community for indie authors, gives you insight to the latest technology and step-by-step advice for making the most of your self-publishing options. Inside you'll find everything you need to know to: • organize your files • create your brand • explore your self-publishing options • format your book for POD • edit and revise you work • design your own book cover • publish through a POD print service provider • publish in e-book formats • build an author platform • promote your work • transition from indie to mainstream publishing Plus, you'll get worksheets to help you plan and organize your book, your business, and your writing life, as well as an HTML primer so you can build your own website—even if you're not tech savvy. The Indie Author Guide gives you the skills and confidence you need to take full advantage of today's unique publishing opportunities and grow your readership yourself.

Suitable for those new to nonlinear editing as well as experienced editors new to Final Cut Express, this book is an introduction to Apple's editing software package and the digital video format in general. You will come away with not only an in-depth knowledge of how to use Final Cut Express, but also a deeper understanding of the craft of editing and the underlying technical processes that will serve you well in future projects. Workflow, editing techniques, compositing, special effects, audio tools, and output are explained in clear, jargon-free terms. The book's emphasis is always on using Final Cut Express in the real world, and as such it is the only book to go beyond the interface to address crucial issues like proper setup, system configuration, hardware, the Mac operating system, what equipment to purchase, and troubleshooting common problems. Armed with this information, you will sidestep problems and complete projects of exceptional quality.

The call to care for creation is a central part of our discipleship as followers of Jesus Christ. However, language and imagery of the earth is often absent in our worship services. This book helps reconnect our commitment to creation care with our life of discipleship. The process includes helping congregational members name ways that they are involved in caring for creation and encouraging them to see ways that these practices are related to Christian faith, and in doing so, nurturing the life of our communities while fostering our identity as those who care for the earth. Central to the process of reconnecting holy discipleship with earth stewardship is the development and rediscovery of biblical imagery and

language that will support our care of creation and shape our prayers. As our actions are more closely connected to the language of our prayers, praying and acting will inform and enrich each other. This book also includes custom liturgies that highlight earth care, prayerfully prepared for the major festivals of the church year.

Build the Next Great iOS Game with Cocos2D! Cocos2D is the powerhouse framework behind some of the most popular games in the App Store. If you've played Tiny Wings, Angry Birds, Mega Jump, Trainyard, or even Super Turbo Action Pig, then you've played a game that uses Cocos2D or Box2D physics. The beauty of Cocos2D is its simplicity. It's easy to become overwhelmed when you start developing an iOS game, especially if you look at things like OpenGL ES, OpenAL, and other lower level APIs. Writing a game for the iPhone and iPad does not have to be that difficult, and Cocos2D makes game development fun and easy. Learning Cocos2D walks you through the process of building Space Viking (which is free on the App Store), a 2D scrolling game that leverages Cocos2D, Box2D, and Chipmunk. As you build Space Viking, you'll learn everything you need to know about Cocos2D so you can create the next killer iOS game. Download the free version of Space Viking from the App Store today! Help Ole find his way home while learning how to build the game. As you build Space Viking, you'll learn how to Install and configure Cocos2D so it works with Xcode 4 Build a complete 2D action adventure game with Cocos2D Add animations and movement to your games Build your game's main menu screen for accessing levels Use Cocos2D's Scheduler to make sure the right events happen at the right times Use tile maps to build scrolling game levels from reusable images Add audio and sound effects with CocosDenshion—Cocos2D's sound engine Add gravity, realistic collisions, and even ragdoll effects with Box2D and Chipmunk physics engines Add amazing effects to your games with particle systems Leverage Game Center in your game for achievements and leader boards Squeeze the most performance from your games along with tips and tricks

The Indie Author Guide
An Insider's Guide to Building a Successful Consulting Practice
Building Successful Early-Stage Ventures
Learning iOS Game Programming
HTML5: The Missing Manual
A Hands-On Guide to Building Your First iPhone Game
1831-1844

From the editors of Videomaker Magazine comes this new edition that you have been waiting for. The Videomaker Guide Digital Video, fourth edition, provides information on all of the latest cutting edge tools and techniques necessary to help you shoot and edit video like the pro's. Learn about equipment,

lighting, editing, audio, high definition, and all aspects of video from the leading experts on videography!

WHEN IT COMES TO USING TECHNOLOGY IN THE CLASSROOM ARE YOU... ...a nervous beginner in need of tips for getting started? ...an expert user searching for some high-tech, creative activities? ...an ICT coordinator looking for advice on how to plan and implement your school provision? With the implementation of the new Primary Computing curriculum is the definitive guide to embedding ICT in all subjects across the primary school. From using digital cameras and Beebots to Twitter and mobile apps, the creative and up-to-date ideas in this book will motivate and engage your pupils and prepare them for the changing world of technology they are living in. As well as step by step instructions on how to use a variety of technologies effectively, this book covers e-safety and the digital child, planning and budgeting your provision and how to use technology to support children with special educational needs.

Presents practical instrucion and theory for using the features of HTML5 to create a online gaming applications.

With Windows 8, Microsoft completely reimagined the graphical user interface for its operating system, and designed it to run on tablets as well as PCs. It's a big change that calls for a trustworthy guide—Windows 8: The Missing Manual. New York Times columnist David Pogue provides technical insight, lots of wit, and hardnosed objectivity to help you hit the ground running with Microsoft's new OS. This jargon-free book explains Windows 8 features so clearly—revealing which work well and which don't—that it should have been in the box in the first place.

How to Build a Successful International Web Site

InfoWorld

How to Take an Integrated Marketing Approach to Building a Business

A Hands-On Guide to Building iOS Games with Cocos2D, Box2D, and Chipmunk

Windows 8: The Missing Manual

Self-Publishing Strategies Anyone Can Use

A Practical Guide to Publishing Books Using Your PC

Fully revised and expanded for the first time in a decade, The Art of the Start 2.0 is Guy Kawasaki's classic bestselling guide to launching and making your new product, service or idea a success. This new edition has been expanded to reflect the seismic changes in business over the last decade, in which once-invulnerable market leaders have struggled and many of the basics of getting established have become easier, cheaper and more democratic. Today, business plans are no longer necessary. Social media has replaced

PR and advertising as the key method of promotion. Crowdfunding is now a viable alternative to investors. Cloud computing makes basic infrastructure affordable for almost any new venture. The Art of the Start 2.0 will show you how to effectively deploy all these new tools. And it will help you master the fundamental challenges that have not changed: building a strong team, creating an awesome product or service, and facing down your competition. Whether you're an aspiring entrepreneur, own a business, or want to get more entrepreneurial within any organisation, this book will help you make your crazy ideas stick. It's an adventure that's more art than science - the art of the start. 'The Art of the Start 2.0 is the ultimate entrepreneurship handbook. Kawasaki's generous wisdom, tips, and humour reflect his successes and failures. We can all benefit from his insights' Arianna Huffington, president and editor in chief, Huffington Post 'A successful entrepreneur requires three things: a garage, an idea, and this book - Guy's irrepressible guide to the raw essentials of life in a young company' Michael Moritz, Sequoia Capita Guy Kawasaki is the chief evangelist of Canva (an online design service) and an executive fellow of the Haas School of Business at U.C. Berkeley. Previously, he was the chief evangelist of Apple and special adviser to the CEO of the Motorola business unit of Google. His many acclaimed books include The Art of Social Media and Enchantment. The second of three on Church History and the Doctrine and Covenants covers the Kirtland and Missouri periods, including a series of breathtaking revelations on temples, the Plan of Salvation, the three kingdoms of glory, the Second Coming, principles of priesthood power, the Word of Wisdom, and the Law of the Church.
Users of this book will be able to quickly and efficiently build I-Mode pages using any desired text editor. Following examples and instructions based on the authors' successful experiences, developers will create or convert images from other platforms, create animations and sound files, and develop dynamic database driven I-Mode applications and Web sites using common scripting languages such as Perl, PHP, and Java. They will also understand the relationship between I-Mode and other wireless technologies, and the unique business model of I-Mode. An overview of several "killer applications" that have fueled I-Mode's success will further prepare the reader to create applications that take

full advantage of the features of small-screen devices.

The Rough Guide to Andalucia is the essential handbook to one of Europe's most vibrant destinations. Features include: - Full-colour section introducing Adalucia's highlights. - Incisive reviews of the best places to eat, sleep and drink, in every price range. - Comprehensive coverage of the region's spectacular attractions, from the stunning White Town of La Ronda to the remarkable prehistoric site of Los Millares. - Insider tips on where to find the best beaches and hikes. Expert background on Andalucia's history, culture and wildlife. - Maps and plans for every area.

The 5-Minute Guide To Building An Incredible Brand

Microsoft PowerPoint 2002

Linux Appliance Design

The Developer's Guide to Building Global Windows and Web Applications

Hello, Startup

A Hands-on Guide to Building Linux Appliances

Everything You Need to Know to Choose the Right Major

Becoming a successful entrepreneur is impossible without accepting risk - the question is which risk to take and at what time. This guide offers practical, no-nonsense advice for marketing and financing your business, bringing on partners and employees, and launching your business as inexpensively and aggressively as possible.

This book will equip you to create high-quality, visually appealing Android 11 apps from scratch with Kotlin. You'll discover a wide range of real-world development challenges faced by developers and explore various techniques to overcome them.

This book is the "Hello, World" tutorial for building products, technologies, and teams in a startup environment. It's based on the experiences of the author, Yevgeniy (Jim) Brikman, as well as interviews with programmers from some of the most successful startups of the last decade, including Google, Facebook, LinkedIn, Twitter, GitHub, Stripe, Instagram, AdMob, Pinterest, and many others. Hello, Startup is a practical, how-to guide that consists of three parts: Products, Technologies, and Teams. Although at its core, this is a book for programmers, by programmers, only Part II (Technologies) is significantly technical, while the rest should be accessible to technical and non-technical audiences alike. If you're at all interested in startups—whether you're a programmer at the beginning of your career, a seasoned developer bored with large company politics, or a manager looking to motivate your engineers—this book is for you. InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also

celebrates people, companies, and projects.
A Programmer's Guide to Building Products, Technologies, and Teams
Learning HTML5 Game Programming
Web, widgets, whiteboards and beyond!
Branding in a Digital World
A Simple Guide to Building a Website
The Art of the Start 2.0
Guide to College Majors 2008

Each book in the Simple Guide series provides a subject at a basic level. Only key definitions are discussed, and the detail is kept to the
average reader's requirements. Background, history and theory are left out, and only useful and popular tasks are discussed.
Harness the power of LaTeX and its wide range of features to create professional-looking text, articles, and books with both online and
capabilities of LaTeX Key Features Get a hands-on introduction to LaTeX using fully explained examples to advance from beginner to LaT
professional quickly Write impressive mathematical, scientific, and business papers or theses using LaTeX Explore LaTeX online Book
Description LaTeX is high-quality open source typesetting software that produces professional prints and PDF files. It's a powerful and
complex tool with a multitude of features, so getting started can be intimidating. However, once you become comfortable with LaTeX, i
capabilities far outweigh any initial challenges, and this book will help you with just that! The LaTeX Beginner's Guide will make getting
started with LaTeX easy. If you are writing mathematical, scientific, or business papers, or have a thesis to write, this is the perfect bc
you. With the help of fully explained examples, this book offers a practical introduction to LaTeX with plenty of step-by-step examples
help you achieve professional-level results in no time. You'll learn to typeset documents containing tables, figures, formulas, and commo
book elements such as bibliographies, glossaries, and indexes, and go on to manage complex documents and use modern PDF features.
You'll also get to grips with using macros and styles to maintain a consistent document structure while saving typing work. By the end
LaTeX book, you'll have learned how to fine-tune text and page layout, create professional-looking tables, include figures, present compl
mathematical formulas, manage complex documents, and benefit from modern PDF features. What you will learn Make the most of LaTe
powerful features to produce professionally designed texts Download, install, and set up LaTeX and use additional styles, templates, and
tools Typeset math formulas and scientific expressions to the highest standards Understand how to include graphics and work with fig
and tables Discover professional fonts and modern PDF features Work with book elements such as bibliographies, glossaries, and indexe
Typeset documents containing tables, figures, and formulas Who this book is for If you are about to write mathematical or scientific pa
seminar handouts, or even plan to write a thesis, this book offers you a fast-paced and practical introduction to LaTeX. School and univ
students will find this easy-to-follow LaTeX guide helpful, as will mathematicians, physicists, engineers, and humanists. Anybody with hi
expectations from their software will discover how easy it is to leverage LaTeX's high performance for creating documents.
This Third Edition to Peter Block's Flawless Consulting addresses business changes and new challenges since the second edition was
written ten years ago. It tackles the challenges next-generation consultants face, including more guidance on how to ask better questi
dealing with difficult clients, working in an increasingly virtual world, how to cope with complexities in international consulting, case stu

and guidelines on implementation. Also included are illustrative examples and exercises to help you cement the guides offered. How To Build A Successful International Web Site provides the information you need to go multilingual. You will learn to create cool international Web sites, use HTML in every language, find and use multilingual Web translation services and products, manage software display in foreign languages, submit URLs to international search engines, and avoid cross-cultural faux pas. You'll also find plenty of international business information, references, links, an the tools you'll need to make your Web site multilingual. LaTeX Beginner's Guide .NET Internationalization The Complete Guide for Business and Personal Use Leading into the World Flawless Consulting A Hands-on Guide to Building Online Games Using Canvas, SVG, and WebGL Create visually appealing texts, articles, and books for business and science using LaTeX

Increasing your visibility as well as your authority and trust online, is something that can definitely encourage sales, a lot of them. But making a name for your brand online is not an easy task, it is crucial that you understand how to properly make use of the most effective techniques in order to do so. Is there really one simple trick that can make that happen? That can really make your brand popular online and help you skyrocket your sales in complete autopilot? Content marketing is currently one of the biggest trends in digital marketing as a whole and is an area that many website owners and brands are investing in heavily right now, thanks to the impressive returns that they are seeing.

CSS lets you create professional-looking websites, but learning its finer points can be tricky—even for seasoned web developers. This fully updated edition provides the most modern and effective tips, tricks, and tutorial-based instruction on CSS available today. Learn how to use new tools such as Flexbox and Sass to build web pages that look great and run fast on any desktop or mobile device. Ideal for casual and experienced designers alike. The important stuff you need to know: Start with the basics. Write CSS-friendly HTML, including the HTML5 tags recognized by today's browsers. Design for mobile devices. Create web pages that look great when visitors use them on the go. Make your pages work for you. Add animations that capture the imagination, and forms that get the job done. Take control of page layouts. Use professional design techniques such as floats and positioning. Make your layouts more flexible. Design websites with Flexbox that adjust to different devices and screen sizes. Work more efficiently. Write less CSS code and work with smaller files, using Syntactically Awesome Stylesheets (Sass).

If you want to discover how to become a digital nomad traveling the world while working remotely, then check out HowExpert Guide to Becoming a Digital Nomad. HowExpert Guide to Becoming A Digital Nomad is a radical hands-on companion that will teach you everything you need to know about starting in the digital sphere. The digital revolution has sparked a race to the top by innovative entrepreneurs who are actively changing modern working habits. As a result, the culture of work is shifting faster than we realize and altering our perceptions of fulfillment. Digital nomads are taking advantage of the digital boom and are traveling around the world in search of their nomadic dream. They are using their legacy skills to embark on new adventures abroad while gaining vital cultural experiences that will catapult them to the top of the hiring roster. This guide provides hands-on experience from a seasoned digital nomad with more than six years of public and private sector experience. This guide is a culmination of knowledge, insight, and understanding, all from a seasoned professional who has genuine lived experiences relating to living and working abroad. HowExpert Guide to Becoming A Digital Nomad is your one-stop-shop for everything you need to know about digital life abroad. Make sure you follow my 1O1 handy tips dotted throughout the book. They are your best chance of securing long-term financial freedom in the age of digital! Check out HowExpert Guide to Becoming a Digital Nomad to discover how to become a digital nomad and travel the world while working remotely! About the Expert Ashley Mangtani is a freelance technical writer and digital marketing strategist from the UK. He worked for the British Government for six years as a creative industries policy advisor. He's now a digital nomad based in South East Asia and helps individuals and businesses to adopt digital transformation strategies of their own. He writes for the distinguished multinational SaaS company WalkMe. He is currently working on his own charitable art and humanitarian hub called Humanity in Reality, which aims to give voices to those who have been silenced through investigative journalism. HowExpert publishes quick 'how to' guides by everyday experts.

Presents a guide to traveling in Spain, providing an introduction to the country with advice on planning a visit, and discussing the attractions, restaurants, accommodations, shopping, and entertainment venues of Madrid and other cities and regions. Includes maps and photographs.

Church History Study Guide, Pt. 2

1O1 Tips to Learn How to Become a Digital Nomad, Travel the World, and Work Remotely

Learn How to Create and Distribute Content to Build an Audience

The Ultimate Guide to Using ICT Across the Curriculum (For Primary Teachers)

The Entrepreneur's Guide to Risk and Decisions

CSS: The Missing Manual

A Guide to Getting Your Expertise Used

How can you stand out? How do you take your passion and turn it into profit? In Branding in a Digital World, author Hilary JM Topper discusses how branding your business - from your overall image to messaging - is paramount to its success. In this hands-on workbook, she will help you build a brand, market it effectively across digital media, and ultimately, get a strong return on investment. Topper, an expert in branding and digital communications, walks you step-by-step through the process and helps you get the results you desire. She teaches you how to: • build an integrated marketing plan. • use social media marketing. • recruit ambassadors for your brand. • integrate IoT and wearable tech. • create compelling blog and social content. • increase your SEO. • use public relations, direct mail, and email marketing to tie together the entire process. With special sections on fake news, nonprofit management, and more, Branding in a Digital World offers a complete guide to help you learn to better market your product or service so you can gain a competitive edge.

Whether you're a beginner just starting up a consulting practice, or a veteran looking for ways to invigorate your existing business, An Insider's Guide to Building a Successful Consulting Practice is an invaluable resource. Featuring real stories from consultants in diverse industries, the book offers simple yet powerful ways to: Identify a market and narrow your focus * Make a smooth transition from employee to independent consultant * Sell effectively even if you've never sold before * Establish visibility through speaking, writing, and networking * Build credibility by leveraging the credibility of others * Set prices based on value * Develop a marketing strategy and divide your time between marketing and delivering your services * Keep plenty of work in your pipeline * Adapt and thrive in any market condition * And much more Complete with the results of an original survey of 200 successful independent consultants, this handy guide provides the kind of real-life advice you need to build a thriving business.

While there are books that tell readers how to run Linux on embedded hardware and books on how to build a Linux application, this volume is the first book to demonstrate how to merge the two to create a Linux appliance.

As business becomes more and more global, software developers increasingly need to make applications multi-lingual and culturally aware. The .NET Framework may well have the most comprehensive support for internationalization and globalization of any development platform to

date, and .NET Internationalization teaches developers how to unlock and utilize that support. Experienced international application developer Guy Smith-Ferrier covers the internationalization of both Windows Forms and ASP.NET applications, using both Versions 1.1 and 2.0 of the .NET Framework. Smith-Ferrier not only teaches you the best ways to take advantage of the globalization and internationalization features built in to the .NET Framework and Visual Studio, he also provides original code to take globalized applications to the next level of international utility and maintainability. Key topics include • An introduction to the internationalization process and how localization and globalization are supported in Windows and the .NET Framework • The use of resource managers, cultures, resource DLLs, and localized strings, images, and files—including strongly typed resources • Detailed coverage of form localization in Windows Forms and Web Forms • Dealing with regional cultures and their casing, collation, and calendars • Managing right-to-left Middle-Eastern text and pictographic East Asian languages • How to use the book's original resource administration utilities • How to translate resources with machine translation • How to create custom cultures and integrate them with the .NET Framework 2.0 and Visual Studio 2005 • How resource managers work and how to write custom resource managers, including a resource manager that uses a database • How to test your internationalization with FxCop using new and existing globalization rules • How to effectively include the translator in the internationalization process Whether you are a developer, architect, or manager, if you are involved in international applications with the .NET Framework, this is the one book you need to read and understand before you start development. Guy Smith-Ferrier is an author, developer, trainer, and speaker with more than 20 years of software engineering experience. He has internationalized applications in four development platforms, including the .NET Framework. A frequent conference speaker, Guy is the author of C# and .NET courseware and has written numerous articles. You can read his blog at www.guysmithferrier.com.

A Visual Reference for Everything You Need to Know
How to Build Android Apps with Kotlin
The Videomaker Guide to Video Production
Wellington's 5-Minute Guides For Success | Book 4
Digital Video Editing with Final Cut Express
The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything

`I-mode Developer's Guide`

Provides information on over three hundred common college majors, from accounting to zoology, including related fields, prior high school subjects, possible courses of study, and career and salary prospects for graduates.

HTML5 is more than a markup language—it's a collection of several independent web standards. Fortunately, this expanded guide covers everything you need in one convenient place. With step-by-step tutorials and real-world examples, HTML5: The Missing Manual shows you how to build web apps that include video tools, dynamic graphics, geolocation, offline features, and responsive layouts for mobile devices. The important stuff you need to know: Structure web pages more effectively. Learn how HTML5 helps web design tools and search engines work smarter. Add audio and video without plugins. Build playback pages that work in every browser. Create stunning visuals with Canvas. Draw shapes, pictures, and text; play animations; and run interactive games. Jazz up your pages with CSS3. Add fancy fonts and eye-catching effects with transitions and animation. Design better web forms. Collect information from visitors more efficiently with HTML5 form elements. Build it once, run it everywhere. Use responsive design to make your site look good on desktops, tablets, and smartphones. Include rich desktop features. Build self-sufficient web apps that work offline and store the data users need.

World of Warcraft: Mists of Pandaria is the fourth expansion for Blizzard Entertainment's award winning massively multiplayer online role playing game, World of Warcraft. Pocket Guide to World of Warcraft: Mists of Pandaria spills all of the juice, bringing you the need to know information that will give you a head start in Pandaria.

Presents lessons on the main features of Microsoft PowerPoint.

HowExpert Guide to Becoming a Digital Nomad

Mastering Financial Modeling: A Professional's Guide to Building Financial Models in Excel

Learning Cocos2D

How to Build Your Own Web Site with Little Or No Money

The Rough Guide to Spain

A hands-on guide to developing, testing, and publishing your first apps with Android

The Real-World Guide to Set Up and Workflow

Synopsis: Web sites are an essential tool that every business must have in today's economy. Only 15 years ago, you could count the number of Web sites in the world with five or six digits; today there are between 15 and 30 billion active Web sites and millions more being added every day. Creating a Web site can be a great way to market a new product, promote your business plan, promote yourself, or simply share a few details about your life with the world. The cost of creating a Web site has risen right alongside the number of Web sites created though and many people are nervous about being able to utilize this revolutionary medium without breaking the bank. This book has been created for just such people, outlining for you in perfect detail everything you need to know to create a traffic attracting Web site, while spending little or no money at all. There are countless resources available, and when you put them all together, they provide a complete toolkit that can make anyone a top notch Web site in no time flat. You will learn how to buy a domain name and host your Web site for less than $15, with no additional fees charged to your account. You will learn how to use open source software like Wordpress,

Joomla, and Mambo to create a platform on which you can build anything you want. You will learn how blogging has made Web site creation easier than ever and how sites like Squidoo, Facebook, and MySpace allow you more freedom to build traffic and draw more attention to what you are advertising at any given time. You will learn how to use common software to edit and tweak your Web sites and how to read the basic code that all Web sites are created in. In addition, an entire chapter is devoted to teaching you how to promote your Web site and draw traffic to it, without spending a dime in the process. You will learn why information is the most valuable asset on the market and how you can become an expert in a niche of your choosing, making money to cover any fees associated with your Web site. With the added resource of hours of interviews with web professionals you will learn which free resources not to use and which ones to outright avoid, as well as how to find and install open source modules and tools to enhance the look and feel of your site. You will learn where you can find copyright-free images to use on your Web sites and how to get free copy that will draw traffic and entertain your visitors. You will learn how to keep a free Web site from falling into the traps the major search engines set to stop spam and ultimately how to leverage new friends, business contacts, and interactions out of your Web site. If you are now, or have ever, considered starting your own Web site before, this book will map the way for you.

This is the foremost book on the long-awaited System 7.5! Don Crabb, an eminent authority on all things Macintosh, examines the many functional changes in this updated and enhanced operating system, offering a hands-on look at all the new features. His approach is straightforward and solutions-oriented, so you get a collection of inside information, advice, and tips for getting the most out of your Mac. The 5-Minute Guide To Building An Incredible Brand is for entrepreneurs who want to build a solid brand around their business, but might not know where to start. This guide aims to provide simple and clear guidance on the basics of what branding really is, and how to make sure they are setting up their branding the right way. This book, the fourth in the acclaimed "Wellington's 5-Minute Guides For Success" series, covers in a short and easy to understand way, such topics as: Why Branding Is So Important Defining Your Brand Building Your Brand Building Brand Credibility Promoting Your Brand Essential Resources You'll Need For Your Entrepreneurial Journey About The Wellington's 5-Minute Guides For Success Series Roman Alexander Wellington decided to launch a series of beginner-focused, "short reads" style books, focused on the most essential areas of success that could be read quickly and referred back too often by new entrepreneurs. "Wellington's 5-Minute Guides For Success" Cover Topics Including: Entrepreneurship Mindset Leadership Business Branding & Personal Branding Content Marketing Digital Marketing While Mr. Wellington's full-length books focus more in-depth on each subject area, the 5-Minute Guides are intended to provide beginner-friendly tips, strategies, explanations, and reference points. These guides are for readers who are looking for more information on one of the covered topic areas, but don't have several hours to sit and read a full-length book on it. He hoped this "short read" style would help him reach readers just starting their entrepreneurial journey who may be interested in building businesses or brands of their own, and we're looking for a simple way to start learning what was required. The books within the "Wellington's 5-Minute Guides For Success" series are not intended to provide in-depth coverage of each topic, nor are they for readers with extensive previous experience (although they could certainly be helpful refreshers). They are intended to help a beginner understand the basics, and help aspiring entrepreneurs avoid getting "information overload". By providing shorter, less complex, and more easily digestible information, Mr. Wellington hoped that it would be enough to spark the interest of his readers, encourage them to learn more, and provide the initial knowledge needed for them to take their first steps in their entrepreneurial journey. About The Author: Roman Alexander Wellington Roman Alexander

Wellington is an American business magnate who has founded nine companies, comprising dozens of brands, and has 20-years of experience in Digital Marketing, Public Relations, and Corporate Branding. He is a second-generation public relations specialist, is ranked as one of the Top 10 Digital Marketing Consultants in the USA, has founded three award-winning Marketing and Public Relations firms, and is a Best-Selling Author who has written 20+ books on the subjects of Entrepreneurship, Leadership, Branding, and Digital Marketing. All the precision of financial modeling--and none of the complexity Evidence-based decision making is only as good as the external evidence on which it is based. Financial models uncover potential risks on a company's balance sheet, but the complexity of these instruments has limited their effectiveness. Now, Mastering Financial Modeling offers a simplified method for building the fast and accurate financial models serious evidencebased decision makers need. What sets this practical guide apart is its "learning-on-the-job" approach. Unlike other books that teach modeling in a vacuum, this superior method uses a diverse collection of case studies to convey each step of the building process. "Learning on the job" connects the dots between the proper Excel formulas and functions and the real-world situations where you want to use them. By learning through association, you can absorb the information quickly and have it ready to use when you need it. The book starts right off on building models--from creating a standalone cash flow model through integrating it with an income statement and balance sheet. Along the way, you will master the skill set you need to build advanced financial models. With only a basic knowledge of accounting and finance, individual investors and financial professionals alike can: Create a core model and customize it for companies in most industries Understand every working component of a financial model and what each one tells you about a company Format cells and sheets in Excel for easily repeatable modeling Written with the practitioner in mind, Mastering Financial Modeling shows you how to ensure your model is ready for real-world application by safeguarding it against modeling errors. It covers a full array of Excel's builtin auditing and testing tools and illustrates how to build customized error-checking tools of your own to catch the inaccuracies that typically fall through the cracks. Get the most out of your data with Mastering Financial Modeling. Mastering Financial Modeling brings the power of financial models down to earth and puts it in the hands of investors, bankers, and private equity professionals who don't have a passion for crunching numbers. Nowhere else can you get step-by-step instruction on building these valuable tools from an elite World Bank investment officer. Starting from the ground up, Eric Soubeiga shows you how to interpret and build financial models in Microsoft Excel that will accurately assess any company's valuation and profit potential. Even if you have unsuccessfully tried financial modeling in the past, this book will reach you because it associates every lesson to the business world you work in daily. Chapter by chapter, you will master financial modeling, and in the end, you will: Command authority over building every aspect of a financial model Be capable of explaining the accounting and finance concepts behind the mechanics of modeling Confidently determine a company's ability to generate cash flows for its capital investors with discounted cash flow (DCF) modeling Execute powerful spreadsheet calculations in Excel Most importantly, as a decision maker, the insight you bring to the table through your sophisticated understanding and application of financial modeling will benefit every stakeholder. See what leading professionals around the world already know--Mastering Financial Modeling is the most comprehensive guide on the market for designing, building, and implementing valuation projection models. What it does from there is up to you.

PC World
The Rough Guide to Andalucia
Pocket Guide to World of Warcraft: Mists of Pandaria

The Infographic Guide for Entrepreneurs

Guide to Macintosh System 7.5

Everything you need to know about starting your own independent business—and earning big—through easy-to-understand infographics. Start your dream business, optimize your freelancing, and max out your earnings with this graphic guide to everything you need to know to work for yourself. The Infographic Guide for Entrepreneurs includes information on how to leverage your skills to earn money, how to apply for a business loan, how to keep track of your earnings and expenses—and much more. With clear and accessible infographics on topics such as "What Makes My Business Unique?"; "Sell Yourself Without Selling Out"; "Feast or Famine: How to Stay Afloat During Dry Spells"; and "Hiring Your Squad", you'll learn how easy it is to work for you!

Since the launch of the App Store, games have been the hottest category of apps for the iPhone, iPod touch, and iPad. That means your best chance of tapping into the iPhone/iPad "Gold Rush" is to put out a killer game that everyone wants to play (and talk about). While many people think games are hard to build, they can actually be quite easy, and Learning iOS Game Programming is your perfect beginner's guide. Michael Daley walks you through every step as you build a killer 2D game for the iPhone. In Learning iOS Game Programming, you'll learn how to build a 2D tile map game, Sir Lamorak's Quest: The Spell of Release (which is free in the App Store). You can download and play the game you're going to build while you learn about the code and everything behind the scenes. Daley identifies the key characteristics of a successful iPhone game and introduces the technologies, terminology, and tools you will use. Then, he carefully guides you through the whole development process: from planning storylines and game play all the way through testing and tuning. Download the free version of Sir Lamorak's Quest from the App Store today, while you learn how to build the game in this book. Coverage includes Planning high-level game design, components, and difficulty levels Using game loops to make sure the right events happen at the right time Rendering images, creating sprite sheets, and building basic animations Using tile maps to build large game worlds from small reusable images Creating fire, explosions, smoke, sparks, and other organic effects Delivering great sound via OpenAL and the iPhone's media player Providing game control via iPhone's touch and accelerometer features Crafting an effective, intuitive game interface Building game objects and entities and making them work properly Detecting collisions and ensuring the right response

to them Polishing, testing, debugging, and performance-tuning your game Learning iOS Game Programming focuses on the features, concepts, and techniques you'll use most often—and helps you master them in a real-world context. This book is 100% useful and 100% practical; there's never been an iPhone game development book like it!