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Packt Publishing Ltd **Build and customize your online store with this speedy, lightweight e-commerce solution.**

Prestashop Developer Guide

Lulu Press, Inc **PrestaShop is a free, open source eCommerce solution written in PHP. It supports payment gateways such as DirecPay, Google Checkout & PayPal. This book will help you to customize the application through the Admin panel, and to make advanced code changes and template customization. Many tools are discussed in this book to facilitate the developers and to help them to understand the architecture of Prestashop in the shortest amount of time. Alex works as developer manager for an IT group in London. He started as software developer in 1985.**

Build Your Fortune With Online Store or Essential Guide To Prestashop

Lulu.com **A practical step by step aproach to create state of the art ecommerce website. Sell online and earn money today! In this book we will guide you through all the important aspects of setting up an online store with prestashop - from installation to design and inventory management. Everything what you might need, to start selling online from scratch. Prestashop is one of the most popular e-commerce solutions. It gives you an opportunity to own an online store without spending a fortune. This is your only guide to start a successful online business and to start earning money from day one.**

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Horizon Books (A Division of Ignited Minds Edutech P Ltd) **This book gives the viewer a place 'right from the beginning' to solve the problems and possibilities of the digital marketplace. The topics covered provide an outline of important digital marketing ideas and methods; each section combines educational studies with digital marketing methods to provide a good knowledge of this interesting new field. This approach will assist learners to move into marketing professionals and provide experts with a framework for digital brand management. Content means some knowledge with marketing ideas acquired from work experience or previous education. By Customers by Integrating SEO, are designed to integrate with a degree course in digital marketing to produce a comprehensive learning experience. Each chapter is related to a module in the syllabus and the book provides complete coverage of the syllabus and includes only the most essential points of learning that will allow you to pass your exams and obtain an internationally recognized and respected Digital Marketing certification. Will prepare best.**

Start Your Own Retail Business and More

Brick-and-Mortar Stores ¿ Online ¿ Mail Order ¿ Kiosks

Entrepreneur Press **Entrepreneurs interested in opening a retail business find the tools, tips, and practical advice needed to plan for and open a successful retail store. Readers receive an overview of the market and are guided through the steps of planning and managing a store with the help of valuable, real-world examples from successful retail owners. From the traditional brick-and-mortar to the online-only stores, the experts of Entrepreneur offer an insider's look at creating a stable, cost-effective, and profitable business with long-term growth. Readers learn how to: pick the right retail outfit for their products or services (brick-and-mortar vs. online-only shops); analyze the market, assess the competition, and evaluate consumer demand; choose a location, design a retail space, and find the necessary floor and back-end equipment; assess startup costs, develop a business plan, find the right suppliers, and manage inventory; hire the right team and manage customer service; calculate the competitive advantage with pricing strategies and marketing that maximize profits, and calculate discounts that take profit loss into consideration; capitalize on emerging consumer trends like Pinterest, Twitter, and Instagram; create synergy between brick-and-mortar and online components; set store policies: hours, credit, customer service, security, and day-to-day operations.**

eCommerce Implementation Guide Ebook

Murtaza Lanewala

Understanding Digitalization: A Beginner's Guide To Digital

Transformation

<u>Asad Raza</u> **The Internet has significantly formed our reality and has completely changed ourselves in both of all shapes and small ways. The technology change around us has happened both rapidly and impalpably. The absolute first associations between computers almost fifty years prior have been changed into a flood of network that covers the planet. New innovations in technology and devices have given us more approaches to tackle the intensity of network any place we proceed to have given us usefulness we would never have imagined. Online networking, mobile computing, analytics, examination, the advanced mobile phone, tablets, Cloud figuring. The movements in innovation are huge and all are empowering agents for a revolution affecting business at this moment. Digital transformation needs every one of us to contemplate how we can turn into an ace of digitization instead a victim. Digital transformation is basic for all organizations, from the little to the enterprise. That message comes through loud and clear from apparently every keynote, board discourse, article, or concentrate identified with how organizations can stay focused and applicable as the world turns out to be progressively digital. What's uncertain to numerous business chiefs is the thing that digital transformation means. Is it only a snappy method to express moving to the cloud? What are the particular advances we have to take? Do we have to structure new openings to assist us with making a system for advanced change, or contract a counseling administration? What parts of our business methodology need to change? Is it extremely justified, despite all the trouble? Digital transformation drives the combination of on the web and disconnected, problematic innovations and the extreme difference in whole enterprises. Automation, optimization, self-sufficiency of procedures just as greater adaptability and distinction of items and services are only a portion of the advantages and chances of digitalization. The procedure additionally prompts creative plans of action and advanced items. The most well-known drivers of progress are expanded client desires and competition in the market.**

Retail Business and More

Step-by-Step Startup Guide

<u>Entrepreneur Press</u> **The experts at Entrepreneur provide a two-part guide to success. First, learn everything you need to know to be the next retail giant or just open a small boutique. Then, master the fundamentals of business startup including defining your business structure, funding, staffing and more. This kit includes: • Essential industry and business-specific startup steps with worksheets, calculators, checklists and more •**

Entrepreneur Editors' Start Your Own Business, a guide to starting any business and surviving the first three years • Interviews and advice from successful entrepreneurs in the industry • Worksheets, brainstorming sections, and checklists • Entrepreneur's Startup Resource Kit (downloadable) More about Entrepreneur's Startup Resource Kit Every small business is unique. Therefore, it's essential to have tools that are customizable depending on your business's needs. That's why with Entrepreneur is also offering you access to our Startup Resource Kit. Get instant access to thousands of business letters, sales letters, sample documents and more – all at your fingertips! You'll find the following: The Small Business Legal Toolkit When your business dreams go from idea to reality, you're suddenly faced with laws and regulations governing nearly every move you make. Learn how to stay in compliance and protect your business from legal action. In this essential toolkit, you'll get answers to the "how do I get started?" questions every business owner faces along with a thorough understanding of the legal and tax requirements of your business. Sample Business Letters 1000+ customizable business letters covering each type of written business communication you're likely to encounter as you communicate with customers, suppliers, employees, and others. Plus a complete guide to business communication that covers every question you may have about developing your own business communication style. Sample Sales Letters The experts at Entrepreneur have compiled more than 1000 of the most effective sales letters covering introductions, prospecting, setting up appointments, cover letters, proposal letters, the all-important follow-up letter and letters covering all aspects of sales operations to help you make the sale, generate new customers and huge profits.

PrestaShop

Développez vos propres modules e-commerce - Prestashop 1.6 et 1.7

Editions Eyrolles **Pourquoi acheter et/ou télécharger des modules "tout-faits" pour votre boutique en ligne quand vous pouvez les développer vous-même ? Cet ouvrage vous enseignera justement les meilleures pratiques et vous encouragera à les mettre en oeuvre lors des développements de nouvelles fonctionnalités de PrestaShop. Un ouvrage de référence pour les développeurs Ce livre vous apprendra tout ce qu'il faut connaître sur la création de modules PrestaShop. Que vous soyez déjà un expert de ce CMS e-commerce ou que vous le découvriez seulement, vous commencerez par concevoir des modules très simples avant de vous attaquer à ceux plus avancés (module de paiement ou module transporteur). De quoi vous permettre de personnaliser votre boutique au gré de vos envies et de vos**

besoins ! Une approche pédagogique Vous créerez ainsi des modules performants et scalables (évolutifs), qui permettront d'améliorer efficacement votre boutique. Tout au long de votre lecture, vous serez également confronté à des exemples pratiques de concepts PrestaShop (tels que les "hooks") sous la forme de tutoriels. Une fois que vous serez familiarisé avec les meilleures pratiques de PrestaShop, vous serez à même de réduire considérablement les éventuels problèmes ou erreurs dans vos futurs modules. À qui s'adresse cet ouvrage ? Aux développeurs n'ayant aucune connaissance sur PrestaShop et souhaitant être initiés. Aux développeurs déjà initiés voulant approfondir leurs connaissances sur PrestaShop. Aux marchands avec des connaissances techniques souhaitant modifier leur boutique. Sur le site www.editions-eyrolles.com Téléchargez le code source des exemples Consultez les mises à jour et compléments Avec une préface de Bruno Lévêque, fondateur de PrestaShop

PrestaShop Module Development

Packt Publishing Ltd **If you are a developer who is new to PrestaShop and wants to get a good foundation in development on the PrestaShop framework, this book is for you. It's assumed that you will have some experience with PHP5, jQuery, and HTML/CSS (no need to be an expert on it).**

Beginner's Guide to Digital Painting in Procreate

How to Create Art on an IPad

3dtotal Publishing **Delve into the world of digital painting on an iPad with step-by-step tutorials, hints, and tips from professional artists.**

Mastering Front-End Web Development (HTML, Bootstrap, CSS, SEO, Cordova, SVG, ECMAScript, JavaScript, WebGL,

Web Design and many more.)

14 Books in 1. Introducing 200+ Extensions. An Advanced Guide.

Chong Lip Phang **As opposed to back-end web development which deals with servers, front-end web development focuses on the end users' interactions with a website on a browser. A skillful front-end web developer knows more than just the basics of HTML, CSS and JavaScript. Going beyond the major web-based languages, this book represents an attempt to compile all the knowledge needed to become a professional front-end web developer. The reader will be introduced to more than 200 web extensions, frameworks, tools, and libraries, along with a complete illustration of all Web APIs known to the world today. Overview: Chapter 1: Development Environments Chapter 2: HTML 5.2 Chapter 3: Bootstrap 5 Chapter 4: CSS 3 Chapter 5: SEO Chapter 6: Cordova Chapter 7: SVG Chapter 8: ECMAScript 2020 / ES11 Chapter 9: HTML DOM Chapter 10: Advanced Web APIs Chapter 11: jQuery 3.5 Chapter 12: Extensions and Tools Chapter 13: Canvas Chapter 14: WebGL ** special note: this book partially overlaps with two books by the same author: 1) Web Coding Bible (18 Books in 1) 2) An Effective Guide to Modern JavaScript (ECMAScript 2017 / ES8)**

Sixtiestyle

Home Decoration and Furnishings from the 1960s

The colourful and unique MoDA Style Guides offer a fascinating insight into 20the-Century home decoration and furnishings, and are an excellent resource for the enthusiast. Beautifully illustrated and expertly researched, the guides draw from the extensive MoDA collections and other original sources including retail and trade catalogues, domestic magazines and household manuals.

Canids of the World

Wolves, Wild Dogs, Foxes, Jackals,

Coyotes, and Their Relatives

<u>Princeton University Press</u> **The most complete and user-friendly photographic field guide to the world's canids This stunningly illustrated and easy-to-use field guide covers every species of the world's canids, from the Gray Wolf of North America to the dholes of Asia, from African jackals to the South American Bush Dog. It features more than 150 superb color plates depicting every kind of canid and detailed facing-page species accounts that describe key identification features, morphology, distribution, subspeciation, habitat, and conservation status in the wild. The book also includes distribution maps and tips on where to observe each species, making Canids of the World the most comprehensive and user-friendly guide to these intriguing and spectacular mammals. Covers every species and subspecies of canid Features more than 150 color plates with more than 600 photos from around the globe Depicts species in similar poses for quick and easy comparisons Describes key identification features, habitat, behavior, reproduction, and much more Draws on the latest taxonomic research Includes distribution maps and tips on where to observe each species The ideal field companion and a delight for armchair naturalists**

Marketing for Manufacturers

<u>Lulu.com</u> **Is your small to mid-size manufacturing business the best-kept secret in the market? Are you looking for a series of powerful marketing breakthroughs to change all that? If so, 'Marketing for Manufacturers' is written specifically for you. If you're interested in winning new orders, want new customers, more sales, proven marketing methods, and learning how to avoid numerous costly marketing pitfalls and mistakes, reading 'Marketing for Manufacturers' will give you a series of actionable marketing strategies you can implement in your manufacturing business today! Since 1999, Senior Marketing Advisor, Carl Jarvis, has specialised in advising SME manufacturing businesses, like yours, with increasing your sales and revenues, maximising your profitability, reducing your marketing costs, increasing your customers, developing more cost-effective sales and marketing approaches, and strengthening your business development activities. This book will show you how!**

Learning PHP 7 High Performance

<u>Packt Publishing Ltd</u> **Improve the performance of your PHP application to ensure the application users aren't left waiting About This Book Make the optimum use of PHP coding to improve your programming productivity Leverage the potential of PHP for server-side programming, memory management, and object-oriented programming Packed with real-life examples to help the readers implement concepts as they learn Who This**

Book Is For This book is for those who have basic experience in PHP programming. If you are developing performance-critical applications, then this book is for you. What You Will Learn Setup high performance development and production environment for PHP 7 Discover new OOP features in PHP 7 to achieve high performance Improve your PHP applications' performance Attain improved database performance Benchmark PHP applications to optimize them Write quality code by learning to improve code reusability, simplicity, and expressiveness Get rid of the bottlenecks in your PHP 7 applications by writing PHP code optimally Tackle issues related to web applications, such as high user dependency and large datasets In Detail PHP is a great language for building web applications. It is essentially a server-side scripting language that is also used for general-purpose programming. PHP 7 is the latest version, providing major backward-compatibility breaks and focusing on high performance and speed. This fast-paced introduction to PHP 7 will improve your productivity and coding skills. The concepts covered will allow you, as a PHP programmer, to improve the performance standards of your applications. We will introduce you to the new features in PHP 7 and then will run through the concepts of object-oriented programming (OOP) in PHP 7. Next, we will shed some light on how to improve your PHP 7 applications' performance and database performance. Through this book, you will be able to improve the performance of your programs using the various benchmarking tools discussed. At the end, the book discusses some best practices in PHP programming to help you improve the quality of your code. Style and approach The book is a step-by-step guide to improve the quality of your code in PHP through real-time examples. The book takes a practical approach to improving the quality of your code.

The Driving Instructor's Handbook

Kogan Page Publishers **Recognized by the Driver and Vehicle Stands Agency (DVSA) as recommended reading for the Approved Driving Instructor (ADI) exams, this bestselling guide is the authoritative guide for both trainee and qualified driving instructors. The Driving Instructor's Handbook covers every aspect of being a driving instructor, from the role itself, to the characteristics needed to the job effectively, through to preparation for the ADI exams. Now in its 22nd edition, the book includes detailed guidance on issues such as licences, training, teaching and coaching skills and road traffic law. Fully updated to cover all changes including updates to the ADI theory and practical tests, new rules in the Highway Code, revised motorway legislation, different rules and procedures in Northern Ireland and updated advice on disabilities, this book is essential reading for anyone involved in the training of drivers or driving instructors.**

The official theory test for drivers of large vehicles

The Stationery Office **This is the official guide to the multiple choice part of the theory test for drivers of large vehicles, covering large goods vehicles (LGVs) or passenger carrying vehicles (PCVs). This updated 2007 edition is valid for theory tests taken from 3 April 2007. It contains explanations of correct answers to full range of theory test questions as well as advice on how the touch screen test works. Topics covered include: vehicle weights and dimensions; drivers hours and rest periods; braking systems; carrying passengers; accident handling; vehicle loading; traffic signs; and environmental issues. (The 8th ed. (2006) of the Official theory test (ISBN 0115527354) is still in force until 3 April 2007).**

The Ultimate Guide to Dropshipping

Lulu Press, Inc **The Ultimate Guide to Dropshipping is a complete guide on how to create and run a successful dropshipping business. "This is by far the best book on dropshipping available. You will will learn everything you need to know about finding a product, setting up an online store and growing your business." (Sean Work, Director of Marketing, KISSmetrics) "Andrew and Mark have written a comprehensive, no-BS guide to dropshipping. Essential reading for anyone considering this type of retail." (Chandra Clark, Founder & President, Scribendi) "These guys distill everything you need to know about dropshipping. It's a must read if you want practical advice and a clear blueprint to help you grow your business." (Valerie Khoo, National Director, Australian Writers' Centre) "Holy jeez - I wish these guys had written this 7 years ago.... I can say that the advice in this book is spot on."**

PHP 7: Real World Application Development

Packt Publishing Ltd **Use new features of PHP 7 to solve practical, real-world problems faced by PHP developers like yourself every day. About This Book This course covers the new features of version 7.x, best practices for server-side programming, and MVC frameworks Leverage the potential of PHP for server-side programming, memory management, and Object-Oriented Programming to improve your programming productivity This course also illustrates the development of a complete modular application using PHP 7 in detail Who This Book Is For If you are an aspiring web developer, mobile developer, or back-end programmer, who has basic experience in PHP programming and wants to develop performance-critical**

applications, then this course is for you. It will take your PHP programming skills to next level. What You Will Learn Solve practical real-world programming problems using PHP 7 Discover where and when PHP 5 code needs to be re-written to avoid backwards-compatibility breaks Use advanced PHP 7 features such as the Abstract Syntax Tree, Uniform Variable Syntax, Scalar Type Hints, Generator Delegation, Anonymous Classes, and the Context Sensitive Lexer Set up a high performance development and production environment for PHP 7 Discover new OOP features in PHP 7 to achieve high performance Discover the new features of PHP 7 that are relevant to modular application development Explore the ins and outs of the Symfony framework Build a set of modules based on the Symfony framework that comprise a simple web shop app In Detail PHP is a great language for developing web applications. It is essentially a server-side scripting language. PHP 7 is the latest version, providing major backward-compatibility breaks and focusing on improved performance and speed. This course follows a learning path which is divided into three modules. Each module is a mini course in its own right, taking your basic PHP programing skills to the next level by showing you intermediate to advanced PHP techniques with a focus on PHP 7. This way, get you equipped with the tools and skills required to develop professional and efficient applications for your websites and enterprises. The first module of the book is a programming cookbook that consists over 80 recipes! Each recipe is designed to solve practical, real-world problems faced by PHP developers like yourself every day. This course also covers new ways of writing PHP code made possible only in version 7. The second module of the course is designed to improve the performance and productivity of your application. We'll introduce you to the concepts of Object-Oriented Programming (OOP) in PHP 7, then shed some light on how to improve the performance of your PHP 7 applications and database. Throughout this module you will be introduced to benchmarking tools. With all important concepts of PHP covered up you will move on to third module. In this module you will gain a deep insight into the modular programming paradigm and how to achieve modularity in your PHP code. Modular design techniques help you build readable, manageable, reusable, and more efficient codes. PHP 7, which is a popular open source scripting language, is used to build modular functions for your software. This Learning Path combines some of the best that Packt has to offer in one complete, curated package. It includes content from the following Packt products: PHP 7 Programming Cookbook, Doug Bierer Learning PHP 7 High Performance, Altaf Hussain Modular Programming with PHP 7, Branko Ajzele Style and approach This book takes a practical, step-by-step approach with real-world examples that serve as building blocks for your application development and guide you through improving the quality of your code.

The Smashing Book

These eBooks are the long-awaited digital version of our bestselling printed book about best practices in modern Web design. They share valuable practical insight into design, usability and coding, provide professional advice for designing mobile applications and building successful e-commerce websites, and explain common coding mistakes and how to avoid them. You'll explore the principles of professional design thinking and graphic design and learn how to apply psychology and game theory to create engaging user experiences.

Drupal 7 Cookbook

<u>Packt Pub Limited</u> **As part of Packt's cookbook series, this book is packed with practical recipes that you can read as and when you need or want to. This book is for people who are familiar with the concepts of web development and CMS. If you have previous experience of working with Drupal, then this book will further your knowledge and give you ideas for fun new things to do with Drupal.**

Fuck Off, I'm Coloring

Unwind with 50 Obnoxiously Fun Swear Word Coloring Pages

<u>Cider Mill Press</u> **Color the shit out of this new stress-relieving swear word adult coloring book! With daily stresses like annoying coworkers, red-faced bosses, endless traffic, and whatever shit you have going on at home, sometimes all you need to tell everyone to "fuck off." Now you can say it in color! Relieve some stress with easy and beautiful art—that also happens to feature your favorite profanities. Feel the "zen" wash over you as you color in or outside the lines however you damn well please. Take your defiance up a notch with more complex patterns, or take the easy route when you unwind. Do whatever the fuck you want.**

Guide to Figure Photography

<u>Amphoto Books</u>

Lean Branding

Creating Dynamic Brands to Generate Conversion

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

JavaScript and jQuery Interactive Front-End Web Development

John Wiley & Sons **A visual and accessible guide to JavaScript and jQuery in a built-to-last hardcover edition In JavaScript & jQuery renowned author Jon Duckett discards the traditional programming book template and approaches writing code in a more relevant, less intimidating way. Full-color and packed with instructional graphics and photos, his books have gained a loyal following by illustrating programming in a way both instructive for newcomers and invaluable for seasoned coders. By discussing JavaScript and jQuery in a single text, Duckett ensures you will quickly be writing your own working scripts. Yet the book doesn't assume you have experience in either JavaScript or jQuery. By making use of popular jQuery plugins, Duckett illustrates techniques that would require pages upon pages of detailed explanation if you were being taught to create the plugins yourself. This durable and attractive hardcover edition is a book you will have open on your desk as a reference for years to come. A timeless and lasting version of a classic "Duckett" book in a hardbound, dust-jacketed edition Completely accessible to those who feel intimidated by the subject matter and relevant to all front-end designers and developers who need to understand JavaScript Discusses applying**

responsive design techniques, leveraging APIs to save you time and work in coding, and identifying when to use CSS transforms over pure JavaScript Beautiful 4-color illustrations and examples make this a terrific academic resource for those of all experience levels JavaScript & jQuery clearly explains the jargon of programming, addressing the vocabulary without making it a prerequisite for readers. Duckett speaks directly to readers, making this an invaluable resource. This book is also available as a set, Web Design with HTML, CSS, JavaScript and jQuery Set 978119038634 along with HTML and CSS Design and Build Websites 9781118871645.

Strategies for eCommerce Success

IGI Global **Annotation Examining key components and concepts in e-commerce, this study identifies critical factors relating to success in the global business environment. It also describes the economics of e-commerce and the practical issues concerning its application. Specific chapters discuss privacy, structure, policy concerns, customer loyalty, trust, internal audits, payment mechanisms, mobile communications, and costs. Contributors include scholars from North America, Europe, Saudi Arabia, and China. Annotation c. Book News, Inc., Portland, OR (booknews.com).**

Child of Spring

Peachtree **A 1960s Indian village populated by endearing characters springs to life in Farhana's Zia's novel about privilege, perspective, and opportunity. Impulsive and passionate, Basanta may not always understand the consequences of her actions, but that doesn't stop her from involving herself in the lives of friends and neighbors in her village—even if things don't necessarily go the way she intends. Basanta longs for the beautiful ring worn by her young mistress, but when it is finally hers, she realizes that it's not the wonderful possession she expected. Increasingly aware of the struggles of her less privileged friends, Lali and Bala, she finds a way to improve their lives and entertain their community— and the beautiful ring takes on new meaning. Over time, Basanta gains maturity, self-awareness, and compassion—all while hosting doll weddings, attending kite fights, and planning an exciting performance of Bala the Wonder Dog. Farhana Zia's engaging novel—filled with a cast of distinct, endearing characters and humorous, thought-provoking events—provides an insightful look at relative privilege and opportunity.**

The official DSA theory test for car

drivers and the official Highway code

The Stationery Office **The official book of car theory test questions, this edition covers the latest requirements of the exam.**

Mandala Coloring Book For Adults 100 Mandala

100 BEAUTIFUL MANDALAS - BIGGEST, MOST BEAUTIFUL MANDALAS COLORING BOOK BY MANTRACRAFT - A TREASURE FOR MANDALA LOVERSMandala Coloring Book For Adults: 100 Mandalas: Stress Relieving Mandala Designs for Adults Relaxation from MantraCraft, this adult coloring book has 100 stress-relieving mandala designs to provide hours of fun, calm, relaxation, and stress relief through creative expression. Designs range in complexity and detail from beginner to expert-level.

Women in Tech

Take Your Career to the Next Level with Practical Advice and Inspiring Stories

Sasquatch Books **"Jam packed with insights from women in the field," this is an invaluable career guide for the aspiring or experienced female tech professional (Forbes) As the CEO of a startup, Tarah Wheeler is all too familiar with the challenges female tech professionals face on a daily basis. That's why she's teamed up with other high-achieving women within the field—from entrepreneurs and analysts to elite hackers and gamers—to provide a roadmap for women looking to jump-start, or further develop, their tech career. In an effort to dismantle the unconscious social bias against women in the industry, Wheeler interviews professionals like Brianna Wu (founder, Giant Spacekat), Angie Chang (founder, Women 2.0), Keren Elazari (TED speaker and cybersecurity expert), Katie Cunningham (Python educator and developer), and Miah Johnson (senior systems administrator) about the obstacles they have overcome to do what they love. Their inspiring personal stories are interspersed with tech-focused career advice. Readers will learn: · The secrets of salary negotiation · The best format for tech resumes · How to ace a tech interview · The perks of**

both contracting (W-9) and salaried full-time work · The secrets of mentorship · How to start your own company · And much more BONUS CONTENT: Perfect for its audience of hackers and coders, Women in Tech also contains puzzles and codes throughout—created by Mike Selinker (Lone Shark Games), Gabby Weidling (Lone Shark Games), and cryptographer Ryan "LostboY" Clarke—that are love letters to women in the industry. A distinguished anonymous contributor created the Python code for the cover of the book, which references the mother of computer science, Ada Lovelace. Run the code to see what it does!

Smashing WordPress

Beyond the Blog

John Wiley & Sons **The ultimate guide to WordPress, from the world's most popular resource for web designers and developers As one of the hottest tools on the web today for creating a blog, WordPress has evolved to be much more that just a blogging platform and has been pushed beyond its original purpose. With this new edition of a perennially popular WordPress resource, Smashing Magazine offers you the information you need so you can maximize the potential and power of WordPress. WordPress expert Thord Daniel Hedengren takes you beyond the basic blog to show you how to leverage the capabilities of WordPress to power advanced websites. Addresses new theming options, custom post types, custom headers, menus, background, and more Explains how to build beautiful and unique WordPress themes and creating amazing navigation Walks you through building plugins, integrating theme options, creating custom login forms and admin themes, and using the Loop to control content Zeroes in on building a WordPress project for SEO Highlights integrating WordPress with the social web Smashing WordPress, Third Edition teaches you how to make WordPress look any way you like--from a corporate site to a photography gallery and much, much more!**

Drupal For Dummies

John Wiley & Sons

JavaScript Patterns

Build Better Applications with

Coding and Design Patterns

<u>"O'Reilly Media, Inc."</u> **What's the best approach for developing an application with JavaScript? This book helps you answer that question with numerous JavaScript coding patterns and best practices. If you're an experienced developer looking to solve problems related to objects, functions, inheritance, and other language-specific categories, the abstractions and code templates in this guide are ideal—whether you're using JavaScript to write a client-side, server-side, or desktop application. Written by JavaScript expert Stoyan Stefanov—Senior Yahoo! Technical and architect of YSlow 2.0, the web page performance optimization tool—JavaScript Patterns includes practical advice for implementing each pattern discussed, along with several hands-on examples. You'll also learn about anti-patterns: common programming approaches that cause more problems than they solve. Explore useful habits for writing high-quality JavaScript code, such as avoiding globals, using single var declarations, and more Learn why literal notation patterns are simpler alternatives to constructor functions Discover different ways to define a function in JavaScript Create objects that go beyond the basic patterns of using object literals and constructor functions Learn the options available for code reuse and inheritance in JavaScript Study sample JavaScript approaches to common design patterns such as Singleton, Factory, Decorator, and more Examine patterns that apply specifically to the client-side browser environment**