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WWW may be an acronym for the World Wide Web, but no one could fault you for thinking it stands for wild, wild West. The rapid growth of the Web has meant having to rely on style guides intended for print publishing, but these guides do not address the new challenges of communicating online. Enter The Yahoo! Style Guide. From Yahoo!, a leader in online content and one of the most visited Internet destinations in the world, comes the definitive reference on the essential elements of Web style for writers, editors, bloggers, and students. With topics that range from the basics of grammar and punctuation to Web-specific ways to improve your writing, this comprehensive resource will help you: - Shape your text for online reading - Construct clear and compelling copy - Write eye-catching and effective headings - Develop your site's unique voice - Streamline text for mobile users - Optimize webpages to boost your chances of appearing in search results - Create better blogs and newsletters - Learn easy fixes for your writing mistakes - Write clear user-interface text This essential sourcebook—based on internal editorial practices that have helped Yahoo! writers and editors for the last fifteen years—is now at your fingertips.

Provides information on manuscript preparation, punctuation, spelling,

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quotations, captions, tables, abbreviations, references, bibliographies, notes, and indexes, with sections on journals and electronic media.

Generate reports with style! The SAS Programmer's PROC REPORT Handbook: ODS Companion explains how to use style elements within a style template to customize reports generated by PROC REPORT, leading to more appealing and effective business reports. Many programmers are faced with generating reports that are easy to read and comprehend for a wide variety of audiences, which is where the ODS destinations and style changes come into play. This book teaches you how to use style elements in PROC REPORT, a versatile reporting procedure, to customize your output. Mastering style elements allows you to change visual aspects of reports, such as borders, column widths, fonts, backgrounds, and more. This companion to The SAS Programmer's PROC REPORT Handbook: Basic to Advanced Reporting Techniques explores how the style elements within a style template affect the output generated by PROC REPORT. It provides examples of altering the style elements and the effect on the main ODS destinations, while also discussing common pitfalls that programmers can avoid while working with tables, Microsoft Excel, Microsoft Power Point, and PDF output.

With its process-oriented rhetoric, provocative thematic reader, up-to-date

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research manual, and comprehensive handbook, *The Bedford Guide for College Writers* gives your students the tools they need to succeed as writers -- all in one book. Each of the book's four main components has been carefully developed to provide an engaging, well-coordinated guide for student writers. This edition's new, more open design and sharper focus on active learning do even more to help students develop transferable skills. *The Bedford Guide for College Writers* prepares students to be the confident, resourceful, and independent writers they will need to be.

An ideal textbook for instructional designers in training, *Real World Instructional Design* emphasizes the collaborative, iterative nature of instructional design. Positioning instructional design as a process of simultaneous rather than sequential tasks with learner-centered outcomes, this volume engages with the essential building blocks of systematically designed instruction: learner needs and characteristics, goals and objectives, instructional activities, assessments, and formative evaluations. Key features include a Designer's Toolkit that includes tips and approaches that practitioners use in their work; vignettes and narrative case studies that illustrate the complexities and iterative nature of instructional design; and forms, templates, and questionnaires to support students in applying the chapter content. With updated examples, this streamlined second edition

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presents a timeless approach to instructional design.

FranklinCovey Style Guide: For Business and Technical Communication can help any writer produce documents that achieve outstanding results. Created by FranklinCovey, the world-renowned leader in helping organizations enhance individual effectiveness, this edition fully reflects today's online media and global business challenges. The only style guide used in FranklinCovey's own renowned Writing Advantage™ and Technical Writing Advantage™ programs, it covers everything from document design and graphics to sentence style and word choice. This edition's many improvements include extensive new coverage of graphics, writing for online media, and international business English. Through dozens of examples and model documents, writers learn how to overcome "writer's block" and efficiently create documents from start to finish.

FranklinCovey's experts show how to get powerful results from every email; add distinctiveness and power to any online presence; write far more effective proposals, letters, memos, reports, and resumes; and improve all forms of documentation, from business procedures to highly technical content. You'll learn how to quickly discover and prioritize the information you need, whether you're planning a presentation, leading a meeting, or managing a project. The authors reveal how to design visuals that communicate messages instantly and

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intuitively, and use charts, color, illustrations, maps, photos, and tables to supercharge any presentation. Packed with up-to-the-minute examples, this A-Z guidebook can help you write more effectively no matter who you are — whether you're a business or sales professional who must motivate and persuade, a technical professional who must explain challenging content more clearly and accurately, or a student who needs stronger writing skills to succeed in school and in your career.

The executable Internet (X Internet) brings new power and sophistication in delivering services and capabilities to users. The X Internet, both the executable Internet and the extended Internet, fundamentally alters the desktop and Internet landscapes by blurring their distinction both online and off—resulting in a new era of information technology. Authoritative and comprehensive, X Internet: The Executable and Extendable Internet examines this new paradigm from practical and strategic perspectives. It provides a roadmap for building applications that deliver X Internet capabilities. From a strategic angle, it delves into the legal aspects of using and creating this new breed of Internet applications. Discussing computer–human interaction, the book details the development of a rich Internet environment, including graphical design, multimedia, architectures, software development techniques, tools, and information management for X-enriched

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systems, the components that make up many of the Web 2.0 applications so popular today. It also includes appendices that contain information on a framework for auditing X systems and various guides for using audio and video and building user interfaces. X Internet systems offer almost limitless possibilities for building rich, interactive systems that increase productivity and dramatically enhance the user experience. X Internet: The Executable and Extendable Internet provides a thorough yet accessible understanding of this new Internet that is becoming critical to software development and systems management. Peter Norton's Complete Guide to Microsoft Windows XP is a comprehensive, user-friendly guide written in the highly acclaimed Norton style. This unique approach teaches the features of Windows XP with clear explanations of the many new technologies designed to improve your system performance. The book demonstrates all of the newest features available for increasing your OS performance. You will find Peter's Principles, communications, networking, printing, performance, troubleshooting, and compatibility tips throughout the book. Whether you're just starting out or have years of experience, Peter Norton's Guide to Microsoft Windows XP has the answers, explanations, and examples you need. This is the official guide used by DEC and its third party partners to achieve consistency in text and on-line use information, and deals with the issues that arise in the creation of

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hardware and software computer documentation.

IBM® Rational® Application Developer for WebSphere® Software V7.0 (for short, Rational Application Developer) is the full function Eclipse 3.2 based development platform for developing Java™ 2 Platform Standard Edition (J2SETM ) and Java 2 Platform Enterprise Edition (J2EETM ) applications with a focus on applications to be deployed to IBM WebSphere Application Server and IBM WebSphere Portal. Rational Application Developer provides integrated development tools for all development roles, including Web developers, Java developers, business analysts, architects, and enterprise programmers. Rational Application Developer is part of the IBM Rational Software Delivery Platform (SDP), which contains products in four life cycle categories:

- Architecture management, which includes integrated development environments (Application Developer is here) - Change and release management - Process and portfolio management - Quality management This IBM Redbooks® publication is a programming guide that highlights the features and tooling included with Rational Application Developer V7.0. Many of the chapters provide working examples that demonstrate how to use the tooling to develop applications, as well as achieve the benefits of visual and rapid application development. This publication is an update of Rational Application Developer V6 Programming Guide, SG24-6449. This book consists of six parts: - Introduction to Rational Application Developer - Develop applications - Test and debug applications - Deploy and profile applications - Team

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development - Appendixes

(Berklee Guide). Learn the nuances of music notation, and create professional looking scores. This reference presents a comprehensive look at contemporary music notation. You will learn the meaning and stylistic practices for many types of notation that are currently in common use, from traditional staves to lead sheets to guitar tablature. It discusses hundreds of notation symbols, as well as general guidelines for writing music. Berklee College of Music brings together teachers and students from all over the world, and we use notation in a great variety of ways. This book presents our perspectives on notation: what we have found to be the most commonly used practices in today's music industry, and what seems to be serving our community best. It includes a foreword by Matthew Nicholl, who was a long-time chair of Berklee's Contemporary Writing and Production Department. Whether you find yourself in a Nashville recording studio, Hollywood sound stage, grand concert hall, worship choir loft, or elementary school auditorium, this book will help you to create readable, professional, publication-quality notation. Beyond understanding the standard rules and definitions, you will learn to make appropriate choices for your own work, and generally how to achieve clarity and consistency in your notation so that it best serves your music.

Written by a leader in Web development methodologies and processes, Collaborative Web Development brings structure and sanity to what is often an overwhelming and chaotic process. Drawing on the front-line experiences of practicing professionals and



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numerous real world case studies, the author will help you get a handle on the issues and challenges you face, with proven strategies for effective coordination among team members and clients, a smooth development process, and a successful end result. Today, software engineers need to know not only how to program effectively but also how to develop proper engineering practices to make their codebase sustainable and healthy. This book emphasizes this difference between programming and software engineering. How can software engineers manage a living codebase that evolves and responds to changing requirements and demands over the length of its life? Based on their experience at Google, software engineers Titus Winters and Hyrum Wright, along with technical writer Tom Manshreck, present a candid and insightful look at how some of the world's leading practitioners construct and maintain software. This book covers Google's unique engineering culture, processes, and tools and how these aspects contribute to the effectiveness of an engineering organization. You'll explore three fundamental principles that software organizations should keep in mind when designing, architecting, writing, and maintaining code: How time affects the sustainability of software and how to make your code resilient over time How scale affects the viability of software practices within an engineering organization What trade-offs a typical engineer needs to make when evaluating design and development decisions

In Logo Design Love, Irish graphic designer David Airey brings the best parts of his

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wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last. Maximize the impact and precision of your message! Now in its fourth edition, the Microsoft Manual of Style provides essential guidance to content creators, journalists, technical writers, editors, and everyone else who writes about computer technology. Direct from the Editorial Style Board at Microsoft—you get a comprehensive glossary of both general technology terms and those specific to Microsoft; clear, concise usage and style guidelines with helpful examples and alternatives; guidance on grammar, tone, and voice; and best practices for writing content for the web, optimizing for accessibility, and communicating to a worldwide audience. Fully updated and optimized for ease of use, the Microsoft Manual of Style is designed to help you communicate clearly, consistently, and accurately about technical topics—across a range of audiences and media.

The how-to guide to starting, funding, running, and exiting a successful online business in less than three months Getting a thriving online enterprise up and running takes more than just a good idea. It involves building a website, developing it into a viable business, maintaining cash flow, hiring a staff, and much more. The task can seem daunting, but Successful Online Start-Ups For Dummies is here to help, showing prospective entrepreneurs how to develop a sound business plan, set up a proper company structure, and attract investment/funding in less than three months. Many entrepreneurs have a great idea and the technical know-how to get a website up and running, but forget that it's a business that requires capital, management and continual growth. Successful Online Start-Ups For Dummies teaches new start-ups how to get

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"investment ready" and attract the right backers in a very competitive market, giving readers the specific know-how to keep their business running—or how to turn it over quickly and profitably so they can move onto their next start-up or retire. Gives budding entrepreneurs everything they need to build and sell a profitable online business. Topics covered include "bootstrapping," common mistakes and missed opportunities at every step of the start-up business cycle, achieving rapid but sustainable growth, attracting the attention of investors and mentors, market validation, and much more. Includes content specially tailored for readers in Australia and New Zealand, including details on all the major incubator events and start-up workshops in both countries. A great idea isn't enough to achieve real business success, making *Successful Online Start-Ups For Dummies* the potential difference between personal financial disaster and a comfortable early retirement.

Franklin Covey Style Guide For Business and Technical Communication FT Press

Every day, thousands of passionate developers come up with new startup ideas but lack the branding know-how to make them thrive. If you count yourself among them, *Lean Branding* is here to help. This practical toolkit helps you build your own robust, dynamic brands that generate conversion. You'll find over 100 DIY branding tactics and inspiring case studies, and step-by-step instructions for building and measuring 25 essential brand strategy ingredients, from logo design to demo-day pitches, using The Lean Startup methodology's Build-Measure-Learn loop. Learn exactly what a brand is—and what it isn't. Build a minimal set of brand ingredients that are viable in the marketplace: brand story, brand symbols, and brand strategy. Measure your brand ingredients by using meaningful metrics to see if they meet your conversion goals. Pivot your brand ingredients in new directions based on what you've

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learned—by optimizing rather than trashing Focus specifically on brand story, symbols, or strategy by following the Build-Measure-Learn chapters that apply

The Desktop Publishing StyleGuide presents a solid foundation of a wide range of design and production components needed to successfully complete high quality publications. Twenty-five of the most common projects, like letterhead, brochures, and newsletters are included along with information on page elements, audience, effect, postal requirements, and more. Unlike other resources, design and typography techniques are linked to the software language in a single source. This is the perfect companion for graphic designers, desktop publishers and production artists.

Provides guidelines and examples for handling research, outlining, spelling, punctuation, formatting, and documentation.

IBM® Rational® Application Developer for WebSphere® Software V8 is the full-function Eclipse 3.6 technology-based development platform for developing Java™ Platform, Standard Edition Version 6 (Java SE 6) and Java Platform, Enterprise Edition Version 6 (Java EE 6) applications. Beyond this function, Rational Application Developer provides development tools for technologies, such as OSGi, Service Component Architecture (SCA), Web 2.0, and XML. It has a focus on applications to be deployed to IBM WebSphere Application Server and IBM WebSphere Portal. Rational Application Developer provides integrated development tools for all development roles, including web developers, Java developers, business analysts, architects, and enterprise programmers. This IBM Redbooks® publication is a programming guide that highlights the features and tooling included with Rational Application Developer V8.0.1. Many of the chapters provide working examples that demonstrate how to use the

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tooling to develop applications and achieve the benefits of visual and rapid application development. This publication is an update of Rational Application Developer V7.5 Programming Guide, SG24-7672.

Business Proposals play an extremely vital role in today's competitive Business-2-Business (B2B) sales, as it represents the supplier's offer and the value that they can provide to the buyer. Many sales organizations spend a lot of money on building strong Proposal Management practices. For individuals, it is a field that offers an extremely rewarding career. In the real world of Request for Proposals (RFPs) and their responses, one can see a lot of variations (based on Industry, organization type and other relevant factors). A one-size-fits-all scenario or format is never seen to exist. However, if fundamentals are understood well, then, addressing any variation of the RFP is not difficult. This book is a beginner's guide to understand Business Proposal Management, written in a simple way to help aspiring individuals. If YOU are new to the World of Proposals, and want to understand it, then this book is JUST RIGHT FOR YOU!

Fun and easy to read, this marketing and promotion guide offers you the "big picture" of how best to spend your limited funds and energy to create a successful marketing strategy—from traditional promotions such as advertising and posters to social media marketing. • Takes you through a step-by-step process of creating a marketing campaign that meets the needs of your patrons and your library • Covers conventional marketing strategies such as print and broadcast media along with new social media venues • Includes a guide to marketing plans and content calendars • Offers chapter-by-chapter "Moxie Tips and Tricks" to help you get started and succeed in marketing your library • Presents ways to bolster your creativity toolkit

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when the ideas just won't come

Demonstrate your expertise with Microsoft Office! Designed to help you practice and prepare for four Microsoft Office Specialist (MOS) exams, this all-in-one study guide features: Full, objective-by-objective exam coverage Easy-to-follow procedures and illustrations to review essential skills Hands-on practice tasks to apply what you've learned Includes downloadable practice files Use the in-depth exam prep, practice, and review to help advance your proficiency with Microsoft Office—and earn the credential that proves it!

This detailed, example-driven guide illustrates how much technical communicators can do to make written texts more suitable for a global audience. You'll find dozens of guidelines that you won't find in any other source, along with thorough explanations of why each guideline is useful.

This A4 spiral bound manual has been specifically designed to provide the necessary knowledge and techniques for the successful creation and manipulation of Word documents. The accompanying data files are designed to help demonstrate the features you are learning as you work through the manual using a step-by-step approach.

George Orwell set out 'to make political writing into an art', and to a wide extent this aim shaped the future of English literature – his descriptions of authoritarian regimes helped to form a new vocabulary that is fundamental to understanding totalitarianism. While 1984 and Animal Farm are amongst the most popular classic novels in the English language, this new series of Orwell's essays seeks to bring a wider selection of his writing on politics and literature to a new readership. In Politics and the English Language, the second in the Orwell's Essays series, Orwell takes aim at the language used in politics, which, he says, 'is designed to make

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lies sound truthful and murder respectable, and to give an appearance of solidity to pure wind'. In an age where the language used in politics is constantly under the microscope, Orwell's *Politics and the English Language* is just as relevant today, and gives the reader a vital understanding of the tactics at play. 'A writer who can – and must – be rediscovered with every age.' — Irish Times

Includes current Internet-related words and their definitions, acronyms and symbols used for email and other wireless communication, and categorized indexes.

Anyone can easily and efficiently learn how to drive users to their website with the use of this handy guide to both traditional and nontraditional search engine optimization (SEO). Social search, real-time search, semantic search, blog and RSS feed search, mobile engine and app search, and other search types need to be considered in order to optimize maximum exposure on the internet today. This book teaches how to prepare website content for semantic search engines, how search engines and social networking sites work together, how to apply organic search techniques to content and keyword lists, and how to apply it to an individualized framework to maximize online exposure. It goes on to provide analytical and metric tools to measure the success of the search optimization strategy. Using real-world examples and avoiding technical jargon, this guide is perfect for businesspeople, entrepreneurs, and independent professionals who need practical, successful, and fast results that bring customers to their websites.

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IBM® Rational® Application Developer for WebSphere® Software v7.5 (Application Developer, for short) is the full function Eclipse 3.4 based development platform for developing Java™ Standard Edition Version 6 (Java SE 6) and Java Enterprise Edition Version 5 (Java EE 5) applications with a focus on applications to be deployed to IBM WebSphere Application Server and IBM WebSphere Portal. Rational Application Developer provides integrated development tools for all development roles, including Web developers, Java developers, business analysts, architects, and enterprise programmers. Rational Application Developer is part of the IBM Rational Software Delivery Platform (SDP), which contains products in four life cycle categories: - Architecture management, which includes integrated development environments - Change and release management - Process and portfolio management - Quality management This IBM Redbooks™ publication is a programming guide that highlights the features and tooling included with Rational Application Developer v7.5. Many of the chapters provide working examples that demonstrate how to use the tooling to develop applications, as well as achieve the benefits of visual and rapid application development. This publication is an update of Rational Application Developer V7 Programming Guide, SG24-7501.

Learn Revit Architecture with expert instruction from this Autodesk Official Press



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guide The new edition of this bestselling Revit book is the most useful and approachable Mastering Revit Architecture yet. Thoroughly revised and updated, this comprehensive guide to Autodesk's industry-leading building information modeling (BIM) software features in-depth explanations, real-world examples, and practical tutorials help you grasp crucial tools, techniques, and concepts so you can quickly start doing real work in Revit. You will learn core BIM concepts and best practices for everything from putting together impressive building designs to producing solid documentation, creating visualizations that impress clients, and more. Hands-on exercises with downloadable before-and-after files provide plenty of opportunities to practice the real-world scenarios and hone all the crucial Revit skills. Explains the user interface, general concepts, best practices, and new features of Revit 2014 Teaches modeling, massing, and visualization with Revit Helps users develop extended modeling skills for walls, stairs, floors, and more Features detailed documentation and presentation techniques Provides detailed instruction, step-by-step tutorials, and numerous examples Includes downloadable starting and ending files and additional advanced content Offers information to help readers prepare for Autodesk's certification exams This detailed reference and tutorial is the perfect resource for becoming an expert with Autodesk's powerful BIM software.

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This book is a standard reference for business and technical communication writing. Much more than a grammar and punctuation handbook, it helps you to: produce documents that reflect quality writing standards; access more than 110 topics, covering everything from document design, graphics, and parts of speech to punctuation, sentence style, and word choice; create documents from start to finish and avoid writer's block; write effective letters, memos, and resumés with the help of more than 30 model documents; design effective, understandable graphics that enhance and convey your message; discover and prioritize information.

This instructive book takes you step by step through ways to track, merge, and manage both open source and commercial software projects with Mercurial, using Windows, Mac OS X, Linux, Solaris, and other systems. Mercurial is the easiest system to learn when it comes to distributed revision control. And it's a very flexible tool that's ideal whether you're a lone programmer working on a small project, or part of a huge team dealing with thousands of files. Mercurial permits a countless variety of development and collaboration methods, and this book offers several concrete suggestions to get you started. This guide will help you: Learn the basics of working with a repository, changesets, and revisions Merge changes from separate repositories Set up Mercurial to work with files on

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a daily basis, including which ones to track Get examples and tools for setting up various workflow models Manage a project that's making progress on multiple fronts at once Find and fix mistakes by isolating problem sources Use hooks to perform actions automatically in response to repository events Customize the output of Mercurial Mercurial: The Definitive Guide maintains a strong focus on simplicity to help you learn Mercurial quickly and thoroughly.

The Advanced Reporting Guide includes instructions for advanced topics in the MicroStrategy system, building on information in the Basic Reporting Guide. Topics include reports, Freeform SQL reports, Query Builder reports, filters, metrics, Data Mining Services, custom groups, consolidations, and prompts. Translation technology has evolved quickly with a large number of translation tools available. In this revised addition, much content has been added about translating and engineering HTML and XML documents, multilingual web sites, and HTML-based online help systems. Other major changes include the addition of chapters on internationalization, software quality assurance, desktop publishing and localization support. There is a focus on translators who want to learn about localization and translation technology.

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