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David Busch's Sony Alpha a7 IV Guide to Digital Photography Rocky Nook, Inc. David Busch's Sony Alpha a7 IV Guide to Digital Photography is the most comprehensive resource and reference for Sony's long-awaited 33-megapixel full frame mirrorless camera. Capable of 10 frame-per-second bursts even at full resolution, the a7 IV is fast enough for action photography, and its enhanced dynamic range delivers the image quality that the most demanding landscape or fine-art photographer requires. This camera's remarkable low-light performance, fast sensor-based phase detect autofocus (with real-time face and eye tracking in both still and movie modes), and improved 5-axis in-body image stabilization, the a7 IV has all the tools needed to take incredible images. This book will show you how to master those features as you explore the world of digital photography and hone your creativity with your a7 IV. Filled with detailed how-to steps and full-color illustrations, David Busch's Sony Alpha a7 IV Guide to Digital Photography covers every feature of this camera in depth, from taking your first photos through advanced details of setup, exposure, lens selection, lighting, and more, and relates each feature to specific photographic techniques and situations. Also included is the handy camera "roadmap" chapter, an easy-to-use visual guide to the camera's features and controls. Learn when to use every option and, more importantly, when not to use them, by following the author's recommended settings for each menu entry. With best-selling photographer and mentor David Busch as your guide, you'll quickly have full creative mastery of your camera's capabilities, whether you're shooting on the job, as an advanced enthusiast exploring full frame photography for the first time, or are just out for fun. Start building your knowledge and confidence, while bringing your vision to light with the Sony a7 IV. Photographer's Guide to the Sony DSC-RX100 VII Getting the Most from Sony's Advanced Compact Camera White Knight

Press This book is a complete manual for users of the Sony Cyber-shot DSC-RX100 VII camera, one of the most advanced, but still pocketable, cameras available. With this book, author Alexander White provides users of the RX100 VII with a guide to all aspects of the camera's operation, including its many advanced settings for autofocus and exposure control. Using a tutorial-like approach, the book shows beginning and intermediate photographers how to take still images and record video with the RX100 VII, and explains when and why to use the camera's many features. The book provides details about the camera's automatic and advanced shooting modes, including continuous shooting at rates as fast as 20 frames per second, with short bursts as fast as 90 frames per second, as well as its numerous menu options for shooting, playback, and setup. The book includes information about using Wi-Fi and Bluetooth connections for image transfer, remote control, and adding location information to images. The book has more than 500 color photographs or illustrations that help explain the camera's menus, shooting screens, and features. These images include examples of photographs taken using the RX100 VII's Scene mode, with settings optimized for subjects such as landscapes, sunsets, portraits, low-light, and action shots; and the Creative Style and Picture Effect menu options, with settings that alter the appearance of images. The book also provides introductions to topics such as street photography, astrophotography, and digiscoping, with photographic examples. The book includes a full discussion of the video features of the RX100 VII, which can shoot HD and 4K (ultra-HD) movies, and which offers manual control of exposure and focus during movie recording. The book explains the camera's numerous features that are useful for professional-level videography, including Picture Profiles that allow adjustment of settings such as gamma curve, black level, knee, and detail. The book provides detailed information about recording 4K video to an external video recorder using the "clean" video output from the camera's HDMI port. In three appendices, the book discusses accessories for the RX100 VII, including cases, power sources, grips, remote controls, and filter adapters, and includes a list of websites and other resources for further information. The book includes an appendix with "quick tips" on how to take advantage of the camera's features in the most efficient ways possible. This guide to the RX100 VII includes a detailed index, so the reader can quickly find needed information about any particular feature or aspect of the camera.

Photographer's Guide to the Sony Rx100 III This book is the larger-sized paperback version of Photographer's Guide to the Sony DSC-RX100 III. This version of the book contains the same content as the earlier version, which was published in September 2014 with dimensions of 5.5 by 8.5 inches (140 by 216 mm). The new version of the book, which replaces the original version, is being published at a size of 8.5 by 11 inches (216 by 280 mm) in order to present more information on each page, which keeps related images closer to the text they illustrate and reduces the page count, making the book easier to manage. This book is a complete guide to using

the Sony DSC-RX100 III camera, one of the most advanced, but still pocketable, cameras available. With this book, author Alexander White provides users of the RX100 III with a manual covering all aspects of the camera. Using a tutorial-like approach, the book shows beginning and intermediate photographers how to accomplish things with the RX100 III, and explains when and why to use the camera's features. The book provides details about the camera's shooting modes as well as its menu options for shooting, playback, setup, and special effects. The book covers all of the new features of the RX100 III, including its unique pop-up electronic viewfinder, tilting LCD screen, built-in neutral density filter, and enhanced capabilities for camera control and image transfer over a wireless network. The book includes more than 400 color photographs that illustrate the camera's controls, display screens, and menus. The images also provide examples of photographs taken using the RX100 III's Scene mode, with settings optimized for subjects such as landscapes, sunsets, portraits, and action shots; the Creative Style and Picture Effect menu options, with settings for altering the appearance of images; and features for continuous shooting and shooting in dim light. The book also provides introductions to more advanced topics such as infrared photography, astrophotography, and digiscoping. The book includes a full discussion of the video features of the RX100 III, which can shoot HD video with stereo sound, and which offers manual control of exposure and focus during movie recording as well as an upgraded video format, XAVC S. In three appendices, the book discusses accessories for the RX100 III, including cases, external flash units, and filter adapters, and includes a list of websites and other resources for further information. The book includes an appendix with "quick tips" on how to take advantage of the camera's features in the most efficient ways possible. This guide to the RX100 III includes a detailed index, so the reader can quickly find needed information about any particular feature or aspect of the camera.

ODROID-XU4 User Manual A Beginner's Guide Hardkernel, Ltd Congratulations on purchasing the ODROID-XU4! It is one of the most powerful low-cost Single Board computers available, as well as being an extremely versatile device. Featuring an octa-core Exynos 5422 big.LITTLE processor, advanced Mali GPU, and Gigabit ethernet, it can function as a home theater set-top box, a general purpose computer for web browsing, gaming and socializing, a compact tool for college or office work, a prototyping device for hardware tinkering, a controller for home automation, a workstation for software development, and much more. Some of the modern operating systems that run on the ODROID-XU4 are Ubuntu, Android, Fedora, ARCHLinux, Debian, and OpenELEC, with thousands of free open-source software packages available. The ODROID-XU4 is an ARM device, which is the most widely used architecture for mobile devices and embedded 32-bit computing.

Unofficial Guide to Starting a Business Online John Wiley & Sons The inside scoop... for when you want more than the official line! If you have an entrepreneurial spirit and want to capitalize on the fastest growing

marketplace ever, the Web, this is the book for you. From choosing the product or service you offer to designing your website to marketing and managing your online venture, this guide gives you step-by-step guidance and helps you avoid common pitfalls. You don't have to be a computer guru or programmer, and you don't have to invest big bucks, thanks to the unbiased recommendations, practical guidance, and insider savvy this book puts at your fingertips. Updated with advice from experts, current statistics, new tips and strategies, and information about hundreds of resources, this guide gets you in business online with:

- Vital Information on choosing a unique product or service and targeting a specific niche market**
- Insider Secrets from entrepreneurs who have launched successful online businesses**
- Money-Saving Techniques, including using services from Yahoo!, Microsoft, eBay, and others to create a small-business website**
- Time-Saving Tips for obtaining prominent listing placement on search engines and in Web directories and information portals**
- The Latest Trends in online advertising, marketing, and branding, plus the online auction phenomenon**
- Handy Checklists to help you create and operate your online business**

The Friedman Archives Guide to Sony's A7R IV (B&W Edition)

Lulu.com Gary Friedman has amassed a reputation for explaining complex things in easy-to-understand terms. In this 740-page (!) book, every feature is described in remarkable detail. (Including one I'll bet you haven't read about anywhere else.) Topics covered include:

- * Gary's personal camera settings
- * All of the hidden features that are NOT in the menus
- * All the different ways to tether the camera, both wired and wireless
- * All of the FTP options, including how you can caption, keyword, and upload everything while still in the field!
- * A step-by-step guide to producing images that are 240 megapixels in size
- * My workflow for reducing high ISO noise using three different programs
- * Untangling the alphabet soup that is video nomenclature
- * How to communicate with your camera when it's off

(!) Join the legions of satisfied readers that have relied on Gary to get the most out of their digital cameras!

Raspberry Pi User Guide John Wiley & Sons Learn the Raspberry Pi 3 from the experts! **Raspberry Pi User Guide, 4th Edition** is the "unofficial official" guide to everything Raspberry Pi 3. Written by the Pi's creator and a leading Pi guru, this book goes straight to the source to bring you the ultimate Raspberry Pi 3 manual. This new fourth edition has been updated to cover the Raspberry Pi 3 board and software, with detailed discussion on its wide array of configurations, languages, and applications. You'll learn how to take full advantage of the mighty Pi's full capabilities, and then expand those capabilities even more with add-on technologies. You'll write productivity and multimedia programs, and learn flexible programming languages that allow you to shape your Raspberry Pi into whatever you want it to be. If you're ready to jump right in, this book gets you started with clear, step-by-step instruction from software installation to system customization. The Raspberry Pi's tremendous popularity has spawned an entire industry of add-ons, parts, hacks, ideas, and inventions. The movement is growing,

and pushing the boundaries of possibility along with it—are you ready to be a part of it? This book is your ideal companion for claiming your piece of the Pi. Get all set up with software, and connect to other devices

Understand Linux System Admin nomenclature and conventions Write your own programs using Python and Scratch Extend the Pi's capabilities with add-ons like Wi-Fi dongles, a touch screen, and more The credit-card sized Raspberry Pi has become a global phenomenon. Created by the Raspberry Pi Foundation to get kids interested in programming, this tiny computer kick-started a movement of tinkerers, thinkers, experimenters, and inventors. Where will your Raspberry Pi 3 take you? The Raspberry Pi User Guide, 3rd Edition is your ultimate roadmap to discovery. Basics Interactive Design: User Experience Design Creating Designs Users Really Love A&C Black By putting people at the centre of interactive design, user experience (UX) techniques are now right at the heart of digital media design and development. As a designer, you need to create work that will impact positively on everyone who is exposed to it. Whether it's passive and immutable or interactive and dynamic, the success of your design will depend largely on how well the user experience is constructed. User Experience Design shows how researching and understanding users' expectations and motivations can help you develop effective, targeted designs. The authors explore the use of scenarios, personas and prototyping in idea development, and will help you get the most out of the latest tools and techniques to produce interactive designs that users will love. With practical projects to get you started, and stunning examples from some of today's most innovative studios, this is an essential introduction to modern UXD. The Official Raspberry Pi Beginner's Guide How to Use Your New Computer The Rough Guide to the Best Android Apps The 400 Best for Smartphones and Tablets Rough Guides UK So many apps and so little time. How do you get to the best with a minimum of fuss? The Rough Guide to the Best Android Apps solves the problem. It reveals the 400 best free and paid for applications for smartphones and tablets in all categories. Whether its navigation or news, photography or productivity, games or utilities this book highlights the best Android apps available from the marquee names to the hidden gems. Discover now the 400 apps your Android device should be using. Android (Operating System) - Unabridged Guide Tebbo Complete, Unabridged Guide to Android (operating system). Get the information you need--fast! This comprehensive guide offers a thorough view of key knowledge and detailed insight. It's all you need. Here's part of the content - you would like to know it all? Delve into this book today!..... : Developers write primarily in a customized version of Java, and apps can be downloaded from online stores such as Google Play (formerly Android Market), the app store run by Google, or third-party sites. ... Android consists of a kernel based on the Linux kernel 2. 6 and Linux Kernel 3. x (Android 4. 0 onwards), with middleware, libraries and APIs written in C and application software running on an application framework which includes Java-compatible libraries based on Apache

Harmony. ... In early 2011, Google chose to temporarily withhold the Android source code to the tablet-only Honeycomb release, the reason, according to Andy Rubin in an official Android blog post, was because Honeycomb was rushed for production of the Motorola Xoom, and they did not want third parties creating a really bad user experience by attempting to put onto smartphones a version of Android intended for tablets. ...However, as community-developed software has grown more popular, and following a statement by the Librarian of Congress in the United States that permits the jailbreaking of mobile devices, manufacturers and carriers have softened their position regarding third party development, with some, including HTC, Motorola, Samsung and Sony Ericsson, providing support and encouraging development. There is absolutely nothing that isn't thoroughly covered in the book. It is straightforward, and does an excellent job of explaining all about Android (operating system) in key topics and material. There is no reason to invest in any other materials to learn about Android (operating system). You'll understand it all. Inside the Guide: Android (operating system), Google Currents, Google Contacts, Google Code, Google Chrome OS, Google Chrome, Google China, Google Calendar, Google Buzz, Google Authenticator, Google+, Google, Gmail, Galaxy Nexus, GNU/Linux naming controversy, Firefox OS, Fastboot, Embedded Linux, Eclipse (software), Dalvik (software), CyanogenMod, Comparison of smartphones, Comparison of netbook-oriented Linux distributions, Comparison of Java and Android API, Comparison of Android e-book reader software, Comparison of Android devices, Carrier IQ, BlackBerry Tablet OS, BlackBerry OS, Baidu Yi, Avast!, Application software, Application programming interface, Apple Inc. v. Samsung Electronics Co., Ltd., Apache Harmony, Andy Rubin, Androidland, Android version history, Android software development, Android lawn statues, Android Developer Lab, Android Developer Challenge, Android Debug Bridge, Amazon Appstore, AdMob, AVG Technologies, ARM architecture, APK (file format), 3G Building and Managing E-book Collections A How-to-do-it Manual for Librarians American Library Association This book provides an overview and analysis of current and emerging trends of the use and development of the e-book. Readers will learn best practices to guide them in developing library policies and procedures involving the acquisition, purchase, collection development, cataloguing and retention of e-books. Photographer's Guide to the Panasonic Lumix DC-ZS70/TZ90 Getting the Most from this Compact Travel Zoom Camera White Knight Press Photographer's Guide to the Panasonic Lumix DC-ZS70/TZ90 is a complete guide to the use of the Panasonic Lumix DC-ZS70 camera, which is known as the TZ90 outside of North America. The book shows beginning and intermediate photographers how to capture excellent images and video sequences with the ZS70. The book explains the use of autofocus, manual focus, aperture, shutter speed, exposure compensation, white balance, and ISO, and many other settings. The book discusses the camera's options for playback, setup, and customizing the operation of its controls. The book

contains more than 450 color photographs showing the camera's controls, display screens, and menus. The book includes photographs taken using the many creative settings of the camera, including the Photo Style settings; the Creative Control mode picture effects, which provide the ability to customize the appearance of images in dramatic ways; and the camera's features for burst shooting and shooting in high-contrast lighting conditions. The book includes a full discussion of the video recording abilities of the ZS70 camera, which offers manual control of exposure and focus during movie recording, and provides ultra-high definition 4K recording of motion pictures. The book also explains the camera's features for extracting still images from 4K video and using the Post Focus and Focus Stacking features to produce sharply focused images after a shooting session. In three appendices, the book discusses accessories for the ZS70, including cases, power supply options, and other items, and includes a list of websites and other resources for further information. The book includes an appendix with helpful Quick Tips that explain how to take advantage of the camera's features in the most efficient ways possible.

Android Hacker's Handbook John Wiley & Sons The first comprehensive guide to discovering and preventing attacks on the Android OS As the Android operating system continues to increase its share of the smartphone market, smartphone hacking remains a growing threat. Written by experts who rank among the world's foremost Android security researchers, this book presents vulnerability discovery, analysis, and exploitation tools for the good guys. Following a detailed explanation of how the Android OS works and its overall security architecture, the authors examine how vulnerabilities can be discovered and exploits developed for various system components, preparing you to defend against them. If you are a mobile device administrator, security researcher, Android app developer, or consultant responsible for evaluating Android security, you will find this guide is essential to your toolbox. A crack team of leading Android security researchers explain Android security risks, security design and architecture, rooting, fuzz testing, and vulnerability analysis Covers Android application building blocks and security as well as debugging and auditing Android apps Prepares mobile device administrators, security researchers, Android app developers, and security consultants to defend Android systems against attack Android Hacker's Handbook is the first comprehensive resource for IT professionals charged with smartphones security.

Calibre Manual Samurai Media Limited Calibre is an ebook library manager. It can view, convert and catalog ebooks in most of the major ebook formats. It can also talk to many ebook reader devices. It can go out to the Internet and fetch metadata for your books. It can download newspapers and convert them into ebooks for convenient reading. It is cross platform, running on Linux, Windows and OS X.

The Illustrated Guide to Assistive Technology & Devices Tools And Gadgets For Living Independently Demos Medical Publishing A Doody's Core Title 2012 This new illustrated guide to assistive technologies and devices chronicles

the use of AT/AD - technology used by individuals with disabilities to perform functions that might otherwise be difficult or impossible. This book empowers people to use assistive technologies to overcome some of their physical or mental limitations and have a more equal playing field. It includes real-life examples about how people with disabilities are using assistive technology (AT) to assist them in daily tasks, and discusses emotional issues related to AT/AD.

The Cruising Almanac 2021 Become an Author A Short and Snappy Guide Thejendra Sreenivas 'Ladies and Gentlemen! Are you bored with your life? Do you have no friends to chat and spend time? Don't know what to do in your spare time or after retirement? Do you want to become famous without climbing mountains or doing stupid reality shows? Do you want to share your life's knowledge with others? Do you want to earn some extra pocket money or even a windfall if you are lucky? Do you seek an exciting hobby that can keep you busy and entertained for decades? Do you want to see your name on many websites? Etc, etc.' 'Yes! Yes! Quick, tell me what I need to do.' 'Simple, just become an author and start writing books.' 'What? Don't be silly! Such hobbies are only for people with great brains and superb talent.' 'No, it isn't. But if you still don't believe me I suggest you keep reading.'

Sony CLIE For Dummies John Wiley & Sons Shows users how to make the most of Sony's popular Palm OS PDA, the CLIE Sony holds the second largest share of the U.S. PDA market-12.1percent Guides new and intermediate users through the all the latest CLIE features and functions, from using Graffiti and working with Microsoft Office and PDF files to scheduling appointments, checking e-mail, and beaming data Covers cool multimedia features such as taking digital photos, producing slide shows, recording and watching movies, transferring music, and creating reminders using the built-in voice recorder Written in a friendly, accessible style by PDA guru Denny Atkin, Editorial Director of Handheld Computing magazine

The Global Smartphone Beyond a youth technology UCL Press The smartphone is often literally right in front of our nose, so you would think we would know what it is. But do we? To find out, 11 anthropologists each spent 16 months living in communities in Africa, Asia, Europe and South America, focusing on the take up of smartphones by older people. Their research reveals that smartphones are technology for everyone, not just for the young. The Global Smartphone presents a series of original perspectives deriving from this global and comparative research project. Smartphones have become as much a place within which we live as a device we use to provide 'perpetual opportunism', as they are always with us. The authors show how the smartphone is more than an 'app device' and explore differences between what people say about smartphones and how they use them. The smartphone is unprecedented in the degree to which we can transform it. As a result, it quickly assimilates personal values. In order to comprehend it, we must take into consideration a range of national and cultural nuances, such as visual communication in China and Japan, mobile money in Cameroon and Uganda, and access to health information in Chile and

Ireland - all alongside diverse trajectories of ageing in Al Quds, Brazil and Italy. Only then can we know what a smartphone is and understand its consequences for people's lives around the world.

Norie's Nautical Tables With an Explanation of Their Use Imray Laurie Norie & Wilson This famous set of mathematical tables was first published in 1803. It has been a bestseller ever since, and despite developments in electronic navigation it remains an essential requirement for anyone learning and practising astro-navigation. Last updated in 1994, the editor, George Blance, has worked for some time on the modernisation of all the tables for this major new edition. New tables have been included and obsolete ones deleted to conform with the changing techniques of navigation, with the aim of improving the accuracy of the calculated position and reducing the tedium of the calculation. All the tables required for coastal and deep sea navigation are included. A simple uniform method of interpolation for all the trigonometrical tables is used. Certain tables and data are also included which are not readily available on board ship or are only used in the examination room. The section 'Seaports of the World' has also been extensively updated and restructured with several hundred additional ports. The ports are listed geographically in the following order from Arctic Russia, Scandinavia, the Baltic Sea, the Atlantic coast of Europe, the Mediterranean Sea, West Africa, East Africa, Arabia, the Persian Gulf, the Indian sub-continent, the Far East, Australasia, the west coast of North and South America and finally the east coast of North and South America. At the back of the section is an index of the seaports.

Tony Northrup's Photography Buying Guide How to Choose a Camera, Lens, Tripod, Flash & More Tony Northrup If you're a beginner photographer, this book can save you hundreds of dollars. If you're a seasoned pro, it can save you thousands. With access to over 16 HOURS of online video, this book helps you choose the best equipment for your budget and style of photography. In this book, award-winning author and photographer Tony Northrup explains explains what all your camera, flash, lens, and tripod features do, as well as which are worth paying for and which you can simply skip. Tony provides information specific to your style of photography, whether you're a casual photographer or you're serious about portraits, landscapes, sports, wildlife, weddings, or even macro. For the casual reader, Tony provides quick recommendations to allow you to get the best gear for your budget, without spending days researching. If you love camera gear, you'll be able to dive into 200 pages of detailed information covering Nikon, Canon, Sony, Micro Four-Thirds, Olympus, Samsung, Leica, Mamiya, Hasselblad, Fuji, Pentax, Tamron, Sigma, Yongnuo, PocketWizard, Phottix, Pixel King, and many other manufacturers. Camera technology changes fast, and this book keeps up. Tony updates this book several times per year, and buying the book gives you a lifetime subscription to the updated content. You'll always have an up-to-date reference on camera gear right at your fingertips. Here are just some of the topics covered in the book: What should my first camera be? Which lens should I buy? Should I buy

Canon, Nikon, or Sony? Is a mirrorless camera or a DSLR better for me? Do I need a full frame camera? Is it safe to buy generic lenses and flashes? What's the best landscape photography gear? Which portrait lens and flash should I buy? What gear do I need to photograph a wedding? How can I get great wildlife shots on a budget? Which sports photography equipment should I purchase? Should I buy zooms or primes? Is image stabilization worth the extra cost? Which type of tripod should I buy? Which wireless flash system is the best for my budget? How can I save money by buying used? What kind of computer should I get for photo editing? What studio lighting equipment should I buy? When you buy this book, you'll be able to immediately read the book online. You'll also be able to download it in PDF, .mobi, and .epub formats--every popular format for your computer, tablet, smartphone, or eReader!

PC Magazine The Independent Guide to IBM-standard Personal Computing Navigating the Digital Age The Definitive Cybersecurity Guide for Directors and Officers Welcome to the all-new second edition of Navigating the Digital Age. This edition brings together more than 50 leaders and visionaries from business, science, technology, government, academia, cybersecurity, and law enforcement. Each has contributed an exclusive chapter designed to make us think in depth about the ramifications of this digital world we are creating. Our purpose is to shed light on the vast possibilities that digital technologies present for us, with an emphasis on solving the existential challenge of cybersecurity. An important focus of the book is centered on doing business in the Digital Age--particularly around the need to foster a mutual understanding between technical and non-technical executives when it comes to the existential issues surrounding cybersecurity. This book has come together in three parts. In Part 1, we focus on the future of threat and risks. Part 2 emphasizes lessons from today's world, and Part 3 is designed to help you ensure you are covered today. Each part has its own flavor and personality, reflective of its goals and purpose. Part 1 is a bit more futuristic, Part 2 a bit more experiential, and Part 3 a bit more practical. How we work together, learn from our mistakes, deliver a secure and safe digital future--those are the elements that make up the core thinking behind this book. We cannot afford to be complacent. Whether you are a leader in business, government, or education, you should be knowledgeable, diligent, and action-oriented. It is our sincerest hope that this book provides answers, ideas, and inspiration. If we fail on the cybersecurity front, we put all of our hopes and aspirations at risk. So we start this book with a simple proposition: When it comes to cybersecurity, we must succeed.

Path Dependence in Two-sided Markets A Simulation Study on Technological Path Dependence with an Application to Platform Competition in the Smartphone Industry Tobias Georg Meyer Better, Simpler Strategy A Value-Based Guide to Exceptional Performance Harvard Business Press Named one of the best strategy books of 2021 by strategy+business Get to better, more effective strategy. In nearly every business segment and corner of the world economy, the most successful

companies dramatically outperform their rivals. What is their secret? In **Better, Simpler Strategy**, Harvard Business School professor Felix Oberholzer-Gee shows how these companies achieve more by doing less. At a time when rapid technological change and global competition conspire to upend traditional ways of doing business, these companies pursue radically simplified strategies. At a time when many managers struggle not to drown in vast seas of projects and initiatives, these businesses follow simple rules that help them select the few ideas that truly make a difference. **Better, Simpler Strategy** provides readers with a simple tool, the value stick, which every organization can use to make its strategy more effective and easier to execute. Based on proven financial mechanics, the value stick helps executives decide where to focus their attention and how to deepen the competitive advantage of their business. How does the value stick work? It provides a way of measuring the two fundamental forces that lead to value creation and increased financial success—the customer's willingness-to-pay and the employee's willingness-to-sell their services to the business. Companies that win, Oberholzer-Gee shows, create value for customers by raising their willingness-to-pay, and they provide value for talent by lowering their willingness-to-sell. The approach, proven in practice, is entirely data driven and uniquely suited to be cascaded throughout the organization. With many useful visuals and examples across industries and geographies, **Better, Simpler Strategy** explains how these two key measures enable firms to gauge and improve their strategies and operations. Based on the author's sought-after strategy course, this book is your must-have guide for making better strategic decisions.

The Fourth Industrial Revolution Penguin UK The founder and executive chairman of the World Economic Forum on how the impending technological revolution will change our lives We are on the brink of the Fourth Industrial Revolution. And this one will be unlike any other in human history. Characterized by new technologies fusing the physical, digital and biological worlds, the Fourth Industrial Revolution will impact all disciplines, economies and industries - and it will do so at an unprecedented rate. World Economic Forum data predicts that by 2025 we will see: commercial use of nanomaterials 200 times stronger than steel and a million times thinner than human hair; the first transplant of a 3D-printed liver; 10% of all cars on US roads being driverless; and much more besides. In **The Fourth Industrial Revolution**, Schwab outlines the key technologies driving this revolution, discusses the major impacts on governments, businesses, civil society and individuals, and offers bold ideas for what can be done to shape a better future for all.

The Essential Guide to Telecommunications Prentice Hall “Annabel Dodd has cogently untangled the wires and switches and technobabble of the telecommunications revolution and explained how the introduction of the word ‘digital’ into our legislative and regulatory lexicon will affect consumers, companies and society into the next millennium.” - United States Senator Edward J. Markey of Massachusetts; Member, U.S. Senate

Subcommittee on Communications, Technology, Innovation, and the Internet “Annabel Dodd has a unique knack for explaining complex technologies in understandable ways. This latest revision of her book covers the rapid changes in the fields of broadband, cellular, and streaming technologies; newly developing 5G networks; and the constant changes happening in both wired and wireless networks. This book is a must-read for anyone who wants to understand the rapidly evolving world of telecommunications in the 21st century!” - David Mash, Retired Senior Vice President for Innovation, Strategy, and Technology, Berklee College of Music Completely updated for current trends and technologies, *The Essential Guide to Telecommunications, Sixth Edition*, is the world’s top-selling, accessible guide to the fast-changing global telecommunications industry. Writing in easy-to-understand language, Dodd demystifies today’s most significant technologies, standards, architectures, and trends. She introduces leading providers worldwide, explains where they fit in the marketplace, and reveals their key strategies. New topics covered in this edition include: LTE Advanced and 5G wireless, modern security threats and countermeasures, emerging applications, and breakthrough techniques for building more scalable, manageable networks. Gain a practical understanding of modern cellular, Wi-Fi, Internet, cloud, and carrier technologies Discover how key technical, business, and regulatory innovations are changing the industry See how streaming video, social media, cloud computing, smartphones, and the Internet of Things are transforming networks Explore growing concerns about security and privacy, and review modern strategies for detecting and mitigating network breaches Learn how Software Defined Networks (SDN) and Network Function Virtualization (NFV) add intelligence to networks, enabling automation, flexible configurations, and advanced networks Preview cutting-edge, telecom-enabled applications and gear-from mobile payments to drones Whether you’re an aspiring network engineer looking for a broad understanding of the industry, or a salesperson, marketer, investor, or customer, this indispensable guide provides everything you need to know about telecommunications right now. This new edition is ideal for both self-study and classroom instruction. Register your product for convenient access to downloads, updates, and/or corrections as they become available. Edexcel GCSE (9-1) Business, Second Edition Hachette UK Exam Board: Edexcel Level: GCSE Subject: Business First Teaching: September 2017 First Exam: June 2019 Endorsed for Edexcel Let Ian Marcouse successfully steer you through the new specification with his proven and popular approach to Business; clear content coverage is enhanced by numerous real-life examples to create a course that engages, motivates and develops every student. - Breaks down the content of the 2017 specification into clear, accessible explanations of important concepts and theories - Helps students apply their knowledge to a range of real business examples, issues and contexts, supported by 'Talking Points' that encourage critical and commercial thinking - Improves quantitative,

investigative, analytical and evaluation skills through end-of-chapter exercises - Builds students' confidence approaching their exams as they practise calculation, short answer and extended-writing questions with stimulus materials - Boosts students' vocabulary and supports revision with definitions of key terminology for each topic

Momentum How to Build It, Keep it Or Get it Back John Wiley & Sons Achieve the ultimate state of continual success Momentum is your personal guidebook to the art and science of success. Momentary victories and small wins don't last, and the frustration of reclaiming that energy is real. This book shows you how to cultivate a different type of achievement - measureable, sustainable and constant. It's the difference between winning a battle and winning the war, and requires more than a single brilliant move. It's about activity, focus and consistency, and working smarter instead of harder. This insightful guide helps you dig to the core of who and where you are, and start implementing the core practices and characteristics that keep the successes coming. You'll discover the traps that have been pushing you off course, and learn when to push through and when to change course entirely. Case studies illustrate the pitfalls of momentum-traps through the lens of individuals and organisations who ignored early warning signs at their own peril - and ultimately, detriment. Momentum is not a fleeting or transient feeling. It's a skill that can be fostered, encouraged and nurtured, and it's the biggest success tool in the box. This book walks you through the principles, practices and ideas that help you build and maintain a positive trajectory. Achieve breakthrough results and sustainable success

Overcome baggage, monotony and the appeal of immediacy Build, maintain or reclaim your dynamism and vitality Avoid the common traps that hinder forward progress Whether you've had a taste of success and long for its return, or feel that something's holding you back from achieving your potential - momentum is your missing piece. Find it and grab it with both hands using the invaluable guidance in Momentum, the handbook for long-term success. Mine!

A Practical Guide to Resource Guarding in Dogs Dogwise Pub A practical how-to guide on resource guarding - food bowl, object, bed, crate, owner, etc. - in dogs. Contents include: aggression basics, nature of resource guarding, kinds of resource guarding, behaviorist vs. medical models, recognizing guarding, prognosis, safety tools, treatment overview, management, desensitization and counterconditioning, resource sample hierarchies, generalization, troubleshooting, body handling desensitization, operant conditioning.

Arduino: A Quick-Start Guide Pragmatic Bookshelf Arduino is an open-source platform that makes DIY electronics projects easier than ever. Gone are the days when you had to learn electronics theory and arcane programming languages before you could even get an LED to blink. Now, with this new edition of the bestselling Arduino: A Quick-Start Guide, readers with no electronics experience can create their first gadgets quickly. This book is up-to-date for the new Arduino Zero board, with step-by-step instructions for building a universal remote, a motion-sensing

game controller, and many other fun, useful projects. This Quick-Start Guide is packed with fun, useful devices to create, with step-by-step instructions and photos throughout. You'll learn how to connect your Arduino to the Internet and program both client and server applications. You'll build projects such as your own motion-sensing game controller with a three-axis accelerometer, create a universal remote with an Arduino and a few cheap parts, build your own burglar alarm that emails you whenever someone's moving in your living room, build binary dice, and learn how to solder. In one of several new projects in this edition, you'll create your own video game console that you can connect to your TV set. This book is completely updated for the new Arduino Zero board and the latest advances in supporting software and tools for the Arduino. Sidebars throughout the book point you to exciting real-world projects using the Arduino, exercises extend your skills, and "What If It Doesn't Work" sections help you troubleshoot common problems. With this book, beginners can quickly join the worldwide community of hobbyists and professionals who use the Arduino to prototype and develop fun, useful inventions.

What You Need: This is the full list of all parts you'd need for all projects in the book; some of these are provided as part of various kits that are available on the web, or you can purchase individually. Sources include adafruit.com, makershed.com, radioshack.com, sparkfun.com, and mouser.com. Please note we do not support or endorse any of these vendors, but we list them here as a convenience for you.

Arduino Zero (or Uno or Duemilanove or Diecimila) board
 USB cable
 Half-size breadboard
 Pack of LEDs (at least 3, 10 or more is a good idea)
 Pack of 100 ohm, 10k ohm, and 1k ohm resistors
 Four pushbuttons
 Breadboard jumper wire / connector wire
 Parallax Ping))) sensor
 Passive Infrared sensor
 An infrared LED
 A 5V servo motor
 Analog Devices TMP36 temperature sensor
 ADXL335 accelerometer breakout board
 6 pin 0.1" standard header (might be included with the ADXL335)
 Nintendo Nunchuk Controller
 Arduino Ethernet shield
 Arduino Proto shield and a tiny breadboard (optional but recommended)
 Piezo speaker/buzzer (optional)
 Tilt sensor (optional)
 A 25-30 Watts soldering iron with a tip (preferably 1/16")
 A soldering stand and a sponge
 A standard 60/40 solder (rosin-core) spool for electronics work

Pygmalion's Spectacles Simon and Schuster Here is the story that presented virtual reality to the world. Dan Berk meets an Elfin professor who has invented a pair of goggles that allow the wearer to enter completely into the action of a story. Sometimes it can be hard to remember that it isn't real, or is it?

Business Ethics The Digital Photography Handbook An Illustrated Step-by-step Guide Hachette UK

Need to know which digital camera to buy? Want to take better photographs and retouch images? Ready to achieve professional results? This updated edition of The Digital Photography Handbook will allow you to make the most of all the advantages your camera has to offer - as well as guiding you through the latest software to enhance your images, and get professional results with every shot. This book includes expert advice on

the art of photography (composition, depth of field and how to photograph a variety of subjects), editing and image manipulation software, how to print your images for the best results, developing a portfolio and mastering the rules of copyright. Doug Harman includes the very latest developments in digital technology, equipping you with everything you need to become a photographer. Contents include: Types of camera, Computers and software, Memory, Pixels and magnification, Saving images, Exposure, Composition, Light, Camera modes, Special effects, Manipulating images, Photo apps, Retouching old photos, Printing digital images, Selecting printers and paper, Archiving and the cloud, Making money from your images, Copyright rules and more. **Penetration Testing: A Survival Guide** Packt Publishing Ltd A complete pentesting guide facilitating smooth backtracking for working hackers **About This Book** Conduct network testing, surveillance, pen testing and forensics on MS Windows using Kali Linux Gain a deep understanding of the flaws in web applications and exploit them in a practical manner **Pentest Android apps and perform various attacks in the real world using real case studies** **Who This Book Is For** This course is for anyone who wants to learn about security. Basic knowledge of Android programming would be a plus. **What You Will Learn** Exploit several common Windows network vulnerabilities Recover lost files, investigate successful hacks, and discover hidden data in innocent-looking files Expose vulnerabilities present in web servers and their applications using server-side attacks Use SQL and cross-site scripting (XSS) attacks Check for XSS flaws using the burp suite proxy Acquaint yourself with the fundamental building blocks of Android Apps in the right way Take a look at how your personal data can be stolen by malicious attackers See how developers make mistakes that allow attackers to steal data from phones **In Detail** The need for penetration testers has grown well over what the IT industry ever anticipated. Running just a vulnerability scanner is no longer an effective method to determine whether a business is truly secure. This learning path will help you develop the most effective penetration testing skills to protect your Windows, web applications, and Android devices. The first module focuses on the Windows platform, which is one of the most common OSES, and managing its security spawned the discipline of IT security. Kali Linux is the premier platform for testing and maintaining Windows security. Employs the most advanced tools and techniques to reproduce the methods used by sophisticated hackers. In this module first, you'll be introduced to Kali's top ten tools and other useful reporting tools. Then, you will find your way around your target network and determine known vulnerabilities so you can exploit a system remotely. You'll not only learn to penetrate in the machine, but will also learn to work with Windows privilege escalations. The second module will help you get to grips with the tools used in Kali Linux 2.0 that relate to web application hacking. You will get to know about scripting and input validation flaws, AJAX, and security issues related to AJAX. You will also use an automated technique called fuzzing so you can

identify flaws in a web application. Finally, you'll understand the web application vulnerabilities and the ways they can be exploited. In the last module, you'll get started with Android security. Android, being the platform with the largest consumer base, is the obvious primary target for attackers. You'll begin this journey with the absolute basics and will then slowly gear up to the concepts of Android rooting, application security assessments, malware, infecting APK files, and fuzzing. You'll gain the skills necessary to perform Android application vulnerability assessments and to create an Android pentesting lab. This Learning Path is a blend of content from the following Packt products: Kali Linux 2: Windows Penetration Testing by Wolf Halton and Bo Weaver Web Penetration Testing with Kali Linux, Second Edition by Juned Ahmed Ansari Hacking Android by Srinivasa Rao Kotipalli and Mohammed A. Imran Style and approach This course uses easy-to-understand yet professional language for explaining concepts to test your network's security. Your EBook Survival Kit Interactive Publications A practical, hands-on guide into the essentials of composing and publishing for eBooks. The Kit provides advice and step-by-step instructions on how to set up a file for conversion into the dominant formats of ePub, xhtml and pdf and then how to package it for uploading to online distributors such as Amazon, Apple and Kobo by starting with a master file that is similar to that created for print or print on demand production. The Kit also provides strategies for getting out the word about your title to the global community. Photographer's Guide to the Sony a7C Getting the Most from Sony's Compact Full-Frame Camera White Knight Press Photographer's Guide to the Sony a7C is a full-color, fully illustrated guide book covering all features and operations of the a7C mirrorless, compact, full-frame interchangeable-lens digital camera. With this book, author Alexander S. White provides users of the a7C with a manual covering all aspects of the camera's operation. Using a tutorial-like approach, the book shows beginning and intermediate photographers how to accomplish things with the a7C, and explains when and why to use the camera's many features. The book provides details about the camera's shooting modes as well as its menu options for shooting, playback, setup, video, Wi-Fi, Bluetooth, and special effects. The book covers the a7C's ability to use its touch screen for focusing and enlarging images in some situations, its upgraded autofocus system, which includes real-time tracking autofocus as well as automatic focusing on the eyes of humans or animals, and the camera's wide range of options for assigning its control buttons, dial, and wheel to carry out photographic functions. The book includes more than 400 color photographs that illustrate the camera's controls, display screens, and menus. The images include photographs taken using the a7C's various shooting modes and its Creative Style and Picture Effect menu options, with settings that alter the appearance of images. The book provides concise introductions to topics such as street photography and astrophotography, and explains how to use the camera's Wi-Fi and Bluetooth features to transfer images to a smartphone or tablet,

to control the camera from such a device, and to add location information to images. The book includes a full discussion of the video features of the a7C, which can shoot HD and 4K (ultra-HD) movies, with manual control of exposure and focus during recording. The book explains the camera's numerous features for professional-level videography, including Picture Profiles that allow adjustment of settings such as gamma curve, black level, knee, and detail. The book describes steps for recording 4K video to an external video recorder using the "clean" video output from the camera's HDMI port. In three appendices, the book discusses accessories for the a7C, including lenses, cases, power sources, remote controls, microphones and external flash units, and includes a list of websites and other resources for further information. The book includes an appendix with "quick tips" on how to take advantage of the camera's features in the most efficient ways possible. This guide to the a7C includes a detailed index, so the reader can quickly locate information about any particular feature or aspect of the camera.

Netnography Doing Ethnographic Research Online SAGE With as many as 1 billion people now using online communities such as newsgroups, blogs, forums, social networking sites, podcasting, videocasting, photosharing communities, and virtual worlds, the internet is now an important site for research. This exciting new text is the first to explore the discipline of 'Netnography' - the conduct of ethnography over the internet - a method specifically designed to study cultures and communities online. For the first time, full procedural guidelines for the accurate and ethical conduct of ethnographic research online are set out, with detailed, step-by-step guidance to thoroughly introduce, explain, and illustrate the method to students and researchers. The author also surveys the latest research on online cultures and communities, focusing on the methods used to study them, with examples focusing on the new elements and contingencies of the blogosphere (blogging), microblogging, videocasting, podcasting, social networking sites, virtual worlds and more. This book will be essential reading for researchers and students in social sciences such as anthropology, sociology, marketing and consumer research, organization and management studies and cultural and media studies.

Android Quick Start Guide, Android 5.0, Lollipop Google, Inc. Introduces Android 5.0™ (Lollipop®) for Nexus and Google Play edition devices. Available globally. For complete online help, see <http://goo.gl/Sn5RG8>