

Content Rules How To Create Killer Blogs Podcasts Videos Ebooks Webinars And More That Engage Customers And Ignite Your Business

From entrepreneur and celebrity hairstylist Jen Atkin comes a smart and spirited guide to finding your voice and creating the life and career you deserve—along with a behind-the-scenes look into Jen's own wild and wonderful road to success. Hailed by the New York Times as “the most influential hair stylist in the world,” Jen Atkin is a celebrated businesswoman, influencer, and stylist and friend to A-list celebrities like the Kardashians and Chrissy Teigen. But Jen's success didn't arrive overnight. Her glamorous, jet-setting lifestyle came from years of hard work, humility, and hustle. In *Blowing My Way to the Top*, Jen shatters the illusion of effortless, instant success that permeates social media to reveal the sweat, dedication, and drive it really takes to make it. In this inspiring, insightful, and laugh-out-loud funny book, Jen chronicles her remarkable journey and shares what she's learned along the way. From growing up in a conservative Mormon community where girls were discouraged from pursuing their ambitions, to striking out on her own and finding success on the celebrity style circuit, to building the cult-status brand OUAI—Jen reveals with refreshing candor the lessons, mistakes, and memorable moments that have paved her road to success. Jen also offers insight into the values that have allowed her to thrive in the modern, digital landscape, including the importance of creating authentic content, investing in community, and building social consciousness into the ethos of a business. And as a trailblazer in a male-dominated industry, Jen speaks frankly about the challenges she's faced and provides crucial advice for other women, from the importance of running your business like a feminist to building camaraderie amid the competition to learning to navigate the work and life issues that impact women most. At the end of the day, Jen has one simple message: If I can do it, you can too. *Blowing My Way to the Top* is destined to become the must-read career guide for a new generation, empowering readers everywhere with the permission to dream big—and the tools to make those dreams a reality.

The revolutionary guide that challenged businesses around the world to stop selling to their buyers and start answering their questions to get results; revised and updated to address new technology, trends, the continuous evolution of the digital consumer, and much more In today's digital age, the traditional sales funnel—marketing at the top, sales in the middle, customer service at the bottom—is no longer effective. To be successful, businesses must obsess over the questions, concerns, and problems their buyers have, and address them as honestly and as thoroughly as possible. Every day, buyers turn to search engines to ask billions of questions. Having the answers they need can attract thousands of potential buyers to your company—but only if your content strategy puts your answers at the top of those search results. It's a simple and powerful equation that produces growth and success: They Ask, You Answer. Using these principles, author Marcus Sheridan led his struggling pool company from the bleak depths of the housing crash of 2008 to become one of the largest pool installers in the United States. Discover how his proven strategy can work for your business and master the principles of inbound and content marketing that have empowered thousands of companies to achieve exceptional growth. *They Ask, You Answer* is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. This new edition has been fully revised and updated to reflect the evolution of content marketing and the increasing demands of today's internet-savvy buyers. New chapters explore the impact of technology, conversational marketing, the essential elements every business website should possess, the rise of video, and new stories from companies that have achieved remarkable results with *They Ask, You Answer*. Upon reading this book, you will know: How to build trust with buyers through content and video. How to turn your web presence into a magnet for qualified buyers. What works and what doesn't through new case studies, featuring real-world results from companies that have embraced these principles. Why you need to think of your business as a media company, instead of relying on more traditional (and ineffective) ways of advertising and marketing. How to achieve buy-in at your company and truly embrace a culture of content and video. How to transform your current customer base into loyal brand advocates for your company. *They Ask, You Answer* is a must-have resource for companies that want a fresh approach to marketing and sales that is proven to generate more traffic, leads, and sales.

The comedian host of *Politically Incorrect* draws on previously written material and the "New Rules" segments of his popular cable show, *Real Time*, to consider such topics as cell phones, fast food, and the agendas of conservative government figures. 250,000 first printing.

Work hard, be kind, and amazing things will happen *Amazing Things Will Happen* offers straightforward advice that can be put into action to improve your life. Through personal anecdotes from the author's life, and interviews of successful individuals across several industries, this book demonstrates how to achieve success, in all aspects of life, through hard work and acts of kindness. Split into five sections, this book details how to begin the self-improvement journey. Explains how to cope with the situation you are currently in, and how to make the most of it until you can break free Shares exercises and practices that can help define your goals and how to set realistic tasks to reach them Helps you to navigate the seas of doubters and obstacles to get to where you want to be Ensures that you help others, once you have reached your goals Each of us has different goals in life, but everyone wants to succeed, and have as much fun as possible along the way. *Amazing Things Will Happen* shows how to get on this path to success.

The New York Times bestseller Shortlisted for the 2020 Financial Times & McKinsey Business Book of the Year Netflix cofounder Reed Hastings reveals for the first time the unorthodox culture behind one of the world's most innovative, imaginative, and successful companies There has never before been a company like Netflix. It has led nothing

short of a revolution in the entertainment industries, generating billions of dollars in annual revenue while capturing the imaginations of hundreds of millions of people in over 190 countries. But to reach these great heights, Netflix, which launched in 1998 as an online DVD rental service, has had to reinvent itself over and over again. This type of unprecedented flexibility would have been impossible without the counterintuitive and radical management principles that cofounder Reed Hastings established from the very beginning. Hastings rejected the conventional wisdom under which other companies operate and defied tradition to instead build a culture focused on freedom and responsibility, one that has allowed Netflix to adapt and innovate as the needs of its members and the world have simultaneously transformed. Hastings set new standards, valuing people over process, emphasizing innovation over efficiency, and giving employees context, not controls. At Netflix, there are no vacation or expense policies. At Netflix, adequate performance gets a generous severance, and hard work is irrelevant. At Netflix, you don't try to please your boss, you give candid feedback instead. At Netflix, employees don't need approval, and the company pays top of market. When Hastings and his team first devised these unorthodox principles, the implications were unknown and untested. But in just a short period, their methods led to unparalleled speed and boldness, as Netflix quickly became one of the most loved brands in the world. Here for the first time, Hastings and Erin Meyer, bestselling author of *The Culture Map* and one of the world's most influential business thinkers, dive deep into the controversial ideologies at the heart of the Netflix psyche, which have generated results that are the envy of the business world. Drawing on hundreds of interviews with current and past Netflix employees from around the globe and never-before-told stories of trial and error from Hastings's own career, *No Rules Rules* is the fascinating and untold account of the philosophy behind one of the world's most innovative, imaginative, and successful companies.

"No provider or user of an interactive computer service shall be treated as the publisher or speaker of any information provided by another information content provider." Did you know that these twenty-six words are responsible for much of America's multibillion-dollar online industry? What we can and cannot write, say, and do online is based on just one law—a law that protects online services from lawsuits based on user content. Jeff Kosseff exposes the workings of Section 230 of the Communications Decency Act, which has lived mostly in the shadows since its enshrinement in 1996. Because many segments of American society now exist largely online, Kosseff argues that we need to understand and pay attention to what Section 230 really means and how it affects what we like, share, and comment upon every day. *The Twenty-Six Words That Created the Internet* tells the story of the institutions that flourished as a result of this powerful statute. It introduces us to those who created the law, those who advocated for it, and those involved in some of the most prominent cases decided under the law. Kosseff assesses the law that has facilitated freedom of online speech, trolling, and much more. His keen eye for the law, combined with his background as an award-winning journalist, demystifies a statute that affects all our lives—for good and for ill. While Section 230 may be imperfect and in need of refinement, Kosseff maintains that it is necessary to foster free speech and innovation. For filings from many of the cases discussed in the book and updates about Section 230, visit jeffkosseff.com

The guide to creating engaging web content and building a loyal following, revised and updated *Blogs, YouTube, Facebook, Twitter, Google+, and other platforms are giving everyone a "voice,"* including organizations and their customers. So how do you create the stories, videos, and blog posts that cultivate fans, arouse passion for your products or services, and ignite your business? *Content Rules* equips you for online success as a one-stop source on the art and science of developing content that people care about. This coverage is interwoven with case studies of companies successfully spreading their ideas online—and using them to establish credibility and build a loyal customer base. Find an authentic "voice" and craft bold content that will resonate with prospects and buyers and encourage them to share it with others Leverage social media and social tools to get your content and ideas distributed as widely as possible Understand why you are generating content—getting to the meat of your message in practical, commonsense language, and defining the goals of your content strategy Write in a way that powerfully communicates your service, product, or message across various Web mediums Boost your online presence and engage with customers and prospects like never before with *Content Rules*.

Provides information on designing easy-to-use interfaces.

Finally a go-to guide to creating and publishing the kind of content that will make your business thrive. *Everybody Writes* is a go-to guide to attracting and retaining customers through stellar online communication, because in our content-driven world, every one of us is, in fact, a writer. If you have a web site, you are a publisher. If you are on social media, you are in marketing. And that means that we are all relying on our words to carry our marketing messages. We are all writers. Yeah, but who cares about writing anymore? In a time-challenged world dominated by short and snappy, by click-bait headlines and Twitter streams and Instagram feeds and gifs and video and Snapchat and YOLO and LOL and #tbt. . . does the idea of focusing on writing seem pedantic and ordinary? Actually, writing matters more now, not less. Our online words are our currency; they tell our customers who we are. Our writing can make us look smart or it can make us look stupid. It can make us seem fun, or warm, or competent, or trustworthy. But it can also make us seem humdrum or discombobulated or flat-out boring. That means you've got to choose words well, and write with economy and the style and honest empathy for your customers. And it means you put a new value on an often-overlooked skill in content marketing: How to write, and how to tell a true story really, really well. That's true whether you're writing a listicle or the words on a Slideshare deck or the words you're reading right here, right now... And so being able to communicate well in writing isn't just nice; it's necessity. And it's also the oft-overlooked cornerstone of nearly all our content marketing. In *Everybody Writes*, top marketing veteran Ann Handley gives expert guidance and insight into the process and strategy of content creation, production and publishing, with actionable how-to advice designed to get results. These lessons and rules

apply across all of your online assets — like web pages, home page, landing pages, blogs, email, marketing offers, and on Facebook, Twitter, LinkedIn, and other social media. Ann deconstructs the strategy and delivers a practical approach to create ridiculously compelling and competent content. It's designed to be the go-to guide for anyone creating or publishing any kind of online content — whether you're a big brand or you're small and solo. Sections include: How to write better. (Or, for "adult-onset writers": How to hate writing less.) Easy grammar and usage rules tailored for business in a fun, memorable way. (Enough to keep you looking sharp, but not too much to overwhelm you.) Giving your audience the gift of your true story, told well. Empathy and humanity and inspiration are key here, so the book covers that, too. Best practices for creating credible, trustworthy content steeped in some time-honored rules of solid journalism. Because publishing content and talking directly to your customers is, at its heart, a privilege. "Things Marketers Write": The fundamentals of 17 specific kinds of content that marketers are often tasked with crafting. Content Tools: The sharpest tools you need to get the job done. Traditional marketing techniques are no longer enough. Everybody Writes is a field guide for the smartest businesses who know that great content is the key to thriving in this digital world. In the present book, How to Win Friends and Influence People, Dale Carnegie says, "You can make someone want to do what you want them to do by seeing the situation from the other person's point of view and arousing in the other person an eager want." You learn how to make people like you, win people over to your way of thinking, and change people without causing offense or arousing resentment. For instance, "let the other person feel that the idea is his or hers" and "talk about your own mistakes before criticizing the other person." This book is all about building relationships. With good relationships, personal and business successes are easy and swift to achieve. Twelve Ways to Win People to Your Way of Thinking 1. The only way to get the best of an argument is to avoid it. 2. Show respect for the other person's opinions. Never say "You're wrong." 3. If you're wrong, admit it quickly and emphatically. 4. Begin in a friendly way. 5. Start with questions to which the other person will answer yes. 6. Let the other person do a great deal of the talking. 7. Let the other person feel the idea is his or hers. 8. Try honestly to see things from the other person's point of view. 9. Be sympathetic with the other person's ideas and desires. 10. Appeal to the nobler motives. 11. Dramatize your ideas. 12. Throw down a challenge.

Explains how to use the art of storytelling and the science of journalism to form an authentic message for a company's product and a successful social networking site that can reach a wide audience.

Read the Wall Street Journal Bestseller for "cultivating intense focus" for fast, powerful performance results for achieving success and true meaning in one's professional life (Adam Grant, author of Give and Take). Deep work is the ability to focus without distraction on a cognitively demanding task. It's a skill that allows you to quickly master complicated information and produce better results in less time. Deep Work will make you better at what you do and provide the sense of true fulfillment that comes from craftsmanship. In short, deep work is like a super power in our increasingly competitive twenty-first century economy. And yet, most people have lost the ability to go deep—spending their days instead in a frantic blur of e-mail and social media, not even realizing there's a better way. In Deep Work, author and professor Cal Newport flips the narrative on impact in a connected age. Instead of arguing distraction is bad, he instead celebrates the power of its opposite. Dividing this book into two parts, he first makes the case that in almost any profession, cultivating a deep work ethic will produce massive benefits. He then presents a rigorous training regimen, presented as a series of four "rules," for transforming your mind and habits to support this skill. 1. Work Deeply 2. Embrace Boredom 3. Quit Social Media 4. Drain the Shallows A mix of cultural criticism and actionable advice, Deep Work takes the reader on a journey through memorable stories—from Carl Jung building a stone tower in the woods to focus his mind, to a social media pioneer buying a round-trip business class ticket to Tokyo to write a book free from distraction in the air—and no-nonsense advice, such as the claim that most serious professionals should quit social media and that you should practice being bored. Deep Work is an indispensable guide to anyone seeking focused success in a distracted world. An Amazon Best Book of 2016 Pick in Business & Leadership Wall Street Journal Business Bestseller A Business Book of the Week at 800-CEO-READ

The #1 New York Times bestseller. Over 3 million copies sold! Tiny Changes, Remarkable Results No matter your goals, Atomic Habits offers a proven framework for improving—every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to: • make time for new habits (even when life gets crazy); • overcome a lack of motivation and willpower; • design your environment to make success easier; • get back on track when you fall off course; ...and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits—whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

The chilling Saga of Darren Shan, the ordinary schoolboy plunged into the vampire world.

The perfect gift! A specially priced, beautifully designed hardcover edition of *The Joy of the Gospel* with a foreword by Robert Barron and an afterword by James Martin, SJ. “The joy of the gospel fills the hearts and lives of all who encounter Jesus... In this Exhortation I wish to encourage the Christian faithful to embark upon a new chapter of evangelization marked by this joy, while pointing out new paths for the Church’s journey in years to come.” – Pope Francis This special edition of Pope Francis’s popular message of hope explores themes that are important for believers in the 21st century. Examining the many obstacles to faith and what can be done to overcome those hurdles, he emphasizes the importance of service to God and all his creation. Advocating for “the homeless, the addicted, refugees, indigenous peoples, the elderly who are increasingly isolated and abandoned,” the Holy Father shows us how to respond to poverty and current economic challenges that affect us locally and globally. Ultimately, Pope Francis demonstrates how to develop a more personal relationship with Jesus Christ, “to recognize the traces of God’s Spirit in events great and small.” Profound in its insight, yet warm and accessible in its tone, *The Joy of the Gospel* is a call to action to live a life motivated by divine love and, in turn, to experience heaven on earth. Includes a foreword by Robert Barron, author of *Catholicism: A Journey to the Heart of the Faith* and James Martin, SJ, author of *Jesus: A Pilgrimage*

The Model Rules of Professional Conduct provides an up-to-date resource for information on legal ethics. Federal, state and local courts in all jurisdictions look to the Rules for guidance in solving lawyer malpractice cases, disciplinary actions, disqualification issues, sanctions questions and much more. In this volume, black-letter Rules of Professional Conduct are followed by numbered Comments that explain each Rule’s purpose and provide suggestions for its practical application. The Rules will help you identify proper conduct in a variety of given situations, review those instances where discretionary action is possible, and define the nature of the relationship between you and your clients, colleagues and the courts.

This public domain book is an open and compatible implementation of the Uniform System of Citation.

Scott analyses how the internet has revolutionised communications and promotions. Told with many compelling case studies and real-world examples, this is a practical guide to the new reality of PR and marketing.

The NEW Rulebook for Entrepreneurial Success What’s the surest way to startup failure? Follow old, outdated rules. In *Content Inc.*, one of today’s most sought-after content-marketing strategists reveals a new model for entrepreneurial success. Simply put, it’s about developing valuable content, building an audience around that content, and then creating a product for that audience. Notice a shift? Author Joe Pulizzi flips the traditional entrepreneurial approach of first creating a product and then trying to find customers. It’s a brilliant reverse-engineering of a model that rarely succeeds. The radical six-step business-building process revealed in this book is smart, simple, practical, and cost-effective. And best of all, it works. It’s a strategy Pulizzi used to build his own successful company, Content Marketing Institute, which has landed on *Inc.* magazine’s list of fastest growing private companies for three years straight. It’s also a strategy countless other entrepreneurs use to build their own multi-million dollar companies. Build an audience and you’ll be able to sell pretty much anything you want. Today’s markets are more dynamic and customers are more fickle than ever before. Why would you put all your eggs in one basket before securing a loyal customer base? *Content Inc.* shows you how to get customers first and develop products later. It’s the best way to build a solid, long-lasting business positioned for today’s content-driven world. This is the simple but profoundly successful entrepreneurial approach of one of today’s most creative business minds. A pioneer of content marketing, Pulizzi has cracked to code when it comes to the power of content in a world where marketers still hold fast to traditional models that no longer work. In *Content Inc.*, he breaks down the business-startup process into six steps, making it simple for you to visualize, launch, and monetize your own business. These steps are: • The “Sweet Spot”: Identify the intersection of your unique competency and your personal passion • Content Tilting: Determine how you can “tilt” your sweet spot to find a place where little or no competition exists • Building the Base: Establish your number-one channel for disseminating content (blog, podcast, YouTube, etc.) • Harvesting Audience: Use social-media and SEO to convert one-time visitors into long-term subscribers • Diversification: Grow your business by expanding into multiple delivery channels • Monetization: Now that your expertise is established, you can begin charging money for your products or services This model has worked wonders for Pulizzi and countless other examples detailed in the book. Connect these six pieces like a puzzle, and before you know it, you’ll be running your own profitable, scalable business. Pulizzi walks you step by step through the process, based on his own success (and failures) and real-world multi-million dollar examples from multiple industries and countries. Whether you’re seeking to start a brand-new business or drive innovation in an existing one, *Content Inc.* provides everything you need to reverse-engineer the traditional entrepreneurial model for better, more sustainable success. Joe Pulizzi is an entrepreneur, professional speaker, and podcaster. He is the founder of several startups, including the Content Marketing Institute (CMI), recognized as the fastest growing business media company by *Inc.* magazine in 2014. CMI produces *Content Marketing World*, the world’s largest content marketing event, and publishes the leading content marketing magazine, *Chief Content Officer*. Pulizzi’s book *Epic Content Marketing* was named one of *Fortune* magazine’s Five Must Read Business Books of the Year.

Content Fuel is an exciting, foolproof, and easy-to-use system to help creators, marketers, storytellers, and small business owners unlock their creativity and generate limitless authentic content ideas to build their audience, fill their marketing platforms, and promote their brand.

"What does everyone in the modern world need to know? [The author's] answer to this most difficult of questions uniquely combines the hard-won truths of ancient tradition with the stunning revelations of cutting-edge scientific research. [The author discusses] discussing discipline, freedom, adventure and responsibility, distilling the world's wisdom into

12 practical and profound rules for life"--

#1 NEW YORK TIMES BESTSELLER • Brené Brown has taught us what it means to dare greatly, rise strong, and brave the wilderness. Now, based on new research conducted with leaders, change makers, and culture shifters, she's showing us how to put those ideas into practice so we can step up and lead. Look for Brené Brown's new podcast, *Dare to Lead*, as well as her ongoing podcast *Unlocking Us!* **NAMED ONE OF THE BEST BOOKS OF THE YEAR BY BLOOMBERG Leadership** is not about titles, status, and wielding power. A leader is anyone who takes responsibility for recognizing the potential in people and ideas, and has the courage to develop that potential. When we dare to lead, we don't pretend to have the right answers; we stay curious and ask the right questions. We don't see power as finite and hoard it; we know that power becomes infinite when we share it with others. We don't avoid difficult conversations and situations; we lean into vulnerability when it's necessary to do good work. But daring leadership in a culture defined by scarcity, fear, and uncertainty requires skill-building around traits that are deeply and uniquely human. The irony is that we're choosing not to invest in developing the hearts and minds of leaders at the exact same time as we're scrambling to figure out what we have to offer that machines and AI can't do better and faster. What can we do better? Empathy, connection, and courage, to start. Four-time #1 New York Times bestselling author Brené Brown has spent the past two decades studying the emotions and experiences that give meaning to our lives, and the past seven years working with transformative leaders and teams spanning the globe. She found that leaders in organizations ranging from small entrepreneurial startups and family-owned businesses to nonprofits, civic organizations, and Fortune 50 companies all ask the same question: How do you cultivate braver, more daring leaders, and how do you embed the value of courage in your culture? In this new book, Brown uses research, stories, and examples to answer these questions in the no-BS style that millions of readers have come to expect and love. Brown writes, "One of the most important findings of my career is that daring leadership is a collection of four skill sets that are 100 percent teachable, observable, and measurable. It's learning and unlearning that requires brave work, tough conversations, and showing up with your whole heart. Easy? No. Because choosing courage over comfort is not always our default. Worth it? Always. We want to be brave with our lives and our work. It's why we're here." Whether you've read *Daring Greatly* and *Rising Strong* or you're new to Brené Brown's work, this book is for anyone who wants to step up and into brave leadership.

FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS BETTER CONTENT MEANS BETTER BUSINESS. Your content is a mess: the website redesigns didn't help, and the new CMS just made things worse. Or, maybe your content is full of potential: you know new revenue and cost-savings opportunities exist, but you're not sure where to start. How can you realize the value of content while planning for its long-term success? For organizations all over the world, *Content Strategy for the Web* is the go-to content strategy handbook. Read it to: Understand content strategy and its business value Discover the processes and people behind a successful content strategy Make smarter, achievable decisions about what content to create and how Find out how to build a business case for content strategy With all-new chapters, updated material, case studies, and more, the second edition of *Content Strategy for the Web* is an essential guide for anyone who works with content.

Online advertising, also called online marketing or Internet advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server who technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser. Internet marketing can also be broken down into more specialized areas such as Web marketing, email marketing and social media marketing: 1) Web marketing includes e-commerce Web sites, affiliate marketing Web sites, promotional or informative Web sites, online advertising on search engines, and organic search engine results via search engine optimization (SEO). 2) Email marketing involves both advertising and promotional marketing efforts via e-mail messages to current and prospective customers. 3) Social media marketing involves both advertising and marketing (including viral marketing) efforts via social networking sites like Facebook, Twitter, YouTube and Digg.

With half a million copies in print, *How to Read a Book* is the best and most successful guide to reading comprehension for the general reader, completely rewritten and updated with new material. A CNN Book of the Week: "Explains not just why we should read books, but how we should read them. It's masterfully done." –Farheed Zakaria Originally published in 1940, this book is a rare phenomenon, a living classic that introduces and elucidates the various levels of reading and how to achieve them—from elementary reading, through systematic skimming and inspectional reading, to speed reading. Readers will learn when and how to "judge a book by its cover," and also how to X-ray it, read critically, and extract the author's message from the text. Also included is instruction in the different techniques that work best for reading particular genres, such as practical books, imaginative literature, plays, poetry, history, science and mathematics, philosophy and social science works. Finally, the authors offer a recommended reading list and supply reading tests you can use measure your own progress in reading skills, comprehension, and speed.

A full-color introduction to the basics of HTML and CSS from the publishers of Wrox! 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. Blake Snyder's Save the Cat!®, the world's top-selling story method for filmmakers and novelists, introduces The Last Book on Creating Binge-Worthy Content You'll Ever Need. ?Screenwriter Jamie Nash takes up Snyder's torch to lay out a step-by-step approach using Blake's principles so that both new and experienced writers can learn how to: -Use all the nuances, tricks, and techniques of pilot-writing (The Opening Pitch, The Guided Tour, The Whiff of Change) with examples from today's hottest series -Discover the Super-Secret Keep It On The Downlow TV Pitch Template that combines all the critical points of your amazing TV series into one easy-to-read-over-lunch high-level document -Define the 9 TV Franchise Types -Crack your story using the Save the Cat! beat sheet -Devise high-level series concepts with multi-season potential -Map out and organize TV pilots and multi-season shows -Break down the best and most diverse TV series using examples from Atlanta, Barry, Ozark, The Marvelous Mrs. Maisel, What We Do in the Shadows, Black-ish, The Mandalorian, Law and Order: SVU and more -Create layered characters who are driven by complex internal struggles It's time for Save the Cat! Writes for TV to help you create your binge-worthy TV series!

Do you want to build web pages but have no prior experience? This friendly guide is the perfect place to start. You'll begin at square one, learning how the web and web pages work, and then steadily build from there. By the end of the book, you'll have the skills to create a simple site with multicolumn pages that adapt for mobile devices. Each chapter provides exercises to help you learn various techniques and short quizzes to make sure you understand key concepts. This thoroughly revised edition is ideal for students and professionals of all backgrounds and skill levels. It is simple and clear enough for beginners, yet thorough enough to be a useful reference for experienced developers keeping their skills up to date. Build HTML pages with text, links, images, tables, and forms Use style sheets (CSS) for colors, backgrounds, formatting text, page layout, and even simple animation effects Learn how JavaScript works and why the language is so important in web design Create and optimize web images so they'll download as quickly as possible NEW! Use CSS Flexbox and Grid for sophisticated and flexible page layout NEW! Learn the ins and outs of Responsive Web Design to make web pages look great on all devices NEW! Become familiar with the command line, Git, and other tools in the modern web developer's toolkit NEW! Get to know the super-powers of SVG graphics A former international hostage negotiator for the FBI offers a new, field-tested approach to high-stakes negotiations—whether in the boardroom or at home. After a stint policing the rough streets of Kansas City, Missouri, Chris Voss joined the FBI, where his career as a hostage negotiator brought him face-to-face with a range of criminals, including bank robbers and terrorists. Reaching the pinnacle of his profession, he became the FBI's lead international kidnapping negotiator. Never Split the Difference takes you inside the world of high-stakes negotiations and into Voss's head, revealing the skills that helped him and his colleagues succeed where it mattered most: saving lives. In this practical guide, he shares the nine effective principles—counterintuitive tactics and strategies—you too can use to become more persuasive in both your professional and personal life. Life is a series of negotiations you should be prepared for: buying a car, negotiating a salary, buying a home, renegotiating rent, deliberating with your partner. Taking emotional intelligence and intuition to the next level, Never Split the Difference gives you the competitive edge in any discussion.

A near-death boating accident forced 31-year-old James Nowlin to take a long hard look in the mirror. As a result of what he calls his "awakening," this already self-made millionaire and respected CEO reshaped his perspective and reprioritized his life. In The Purposeful Millionaire, James shares the four-part formula he used to transform his life into one of abundance and purposefulness. He believes that if he can survive the literal waters from which he was pulled, you too can survive--and thrive--in life's roughest waters. In this book, you'll learn how to: · Shift thoughts of self-doubt and fear into ones of certainty · Attract abundant personal and business relationships · Use discipline and routine as the foundation of success · Adopt an attitude of humility, kindness, and gratitude · Arm yourself with the self-made-millionaire mindset The Purposeful Millionaire will take you on a journey of self-mastery, guiding you to unlock your greater purpose; to achieve your highest success; and to live an epic, powerful, and abundant life. Your life is in your control!

Provides research on teaching, advice from experienced teachers, and forms for class use

The present volume examines the relationship between second language practice and what is known about the process of second language acquisition, summarising the current state of second language acquisition theory, drawing general conclusions about its application to methods and materials and describing what characteristics effective materials should have. The author concludes that a solution to language teaching lies not so much in expensive equipment, exotic new methods, or sophisticated language analysis, but rather in the full utilisation of the most important resources - native speakers of the language - in real communication.

This updated reference offers a clear description of make, a central engine in many programming projects that simplifies the process of re-linking a program after re-compiling source files. Original. (Intermediate)

Want to be the next Buffett? Learning and understanding his rules to success is a good place to start. This book will reveal some of the most important rules that Warren Buffett abide to. All of which helped

him achieved his tremendous success and attain his current status and popularity.

According to Infosys, 86% of consumers surveyed indicated that personalized content has some impact on what they purchase and 25% said that personalization plays a large role in their purchases. And yet, looking at the data, two things stand out: Most companies say that personalizing the customer experience is a critical "must have," and they have the statistics to back it up. Very few companies believe they are delivering enough personalized content, or deliver it well. What's holding these companies back from their personalization goals? And how can you avoid the pitfalls and make personalization possible with your own enterprise content? In this book, global content strategy expert Val Swisher and senior content strategist Regina Lynn Preciado show you exactly what it takes to deliver personalized experiences at scale. You'll learn: Why personalized content is imperative to the enterprise Why so many companies fail to deliver - and how to avoid the pitfalls The five dimensions of content standardization How to bring people, technology, and process together The impact of big data and artificial intelligence The only way to deliver personalized content at scale is to automate the process at the point of delivery. And for that to work, you've got to change how you "do" content. The Personalization Paradox: Why Companies Fail (and How to Succeed) at Delivering Personalized Experiences at Scale shows you how. Mina Parker, tireless mom and author of 365 Excuse Me... (inspired by the late Lynn Grabhorn), introduces the new Hampton Roads Collection of motivational classics. These affordable digital shorts will help the harried and the hurried to breathe deep, reassess, and re-purpose their day in the time it takes to drink a large latte. The Greatest Showman on Earth was also, it turns out, one of the greatest inspirational authors you'll ever read. Full of practical advice, wry anecdotes, and the kind of inspiration that lights a fire that will keep on burning, this book is for anyone with an entrepreneurial spirit.

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