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Get digital with your brand today! Digital Marketing for Dummies has the tools you need to step into the digital world and bring your marketing process up to date. In this book, you'll discover how digital tools can expand your brand's reach and help you acquire new customers. Digital marketing is all about increasing audience engagement, and the proven strategy and tactics in this guide can get your audience up and moving! You'll learn how to identify the digital markets and media that work best for your business—no wasting your time or money! Discover how much internet traffic is really worth to you and manage your online leads to convert web visitors into paying clients. From anonymous digital prospect to loyal customer—this book will take you through the whole process! Learn targeted digital strategies for increasing brand awareness
Determine the best-fit online markets for your unique brand
Access downloadable tools to put ideas into action
Meet your business goals with proven digital tactics
Digital marketing is the wave of the business future, and you can get digital with the updated tips and techniques inside this book!

This book aims to serve as a practical guide for novices

to design and conduct measurements of thermal properties at the nanoscale using electrothermal techniques. An outgrowth of the authors' tutorials for new graduate students in their own labs, it includes practical details on measurement design and selection, sensitivity and uncertainty analysis, and pitfalls and verifications. The information is particularly helpful for someone setting up their own experiment for the first time. The book emphasizes the integration of thermal analysis with practical experimental considerations, in order to design an experiment for best sensitivity and to configure the laboratory instruments accordingly. The focus is on the measurements of thermal conductivity, though thermal diffusivity and thermal boundary resistance (thermal contact resistance) are also briefly covered, and many of the principles can be generalized to other challenging thermal measurements. The reader is only expected to have the basic familiarity with electrical instruments typical of a university graduate in science or engineering, and an acquaintance with the elementary laws of heat transfer by conduction, convection, and radiation.

This comprehensive book provides students with a "grand tour" of the tools needed to measure digital activity and implement best practices for using data to inform marketing strategy. It is the first text of its kind to introduce students to analytics platforms from a practical marketing perspective. Demonstrating how to integrate large amounts of data from web, digital, social, and search platforms, this helpful guide offers actionable insights into data analysis, explaining how to "connect

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the dots" and "humanize" information to make effective marketing decisions. The author covers timely topics, such as social media, web analytics, marketing analytics challenges, and dashboards, helping students to make sense of business measurement challenges, extract insights, and take effective actions. The book's experiential approach, combined with chapter objectives, summaries, and review questions, will engage readers, deepening learning by helping them to think outside the box. Filled with engaging, interactive exercises, and interesting insights from an industry expert, this book will appeal to students of digital marketing, online marketing, and analytics. A companion website features an instructor's manual, test bank, and PowerPoint slides.

bookdown: Authoring Books and Technical Documents with R Markdown presents a much easier way to write books and technical publications than traditional tools such as LaTeX and Word. The bookdown package inherits the simplicity of syntax and flexibility for data analysis from R Markdown, and extends R Markdown for technical writing, so that you can make better use of document elements such as figures, tables, equations, theorems, citations, and references. Similar to LaTeX, you can number and cross-reference these elements with bookdown. Your document can even include live examples so readers can interact with them while reading the book. The book can be rendered to multiple output formats, including LaTeX/PDF, HTML, EPUB, and Word, thus making it easy to put your documents online. The style and theme of these output formats can be customized. We used books and R primarily for

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examples in this book, but bookdown is not only for books or R. Most features introduced in this book also apply to other types of publications: journal papers, reports, dissertations, course handouts, study notes, and even novels. You do not have to use R, either. Other choices of computing languages include Python, C, C++, SQL, Bash, Stan, JavaScript, and so on, although R is best supported. You can also leave out computing, for example, to write a fiction. This book itself is an example of publishing with bookdown and R Markdown, and its source is fully available on GitHub.

Sams Teach Yourself HTML, CSS and JavaScript All in One The all-in-one HTML, CSS and JavaScript beginner's guide: covering the three most important languages for web development. Covers everything beginners need to know about the HTML and CSS standards and today's JavaScript and Ajax libraries - all in one book, for the first time Integrated, well-organized coverage expertly shows how to use all these key technologies together Short, simple lessons teach hands-on skills readers can apply immediately By best-selling author Julie Meloni Mastering HTML, CSS, and JavaScript is vital for any beginning web developer - and the importance of these technologies is growing as web development moves away from proprietary alternatives such as Flash. Sams Teach Yourself HTML, CSS, and JavaScript All in One brings together everything beginners need to build powerful web applications with the HTML and CSS standards and the latest JavaScript and Ajax libraries. With this book, beginners can get all the modern web development knowledge you need from

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one expert source. Bestselling author Julie Meloni (Sams Teach Yourself PHP, MySQL and Apache All in One) teaches simply and clearly, through brief, hands-on lessons focused on knowledge you can apply immediately. Meloni covers all the building blocks of practical web design and development, integrating new techniques and features into every chapter. Each lesson builds on what's come before, showing you exactly how to use HTML, CSS, and JavaScript together to create great web sites.

Dr. Borlongan and Dr. Steinberg serve as consultants to stem cell-based companies, hold patents and patent applications, and have funded grants related to stem cell biologics and applications.

Lead-generation marketing is evolving rapidly, but many companies are still using the same methods they always have. How can a marketer know which lead generation tactics will provide them with the best, most actionable leads for their products or services? What's been missing-until now-is a strategic look at how lead-generation tactics can work together to produce the maximum number of quality leads. In *The New Rules of Lead Generation*, marketing expert David T. Scott examines the seven most successful tactics, including e-mail, direct mail, and search engine marketing; banner and social media advertising; cold calling; and trade shows. He reveals when to use which tactics, how to use them cost-effectively and get the best results, and how each tactic has changed in recent years and will continue to evolve in the future. Readers will also discover how to test new approaches on a limited budget and how to

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combine multiple tactics for a more powerful, integrated campaign. Featuring valuable tools for tracking costs and measuring results, this indispensable book shows marketers everywhere how to capture the leads they need to help their companies succeed.

Digital Marketing: A Practical Approach 2nd Edition is a step-by-step guide to marketing using the Internet. Concentrating on the operational and functional aspects of this dynamic subject, the book is packed with tactical advice and real-life examples from those leading the field to help you succeed. Written as an accessible guide to equip you for the digital element of any contemporary marketing role, Digital Marketing covers all the key topics including search engine optimization and social media marketing. With real-world case studies to illustrate digital marketing in practice and exercises to help you analyse, plan and execute effective strategies within the workplace, this practical resource will prepare you to undertake digital marketing across a variety of organizations. More than just a book, this complete package features an associated website at AlanCharlesworth.eu/DigitalMarketing which hosts the case studies for the book, offers further tips and advice and provides access to a wealth of extra material such as up-to-date references and web links. This new, second edition builds on the first edition's success by addressing the key recent developments in digital marketing including an expanded section on social media marketing and an appreciation of the impact of mobile devices. Moreover, it's been thoroughly updated throughout, with brand new cases and examples with an

international range, all of which encourage the reader to quickly learn the practical applicability of the theory and practice of emarketing.

Technology has enabled a new age of entrepreneurship as entrepreneurs find digital tools that enable new ventures to exploit commercial opportunities around the world. This textbook provides students with expert guidance on using technology platforms to start new ventures. With an award-winning approach, the author guides readers through the process of a lean startup, taking a "digital first" approach to entrepreneurship. Students using the book will emerge with enhanced understanding of different digital business models, analytical skills for digital ventures, and the confidence to move from prototype to product. Online resources such as slides, a sample syllabus, and exercises encourage the classroom to become an interactive and dynamic space. This book presents the combined proceedings of the 12th International Conference on Multimedia and Ubiquitous Engineering (MUE 2018) and the 13th International Conference on Future Information Technology (Future Tech 2018), both held in Salerno, Italy, April 23 - 25, 2018. The aim of these two meetings was to promote discussion and interaction among academics, researchers and professionals in the field of ubiquitous computing technologies. These proceedings reflect the state of the art in the development of computational methods, involving theory, algorithms, numerical simulation, error and uncertainty analysis and novel applications of new processing techniques in engineering, science, and other disciplines related to ubiquitous computing.

Spherical nucleic acids (SNAs) comprise a nanoparticle core and a densely packed and highly oriented nucleic acid shell, typically DNA or RNA. They have novel architecture-

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dependent properties that distinguish them from all other forms of nucleic acids and make them useful in materials synthesis, catalysis, diagnostics, therapeutics, and optics/plasmonics. This book covers over two decades of Dr. Mirkin's research on SNAs and their anisotropic analogues, including synthesis and fundamental properties, and applications in colloidal crystallization, adaptive matter, and nanomedicine, spanning extra- and intracellular diagnostics, gene regulation, and immunomodulation. It is a reprint volume that compiles 101 key papers from high-impact journals in this research area published by the Mirkin Group at Northwestern University, Illinois, USA, within the International Institute for Nanotechnology, and collaborators. Volume 1 provides an overview and a historical framework of engineering matter from DNA-modified constructs and discusses the enabling features of nucleic acid-functionalized nanomaterials. Volume 2 covers design rules for colloidal crystallization, building blocks for crystal engineering, and DNA and RNA as programmable bonds. Volume 3 discusses colloidal crystallization processes and routes to hierarchical assembly, dynamic nanoparticle superlattices, surface-based and template-confined colloidal crystallization, optics and plasmonics with nanoparticle superlattices, and postsynthetic modification and catalysis with nanoparticle superlattices. Volume 4 covers diagnostic modalities, and intracellular therapeutic and diagnostic schemes based upon nucleic acid-functionalized nanomaterials.

This book is a printed edition of the Special Issue "Imaging: Sensors and Technologies" that was published in Sensors A substantially revised fourth edition of a comprehensive textbook, including new coverage of recent advances in deep learning and neural networks. The goal of machine learning is to program computers to use example data or past experience to solve a given problem. Machine learning

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underlies such exciting new technologies as self-driving cars, speech recognition, and translation applications. This substantially revised fourth edition of a comprehensive, widely used machine learning textbook offers new coverage of recent advances in the field in both theory and practice, including developments in deep learning and neural networks. The book covers a broad array of topics not usually included in introductory machine learning texts, including supervised learning, Bayesian decision theory, parametric methods, semiparametric methods, nonparametric methods, multivariate analysis, hidden Markov models, reinforcement learning, kernel machines, graphical models, Bayesian estimation, and statistical testing. The fourth edition offers a new chapter on deep learning that discusses training, regularizing, and structuring deep neural networks such as convolutional and generative adversarial networks; new material in the chapter on reinforcement learning that covers the use of deep networks, the policy gradient methods, and deep reinforcement learning; new material in the chapter on multilayer perceptrons on autoencoders and the word2vec network; and discussion of a popular method of dimensionality reduction, t-SNE. New appendixes offer background material on linear algebra and optimization. End-of-chapter exercises help readers to apply concepts learned. Introduction to Machine Learning can be used in courses for advanced undergraduate and graduate students and as a reference for professionals.

This educators' introduction to semiotics describes a communications phenomenon that has permeated and influenced learner attitudes, behaviors and cognition in any learning environment but especially formal mediated learning environments. Relevant semiotic theory is meaningfully integrated into each chapter.

#1 New York Times Bestseller Over 1 million copies sold In

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this generation-defining self-help guide, a superstar blogger cuts through the crap to show us how to stop trying to be "positive" all the time so that we can truly become better, happier people. For decades, we've been told that positive thinking is the key to a happy, rich life. "F**k positivity," Mark Manson says. "Let's be honest, shit is f**ked and we have to live with it." In his wildly popular Internet blog, Manson doesn't sugarcoat or equivocate. He tells it like it is—a dose of raw, refreshing, honest truth that is sorely lacking today. The Subtle Art of Not Giving a F**k is his antidote to the coddling, let's-all-feel-good mindset that has infected American society and spoiled a generation, rewarding them with gold medals just for showing up. Manson makes the argument, backed both by academic research and well-timed poop jokes, that improving our lives hinges not on our ability to turn lemons into lemonade, but on learning to stomach lemons better. Human beings are flawed and limited—"not everybody can be extraordinary, there are winners and losers in society, and some of it is not fair or your fault." Manson advises us to get to know our limitations and accept them. Once we embrace our fears, faults, and uncertainties, once we stop running and avoiding and start confronting painful truths, we can begin to find the courage, perseverance, honesty, responsibility, curiosity, and forgiveness we seek. There are only so many things we can give a f**k about so we need to figure out which ones really matter, Manson makes clear. While money is nice, caring about what you do with your life is better, because true wealth is about experience. A much-needed grab-you-by-the-shoulders-and-look-you-in-the-eye moment of real-talk, filled with entertaining stories and profane, ruthless humor, The Subtle Art of Not Giving a F**k is a refreshing slap for a generation to help them lead contented, grounded lives.

Want to make money online? Then ignore social media at

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your own risk. Social media is vital if you want to your business to thrive, and though you can't control the conversations, you can influence them. This book will teach you how. If mismanaged, social media can create more noise than signal. It can be a time and energy suck—for you and your audience. Or worse still, it can become an echo chamber for negative PR. If done well, guerrilla social media marketing can help you persuade, command attention, establish dialogue, differentiate yourself, capture new markets, and outmaneuver the competition—all on a shoestring budget. Whether you're selling digital goods and services, physical goods, or local services, this book has the answers. Strategize and optimize your social presence in ways you didn't know were possible Drive more clicks and sales with better-performing Facebook ads Develop remarkable content with viral potential Manage your online reputation, instead of letting it manage you Integrate social media into your SEO strategy, and vice versa Leverage online influencers to promote your brand, and become an influencer yourself Now in its fifth edition, the hugely popular Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing is fully updated, keeping you in line with the changes in this dynamic and exciting field and helping you create effective and up-to-date customer-centric digital marketing plans. A practical guide to creating and executing digital marketing plans, it combines established approaches to marketing planning with the creative use of new digital models and digital tools. It is designed to support both marketers and digital marketers, and students of business or marketing who want a thorough yet practical grounding in digital marketing. Written by two highly experienced digital

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marketing consultants, the book shows you how to: Draw up an outline digital marketing plan Evaluate and apply digital marketing principles and models Integrate online and offline communications Implement customer-driven digital marketing Reduce costly trial and error Measure and enhance your digital marketing Learn best practices for reaching and engaging your audiences using the key digital marketing platforms like Apple, Facebook, Google and Twitter. This new edition seamlessly integrates the latest changes in social media technology, including expanded coverage of mobile technology, demonstrating how these new ways to reach customers can be integrated into your marketing plans. It also includes new sections on data analytics, clearly demonstrating how marketers can leverage data to their advantage. Offering a highly structured and accessible guide to a critical and far-reaching subject, *Digital Marketing Excellence, Fifth Edition*, provides a vital reference point for all students and managers involved in marketing strategy and implementation.

Advances in Construction and Demolition Waste Recycling: Management, Processing and Environmental Assessment is divided over three parts. Part One focuses on the management of construction and demolition waste, including estimation of quantities and the use of BIM and GIS tools. Part Two reviews the processing of recycled aggregates, along with the performance of concrete mixtures using different types of recycled aggregates. Part Three looks at the environmental assessment of non-hazardous waste. This book will be a standard reference for civil engineers,

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structural engineers, architects and academic researchers working in the field of construction and demolition waste. Summarizes key recent research in recycling and reusing concrete and demolition waste to reduce environmental impacts Considers techniques for managing construction and demolition waste, including waste management plans, ways of estimating levels of waste, and the types and optimal location of waste recycling plants Reviews key steps in handling construction and demolition waste

Culture Your Culture is the comprehensive guide to Design of Work Experience, an innovative (and much needed) framework for the design and implementation of culture, people strategies, organizational change, and designed experiences that enable both business and people thrive.

Covering the latest breaking news in Google AdWords, the fifth edition introduces revised, expanded and new chapters covering Enhanced Campaigns, Google AdWord's Express, Google's Product Listing Ads, and the introduction to Google's Universal Analytics.

Nuances in Big Data advertising are also revealed and expanded sections and necessary updates have been added throughout. Updates specific to this edition include: Powerful bidding strategies using remarketing lists for search ads New ad extension features Automation capabilities using AdWords scripts Bonus Online Content that includes links to dozens of resources and tutorials covering: registering a domain name, setting up a website, selecting an email service, choosing a shopping cart service, finding products to

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sell, and starting up an Google AdWords account Readers are given the latest information paired with current screenshots, fresh examples, and new techniques. Coached by AdWords experts Perry Marshall, Mike Rhodes, and Bryan Todd advertisers learn how to build an aggressive, streamlined AdWords campaign proven to increase their search engine visibility, consistently capture clicks, double their website traffic, and increase their sales. Whether a current advertiser or new to AdWords, this guide is a necessary handbook.

"A publication by the U.S. Department of Commerce." White Space Is Not Your Enemy is a practical graphic design and layout guide that introduces concepts and practices necessary for producing effective visual communication across a variety of formats—from web to print. Sections on Gestalt theory, color theory, and WET layout are expanded to offer more in-depth content on those topics. This new edition features new covering current trends in web design—Mobile-first, UI/UX design, and web typography—and how they affect a designer's approach to a project. The entire book will receive an update using new examples and images that show a more diverse set of graphics that go beyond print and web and focus on tablet, mobile and advertising designs. With the help of industrialist Andrew Carnegie, the author of this remarkable book spent two decades interviewing hundreds of people renowned for their wealth and achievement. Napoleon Hill's all-time bestseller in the personal success field offers priceless advice on positive thinking and overcoming adversity by distilling the

collective wisdom of Henry Ford, Thomas Edison, John D. Rockefeller, and other successful figures from the worlds of finance, industry, and the arts. Growing rich, Hill explains, is about far more than just making money. "Whatever the mind can conceive and believe," he asserts, "it can achieve with positive mental attitude." Hill outlines 13 principles of success involving goal setting, developing entrepreneurial thinking, and exercising effective leadership. A must for any reader of *The Secret*, this guide will transform the way you think about time, money, and relationships, setting your feet on the path to financial freedom.

Battery technology is constantly changing, and the concepts and applications of these changes are rapidly becoming increasingly more important as more and more industries and individuals continue to make "greener" choices in their energy sources. As global dependence on fossil fuels slowly wanes, there is a heavier and heavier importance placed on cleaner power sources and methods for storing and transporting that power. Battery technology is a huge part of this global energy revolution. Potassium-ion batteries were first introduced to the world for energy storage in 2004, over two decades after the invention of lithium-ion batteries. Potassium-ion (or "K-ion") batteries have many advantages, including low cost, long cycle life, high energy density, safety, and reliability. Potassium-ion batteries are the potential alternative to lithium-ion batteries, fueling a new direction of energy storage research in many applications and across industries.

Potassium-ion Batteries: Materials and Applications

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explores the concepts, mechanisms, and applications of the next-generation energy technology of potassium-ion batteries. Also included is an in-depth overview of energy storage materials and electrolytes. This is the first book on this technology and serves as a reference guide for electrochemists, chemical engineers, students, research scholars, faculty, and R&D professionals who are working in electrochemistry, solid-state science, material science, ionics, power sources, and renewable energy storage fields.

This issue of MRI Clinics of North America focuses on Advanced Musculoskeletal MR Imaging, and is edited by Drs. Roberto Domingues and Flávia Martins Costa. Articles will include: Quantitative Whole Body MRI; Multiparametric Bone Marrow Imaging; MET-RADS-P in Practice; Whole Body MRI Beyond Oncology; Whole Body Imaging in Multiple Myeloma; MRI Neurography in Musculoskeletal Disorders; MR Imaging in Rheumatology; Multiparametric MRI of Soft Tissue Tumors and Pseudotumors; Multiparametric MRI of Benign and Malignant Bone Tumors; MR Imaging of Fetal Musculoskeletal Disorders; MRI at Rio 2016 Olympic and Paralympic Games: Our Experience using State-of-the-art 3.0 T and 1.5 T Wide-bore MRI Scanners in High Performance Athletes; Ultrasound and Advanced MRI Fusion for Musculoskeletal Tumors Biopsy; and more!

New York Times bestselling author Donald Miller

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uses the seven universal elements of powerful stories to teach readers how to dramatically improve how they connect with customers and grow their businesses. Donald Miller's StoryBrand process is a proven solution to the struggle business leaders face when talking about their businesses. This revolutionary method for connecting with customers provides readers with the ultimate competitive advantage, revealing the secret for helping their customers understand the compelling benefits of using their products, ideas, or services. Building a StoryBrand does this by teaching readers the seven universal story points all humans respond to; the real reason customers make purchases; how to simplify a brand message so people understand it; and how to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

Simple SEO Strategy to Get on Googles Front Page Second edition of the Kingsley's bestselling book is out. Now with the 2018, SEO changed a lot. Google makes changes on a monthly basis. More and more sites get purged like witches in Middle Ages and our job is to prevent it. In this book, we unveil secrets

behind cautious link building and context article writing. F*ck SEO is a manifest that counters Google updates. Anthony Kingsley will teach you how to benefit from Google updates and how to stay under radar. With over ten years of professional experience at SafeLink Digital Marketing Agency, he knows it all. Today, he'll share this knowledge with you. Do you want to know more about SEO? Scroll up, click buy, and get started now!

In order to be successful, online learning should be planned systematically. It can be said that offering distance education courses without preparation and knowledge about the theoretical background can cause drawbacks. While distance education has become widespread and popular, it is observed that there could be problems in its application. Such problems can include technical problems, inability to meet the learning needs at the learners' own speeds, lack of communication among learners and between learners and teachers, and lack of quality materials appropriate for online learning or the inclusion of materials used in traditional methods directly into online learning. For successful online courses, these critical aspects of distance education are important, and they should be taken into account by the institutions and the instructors offering online courses. The Handbook of Research on Managing and Designing Online Courses in Synchronous and Asynchronous Environments provides up-to-date

knowledge and experiences regarding technologies, processes, and environments for online course design in distance education systems and covers topics related to the aspects of successful distance education systems with a focus on teaching and learning in online environments. Focusing on topics such as instructional design and integrated systems, it is an ideal guide for online course designers, instructional designers, curricula developers, administrators, educators, researchers, trainers, and students.

This book, containing more than 200 cadaveric photos and 200 illustrations, aims to familiarize physicians practicing botulinum toxin type A (BoT-A) and filler injection with the anatomy of the facial mimetic muscles, vessels, and soft tissues in order to enable them to achieve optimum cosmetic results while avoiding possible adverse events. Anatomic considerations of importance when administering BoT-A and fillers are identified and in addition invaluable clinical guidelines are provided, highlighting, for example, the preferred injection points for BoT-A and the adequate depth of filler injection. Unique insights are also offered into the differences between Asians and Caucasians with regard to relevant anatomy. The contributing authors include an anatomist who offers distinctive anatomic perspectives on BoT-A and filler treatments and three expert physicians from different specialties,

namely a dermatologist, a plastic surgeon, and a cosmetic physician, who share insights gained during extensive clinical experience in the use of BoT-A and fillers.

Design RPA solutions to perform a wide range of transactional tasks with minimal cost and maximum ROI Key Features A beginner's guide to learn Robotic Process Automation and its impact on the modern world Design, test, and perform enterprise automation task with UiPath Create Automation apps and deploy them to all the computers in your department. Book Description Robotic Process Automation (RPA) enables automating business processes using software robots. Software robots interpret, trigger responses, and communicate with other systems just like humans do. Robotic processes and intelligent automation tools can help businesses improve the effectiveness of services faster and at a lower cost than current methods. This book is the perfect start to your automation journey, with a special focus on one of the most popular RPA tools: UiPath. Learning Robotic Process Automation takes you on a journey from understanding the basics of RPA to advanced implementation techniques. You will become oriented in the UiPath interface and learn about its workflow. Once you are familiar with the environment, we will get hands-on with automating different applications such as Excel, SAP, Windows and web applications, screen and

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web scraping, working with user events, as well as understanding exceptions and debugging. By the end of the book, you'll not only be able to build your first software bot, but also you'll wire it to perform various automation tasks with the help of best practices for bot deployment. What you will learn Understand Robotic Process Automation technology Learn UiPath programming techniques to deploy robot configurations Explore various data extraction techniques Learn about integrations with various popular applications such as SAP and MS Office Debug a programmed robot including logging and exception handling Maintain code version and source control Deploy and control Bots with UiPath Orchestrator Who this book is for If you would like to pursue a career in Robotic Process Automation or improve the efficiency of your businesses by automating common tasks, then this book is perfect for you. Prior programming knowledge of either Visual Basic or C# will be useful.

The premier guide to digital marketing that works, and a solid framework for success The Art of Digital Marketing is the comprehensive guide to cracking the digital marketing 'code,' and reaching, engaging, and serving the empowered consumer. Based on the industry's leading certification from the Digital Marketing Institute (DMI), this book presents an innovative methodology for successful digital marketing: start with the customer and work

backwards. A campaign is only effective as it is reflective of the consumer's wants, needs, preferences, and inclinations; the DMI framework provides structured, implementable, iterative direction for getting it right every time. The heart of the framework is a three-step process called the 3i Principles: Initiate, Iterate, and Integrate. This simple idea translates into higher engagement, real customer interaction, and multichannel campaigns that extend even into traditional marketing channels. The evolution of digital marketing isn't really about the brands; it's about consumers exercising more control over their choices. This book demonstrates how using this single realization as a starting point helps you build and implement more effective campaigns. Get inside the customer's head with deep consumer research Constantly improve your campaigns based on feedback and interactions Integrate digital activities across channels, including traditional marketing Build campaigns based on customer choice and control Digital marketing turns traditional marketing models on their heads. Instead of telling the customer what to think, you find out what they already think and go from there. Instead of front-loading resources, you continually adjust your approach based on real interactions with real customers every day. Digital marketing operates within its own paradigm, and The Art of Digital Marketing opens the door for your next campaign.

Chris Kearney and Tim Trull's **ABNORMAL PSYCHOLOGY AND LIFE: A DIMENSIONAL APPROACH**, 3rd Edition provides students with a concise, contemporary, science-based view of psychopathology that emphasizes the individual first. Through consistent pedagogy featuring clinical cases and real first-person narratives, the text illuminates our understanding that abnormal behavior can be viewed along a continuum. By highlighting this widely accepted dimensional view -- which places the behavior of an individual at the forefront of clinical definition, assessment, and treatment -- the text's goal is to foster personal relevance for students and encourage them to become intelligent consumers of mental health information. The book also gives students a comprehensive understanding of the features and epidemiologies, risk factors and prevention, assessment and treatment, and long-term prognosis and associated stigma of mental disorders.

Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

From the creator of **Product Launch Formula: A new edition of the #1 New York Times best-selling guide that's redefined online marketing and helped countless entrepreneurs make millions.** The revised and updated edition of the #1 New York Times bestseller **Launch will build your business - fast.**

Whether you've already got an online business or you're itching to start one, this is a recipe for getting more traction and a fast start. Think about it: What if you could launch like Apple or the big Hollywood studios? What if your prospects eagerly counted down the days until they could buy your product? And you could do it no matter how humble your business or budget? Since 1996, Jeff Walker has been creating hugely successful online launches. After bootstrapping his first Internet business from his basement, he quickly developed a process for launching new products and businesses with unprecedented success. And once he started teaching his formula to other entrepreneurs, the results were simply breathtaking. Tiny, home-based businesses started doing launches that brought in tens of thousands, hundreds of thousands, and even millions of dollars. Whether you have an existing business or you're starting from scratch, this is how you start fast. This formula is how you engineer massive success. Now the question is this: Do you want to start slow, and fade away from there? Or are you ready for a launch that will change the future of your business and your life?

Finally: a real-life, practical industry guide on content strategy and marketing. Practical Content Strategy & Marketing is your go-to guide on a practical content strategy and marketing education, created by author Julia McCoy as a written accompaniment to her new

course, the Content Strategy & Marketing Course (www.contentstrategycourse.com). If you run a business, or if you're trying to break into a top-dollar content marketing career, you need to know the practical concepts involved in content strategy and marketing. The “how,” the “why,” the “where” of content. Content marketing itself involves so many platforms, formats, content types, strategies, tools—and to get the most ROI from your approach to content marketing and strategy, you have to know how to do the most important content marketing practices. Forget FOMO and trying to figure out too many things. This guide will teach you the most important foundations and skills you actually need in order to get far in our booming industry of content marketing. For the first time in the industry, Practical Content Strategy & Marketing lays the “hows” of content marketing and strategy out, in a step-by-step approach, book form. Each section has written exercises built to solidify what you're reading and learning—you'll be able to fill these out with a pen. Don't be afraid to mark up this book! Why is this book different? You're not going to find corporate, birds-eye, mumbo-jumbo fluff in this content marketing guide. Quite the opposite. The author, Julia McCoy, won her way to the top (awarded as the top 33rd content marketer in 2016) the hard-knocks way. She dropped out of college and built a content agency, Express Writers, on nothing but \$75

and the tenacity to go and follow her dream and see it through. Five years later, Julia's business has served over 5,000 clients and employs over 40 team members, and her content consistently ranks at the top of Google and among the highest-shared for guest publications. Her go-to marketing strategy? A practical, hands-on content marketing approach that has ended up bringing her 99% of the clients her agency currently works with. With Julia as your guide, learn the principles and physical "how-to" behind these six key cores of effective content marketing: Module 1: Core Foundations of an ROI-Based Content Strategy Module 2: Audience Persona Discovery, Sales Funnel Content Mapping, & Style Guidelines Module 3: Understanding Keywords, SEO Opportunities, & Creating Keyword Reports Module 4: How to Build Content Cores (Your Content House) for an Authority Presence Online Module 5: Practical Content Creation (Your Site & Guest Blogging) Module 6: Content Promotion, Setting a Budget, Preparing Your Editorial Calendar, & Maintenance Along the way, you'll get to build a working content strategy from the ground up, using the Brand Strategy Exercises in each module. Have your pen and thinking cap ready—and a brand you want to build an entire working strategy for! Practical Content Strategy & Marketing is a field guide for the smartest content marketers who know that strategy is the key to

thriving in our world of new marketing through content. Bonus: leading business marketing expert Mark Schaefer joins Julia to write the foreword, and guests Sujan Patel, Michele Linn, Steve Rayson and more appear in guest lessons throughout the book. Vehicular traffic congestion and accidents remain universal issues in today's world. Due to the continued growth in the use of vehicles, optimizing traffic management operations is an immense challenge. To reduce the number of traffic accidents, improve the performance of transportation systems, enhance road safety, and protect the environment, vehicular ad-hoc networks have been introduced. Current developments in wireless communication, computing paradigms, big data, and cloud computing enable the enhancement of these networks, equipped with wireless communication capabilities and high-performance processing tools. Cloud-Based Big Data Analytics in Vehicular Ad-Hoc Networks is a pivotal reference source that provides vital research on cloud and data analytic applications in intelligent transportation systems. While highlighting topics such as location routing, accident detection, and data warehousing, this publication addresses future challenges in vehicular ad-hoc networks and presents viable solutions. This book is ideally designed for researchers, computer scientists, engineers, automobile industry professionals, IT practitioners, academicians, and

students seeking current research on cloud computing models in vehicular networks.

Welcome to the battlefield. Every day, companies ranging from startups to enterprises fight to achieve high search rankings, knowing that previous success can quickly vanish. With this practical guide, you'll learn how to put search engine optimization (SEO) methodology into practice, including the research, data analysis, and constant experimentation required to build an SEO program specific to your organization that can help you improve search results. Running a successful SEO program requires a team with a mix of skills, including marketing, analytics, website development, and automation. Author Anne Ahola Ward walks marketers and developers through SEO essentials and provides real-world case studies of successful and not-so-successful SEO programs. You'll quickly understand why this is both an exciting and critical time to adopt SEO in your organization. Perform keyword goals and research, and spot search trends Understand the motivation and creativity of the SEO mindset Run a campaign to generate traffic and measure the results Use mobile and platform-agnostic strategies for search growth Demonstrate the value of your search marketing efforts Include web development in your SEO program—everything from quick updates to UX/UI strategy Learn the sweetest way to run and report on an search program

Cable and Wireless Networks: Theory and Practice presents a comprehensive approach to networking, cable and wireless communications, and networking security. It describes the most important state-of-the-art fundamentals and system details in the field, as well as many key aspects concerning the development and understanding of current and emergent services. In this book, the author gathers in a single volume current and emergent cable and wireless network services and technologies. Unlike other books, which cover each one of these topics independently without establishing their natural relationships, this book allows students to quickly learn and improve their mastering of the covered topics with a deeper understanding of their interconnection. It also collects in a single source the latest developments in the area, typically only within reach of an active researcher. Each chapter illustrates the theory of cable and wireless communications with relevant examples, hands-on exercises, and review questions suitable for readers with a BSc degree or an MSc degree in computer science or electrical engineering. This approach makes the book well suited for higher education students in courses such as networking, telecommunications, mobile communications, and network security. This is an excellent reference book for academic, institutional, and industrial professionals with technical responsibilities in

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