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*Handbook of Mobile Teaching and Learning* - Yu (Aimee)

Zhang 2015-10-14

Mobile technologies have been used in higher education for many years. They provide good solutions for teaching and learning and make learning available anywhere and anytime.

This book includes six sections: design, development, adoption, collaboration, evaluation and future of mobile teaching and learning technology in higher education. It includes different projects and practices in higher education across different countries. The book provides in-

depth background information and cases studies in high technology teaching and learning and future expectations for new technology in higher education. The variety of projects and programs running in different country helps boost innovation and discussion in future projects and practices. It also provide guidelines for future design and development of mobile applications for higher education.

*Encyclopedia of Education and Information Technologies -*

Arthur Tatnall 2020-06-26

This encyclopedia aims to offer researchers an indication of the breadth and importance of information systems in education, including the way IT is being used, and could be used to enable learning and teaching. The encyclopedia covers all aspects of the interaction between education and information technologies, including IT in kindergartens, primary and secondary schools, universities,

training colleges, industry training, distance education and further education. It also covers teaching and computing, the use of IT in many different subject areas, the use of IT in educational administration, and national policies of IT and education.

*New Products Management -*

Charles Merle Crawford 1997

Taking a managerial approach, in order to acquaint students with the managerial steps and processes involved in new product development, this work includes coverage of product protocol.

*Network Data Analytics -* K. G.

Srinivasa 2018-04-26

In order to carry out data analytics, we need powerful and flexible computing software. However the software available for data analytics is often proprietary and can be expensive. This book reviews Apache tools, which are open source and easy to use. After providing an overview of the

background of data analytics, covering the different types of analysis and the basics of using Hadoop as a tool, it focuses on different Hadoop ecosystem tools, like Apache Flume, Apache Spark, Apache Storm, Apache Hive, R, and Python, which can be used for different types of analysis. It then examines the different machine learning techniques that are useful for data analytics, and how to visualize data with different graphs and charts. Presenting data analytics from a practice-oriented viewpoint, the book discusses useful tools and approaches for data analytics, supported by concrete code examples. The book is a valuable reference resource for graduate students and professionals in related fields, and is also of interest to general readers with an understanding of data analytics.

Proceedings of International Conference on Advances in Computing - Aswatha Kumar M.

2012-09-03

This is the first International Conference on Advances in Computing (ICAdC-2012). The scope of the conference includes all the areas of New Theoretical Computer Science, Systems and Software, and Intelligent systems. Conference Proceedings is a culmination of research results, papers and the theory related to all the three major areas of computing mentioned above. Helps budding researchers, graduates in the areas of Computer Science, Information Science, Electronics, Telecommunication, Instrumentation, Networking to take forward their research work based on the reviewed results in the paper by mutual interaction through e-mail contacts in the proceedings.

**Business Discourse** - Francesca Bargiela-Chiappini 2013-07-25  
This second edition reviews the field of business discourse, centring on the investigation of

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business language and communication as practice. It combines research-based discussions with innovative practical applications and promotes debate and enquiry on a range of competing issues, emerging from business discourse research and teaching practice.

**Win with the Djin!** - Eric Schiller 2005-11-01

The Djin 1.d4 Nf6 2.c4 e6 3.Nf3 a6 is a refreshing and interesting alternative to the Queen's Indian Defense or Bogo-Indian, and it is an exciting way to play as Black. Honed into a sharp weapon by Grandmasters Roman Dzindzichashvili and Lev Alburt, it has had a very successful run in the international tournament arena. In this book, the first devoted to the opening variation, Eric Schiller provides a thorough presentation of all of the relevant material on the opening. Over 50 complete games demonstrate the leading ideas. Revised and Updated. Dr. Eric Schiller is the

author of over 100 books on chess, most of them on the opening. He is a FIDE Master and International Arbiter, notably at the London 2000 World Chess Championship, where Kasparov sensationally lost his crown to Kramnik.

**Making Schools Work** - Eric Alan Hanushek 1994

This book is the culmination of extensive discussions among a panel of economists led by Eric Hanushek. They conclude that economic considerations have been entirely absent from the development of educational policies and that economic reality is sorely needed in discussions of new policies.

**Communities Dominate Brands** - Tomi T. Ahonen 2005

Communities Dominate Brands: Business and marketing challenges for the 21st century is a book about how the new phenomenon of digitally connected communities are emerging as a force to

counterbalance the power of the big brands and advertising. The book explores the problems faced by branding, marketing and advertising facing multiple radical changes in this decade. *Communities Dominate Brands* discusses how disruptive effects of digitalisation and connectedness introduce threats and opportunities. The authors compellingly illustrate how modern consumers are forming communities and peer-groups to pool their power resulting in a dramatic revolution of how businesses interact with their customers. The book provides practical guidance of how to move from obsolete interruptive advertising to interactive engagement marketing and community based communications, with dozens of real business examples from around the world. *Communities Dominate Brands* addresses its topic from a marketing (including advertising and

branding) perspective and maintains a rigorous focus on business and profit dimensions of the issues involved. The book discusses such recent phenomena as blogging, virtual environments, mobile phone based swarming and massively multiplayer games. The book introduces a new generation of consumers called Generation-C (for Community). The book also discusses such new concepts as the Connected Age, Reachability, the Four C's, Alpha Users, and introduces Communities as an unavoidable new element into the traditional communication model. Combining the digital trends, modern management theories, and emerging new customer behaviour, *Communities Dominate Brands* arrives to its conclusion, that traditional marketing methods are increasingly ineffective and even becoming counterproductive. The power of the brands and the abuses by

marketing have created a vacuum for a counterbalance, and digitally connected communities, the blogosphere, gamers, and especially the always-on connectedness of those on mobile phone networks, are emerging as the counterforce to redress the balance. The power of smart mobs and digitally enlightened communities will react rapidly to marketing excesses as the natural force balancing the power of the brands. The way a business can and must interact with the powerful new communities is through engagement marketing, by enticing the communities to interact with the brands. *Communities Dominate Brands* covers the major changes taking place in business and industry worldwide from leading digitally connected societies such as Finland, Korea, Japan, Hong Kong, UK and the USA. The authors discuss the business relevance of such community related technologies and

phenomena such as blogging, CANs, iPod, MMOGs, MVNOs, PVRs, Ringing Tones, SMS text messaging, swarming, VOD. This is the definitive business book on the impact of new technologies, not explaining how technology works, but showing what businesses need to do to make money in the new digitally converging environment. *Communities Dominate Brands* analyses early successes of engaging communities by global brands such as Adidas, Apple, Audi, BBC, Boeing, Coca Cola, eBay, Ford, Google, Guinness, Hush Puppies, Lonely Planet, MTV, Nokia, Orange, Philips, Red Bull, Sony, Tesco, Tony & Guy, Vodafone, etc. The lessons are amplified with insights from rough punishment by communities suffered by Hutchison/Three networks, Kryptonite locks, Mazda, the Philippines Government, etc. Fully indexed, impeccably researched with documented

sources, offering over 50 current business examples and over a dozen case studies, *Communities Dominate Brands* is a hands-on practical business handbook on how to adjust marketing to deal with communities. With tools such as the Four C's and Reachability, the authors provide a competitive head-start to all who want to achieve customer satisfaction and return business in the 21st century.

**Digital Entrepreneurship in Africa** - Nicolas Friederici

2020-07-28

The hope and hype about African digital entrepreneurship, contrasted with the reality on the ground in local ecosystems. In recent years, Africa has seen a digital entrepreneurship boom, with hundreds of millions of dollars poured into tech cities, entrepreneurship trainings, coworking spaces, innovation prizes, and investment funds. Politicians and technologists have offered Silicon Valley-influenced

narratives of boundless opportunity and exponential growth, in which internet-enabled entrepreneurship allows Africa to "leapfrog" developmental stages to take a leading role in the digital revolution. This book contrasts these aspirations with empirical research about what is actually happening on the ground. The authors find that although the digital revolution has empowered local entrepreneurs, it does not untether local economies from the continent's structural legacies.

**III INTERNATIONAL SCIENCE CONFERENCE ON E-LEARNING AND EDUCATION**

- 2021-02-02

Abstracts of III International Scientific and Practical Conference

**Broadband Strategies Handbook** -

Tim Kelly 2012-03-16

This guide identifies issues and challenges in broadband development, analyzing potential

solutions to consider, and providing practical examples from countries that have addressed broadband-related matters.

Ethics in Information

Technology - George Walter Reynolds 2007

Ethics in Information

Technology, Second Edition is a timely offering with updated and brand new coverage of topical issues that we encounter in the news every day such as file sharing, infringement of intellectual property, security risks, Internet crime, identity theft, employee surveillance, privacy, and compliance.

**A Vision Splendid** - Graeme Philipson 2017-10-09

A comprehensive narrative history of the Australian computer industry, from the earliest analogue machines through to the present day.

**International Conference on Innovative Computing and Communications** - Deepak Gupta

2020-08-01

This book includes high-quality research papers presented at the Third International Conference on Innovative Computing and Communication (ICICC 2020), which is held at the Shaheed Sukhdev College of Business Studies, University of Delhi, Delhi, India, on 21–23 February, 2020. Introducing the innovative works of scientists, professors, research scholars, students and industrial experts in the field of computing and communication, the book promotes the transformation of fundamental research into institutional and industrialized research and the conversion of applied exploration into real-time applications.

The 4-hour Workweek -

Timothy Ferriss 2011

How to reconstruct your life?

Whether your dream is experiencing high-end world travel, earning a monthly five-figure income with zero management, or just living more

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and working less, this book teaches you how to double your income, and how to outsource your life to overseas virtual assistants for \$5 per hour and do whatever you want.

**Introduction to Sociology 3e** -  
Tonja R. Conerly 2021-06-04

*A History of Australian  
Computing* - Trevor Pearcey  
1988

**Fundamentals of Telemedicine  
and Telehealth** - Shashi Bhushan  
Gogia 2019-10-27

Fundamentals of Telemedicine and Telehealth provides an overview on the use of information and communication technologies (ICTs) to solve health problems, especially for people living in remote and underserved areas. With the advent of new technologies and improvement of internet connectivity, telehealth has become a new subject requiring a new understanding of IT devices

and how to utilize them to fulfill health needs. The book discusses topics such as digitizing patient information, technology requirements, existing resources, planning for telehealth projects, and primary care and specialized applications. Additionally, it discusses the use of telemedicine for patient empowerment and telecare in remote locations. Authored by IMIA Telehealth working group, this book is a valuable source for graduate students, healthcare workers, researchers and clinicians interested in using telehealth as part of their practice or research. Presents components of healthcare that can be benefitted from remote access and when to rely on them Explains the current technologies and tools and how to put them to effective use in daily healthcare Provides legal provisions for telehealth implementation, discussing the risks of remote healthcare provision and cross border care

*A Brief History of India* - Judith E. Walsh 2006

With nearly 1 billion citizens, India is the second most populous nation in the world. Its conflict with Pakistan over Kashmir and tensions between the many ethnic groups that populate India today find frequent mention in Weste.

Consumer Behavior and Marketing Strategy - J. Paul Peter 1996

This work shows how the various elements of consumer analysis fit together in an integrated framework, called the Wheel of Consumer Analysis. Psychological, social and behavioural theories are shown as useful for understanding consumers and developing more effective marketing strategies. The aim is to enable students to develop skills in analyzing consumers from a marketing management perspective and in using this knowledge to develop and evaluate marketing

strategies. The text identifies three groups of concepts - affect and cognition, behaviour and the environment - and shows how these they influence each other as well as marketing strategy.

The focus of the text is managerial, with a distinctive emphasis on strategic issues and problems. Cases and questions are included in each chapter.

*Daily Graphic* - Ransford Tetteh 2014-04-14

*Emerging Research in Data Engineering Systems and Computer Communications* - P.

Venkata Krishna 2020-02-10

This book gathers selected papers presented at the 2nd International Conference on Computing, Communications and Data Engineering, held at Sri Padmavati Mahila Visvavidyalayam, Tirupati, India from 1 to 2 Feb 2019. Chiefly discussing major issues and challenges in data engineering systems and computer

communications, the topics covered include wireless systems and IoT, machine learning, optimization, control, statistics, and social computing.

### **Programming the Mobile Web -**

Maximiliano Firtman 2010-07-23

Today's market for mobile apps goes beyond the iPhone to include BlackBerry, Nokia, Windows Phone, and smartphones powered by Android, webOS, and other platforms. If you're an experienced web developer, this book shows you how to build a standard app core that you can extend to work with specific devices. You'll learn the particulars and pitfalls of building mobile apps with HTML, CSS, and other standard web tools. You'll also explore platform variations, finicky mobile browsers, Ajax design patterns for mobile, and much more. Before you know it, you'll be able to create mashups using Web 2.0 APIs in apps for the App

Store, App World, OVI Store, Android Market, and other online retailers. Learn how to use your existing web skills to move into mobile development. Discover key differences in mobile app design and navigation, including touch devices. Use HTML, CSS, JavaScript, and Ajax to create effective user interfaces in the mobile environment. Learn about technologies such as HTML5, XHTML MP, and WebKit extensions. Understand variations of platforms such as Symbian, BlackBerry, webOS, Bada, Android, and iOS for iPhone and iPad. Bypass the browser to create offline apps and widgets using web technologies.

### **PoC or GTFO -**

Manul Laphroaig 2017-10-31

This highly anticipated print collection gathers articles published in the much-loved International Journal of Proof-of-Concept or Get The Fuck Out. PoC||GTFO follows in the

tradition of Phrack and Uninformed by publishing on the subjects of offensive security research, reverse engineering, and file format internals. Until now, the journal has only been available online or printed and distributed for free at hacker conferences worldwide. Consistent with the journal's quirky, biblical style, this book comes with all the trimmings: a leatherette cover, ribbon bookmark, bible paper, and gilt-edged pages. The book features more than 80 technical essays from numerous famous hackers, authors of classics like "Reliable Code Execution on a Tamagotchi," "ELFs are Dorky, Elves are Cool," "Burning a Phone," "Forget Not the Humble Timing Attack," and "A Sermon on Hacker Privilege." Twenty-four full-color pages by Ange Albertini illustrate many of the clever tricks described in the text.

The Hypermodern Game of

Chess - Savielly Tartakower  
2015-11-16

Tartakower's Legendary Magnum Opus The decade after the First World War was one of exciting change for the royal game. A new wave of dynamic chess was taking shape, led by the young lions Alekhine, RÅ©ti, Nimzowitsch, Breyer, Euwe, Tartakower and others. They were successfully asserting their new ideas against the Old Guard. It was in this period that Savielly Tartakower's magnificent work Die Hypermoderne Schachpartie was first released. A massive tome of over 500 densely packed pages, the first edition was published in German in 1924. It was an instant best-seller and a second edition soon followed with corrections and additional material. At first glance, it appears to be an opening manual with incredibly comprehensive notes. But in fact it is much more. There are essays on strategy, tactics, endings,

history and other chess-related topics, all presented in Tartakower's wonderful writing style. However, don't be fooled by the witty aphorisms and humor. The scope and depth of Tartakower's annotations would be unmatched until Chess Informant came along in the 1960s. And the rise of the silicon monsters notwithstanding, there is much fertile opening theory to be found and explored. The Hypermodern Game of Chess is the first English-language work of the second edition. Several hundred diagrams have been added and some reformatting of the text has been done to meet the expectations of 21st century readers. In every other respect, it preserves all the comprehensive content. The Hypermodern Game of Chess is now available in English. See why it has inspired generations of chessplayers. And see why Tartakower's magnum opus is, as they say, the stuff of legend...

### *Complete Defense to King Pawn Openings* - Eric Schiller

Based on the powerful Caro-Kann, a favorite weapon of great players, you'll learn how to come right out of the gate and defend against 1.d4, the most popular first move in chess. This is a great beginners book because readers need to learn just one strong opening system, and it can be used to combat all of Whites 1.d4 openings. You'll learn every option and strategy White can throw on the board, the correct plan to combat them all, and how to seize the initiative and take control of the game. Up-to-date analysis includes examples from world-class games. Includes more than 350 diagrams and clear explanations. 300 pages

### **Building Broadband** - Yongsoo Kim 2010-06-22

Access to broadband connectivity is a country's passport to the global information society and knowledge economy the future. However, the adoption and use of

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broadband technology today remains extremely uneven and threatens to create a new digital divide. At the end of 2009, countries in North America and the European Union accounted for more than 50 percent of the world's 1 billion fixed and mobile broadband subscriptions, but South Asia and Sub-Saharan Africa together accounted for less than 3 percent. The experience with mobile telephony though shows the potential for growth in the information and communication technology sector in developing countries. Almost 75 percent of the world's mobile telephone subscriptions are in low- and middle-income countries, which have also promoted exciting innovations and realized significant economic development benefits. In fact, a growing number of countries are seeking to spur broadband development. To aid governments as they design their own programs, this volume offers

examples and ideas from some of the most successful broadband markets: particularly the Republic of Korea, but also Finland, France, Japan, Sweden, the United Kingdom, and the United States. 'Building Broadband' does not suggest a universal solution but rather provides a long list of policies and programs organized within a strategic framework that allows solutions tailored to country circumstances. The essential building blocks identified are useful everywhere because they focus on improving incentives and the climate for private investment. This is a policy that even countries with very limited resources will be able to exploit.

Closing the Feedback Loop -

Björn-Sören Gigler 2014-05-22

Enhanced transparency, accountability, and government or donor responsiveness to people needs are imperative to achieve better and more sustainable

development results on the ground. The rapid spread of new technologies is transforming the daily lives of millions of poor people around the world and has the potential to be a real game changer for development.

Improved accountability and responsiveness are critical for reaching the goals of eliminating extreme poverty and promoting shared prosperity with a focus on improving the well-being of the most vulnerable and marginalized groups in society.

Within the broader political economy context, many questions remain unanswered about the role that new technologies can play to act as an accelerator for closing the accountability gap. Within this context, this report brings together new evidence from leading academics and practitioners on the effects of technology-enabled citizen engagement. The report aims to address the following four main

questions: how do new technologies empower communities through participation, transparency, and accountability?; are technologies an accelerator for closing the accountability gap - the space between supply (governments, service providers) and demand (citizens, communities, civil society organizations) that must be bridged for open and collaborative governance?; under what conditions does this occur?; and what are the experiences and lessons learned from existing grassroots innovators and donor-supported citizen engagement and crowdsourcing programs, and how can these programs be replicated or scaled up?. The report presents a theoretical framework about the linkages between new technologies, participation, empowerment, and the improvement of poor people's human well-being based on Amartya Sen's capability approach. The book provides rich

case studies about the different factors that influence whether or not information and communication technology (ICT)-enabled citizen engagement programs can improve the delivery and quality of public services to poor communities. The report analyzes in depth both the factors and process of using new technologies to enhance the delivery of primary health services to pregnant women in Karnataka, India, and of several community mapping and crowdsourcing programs in Guinea, Haiti, Kenya, Libya, Sudan, and other countries.

Decentralizing Governance - G. Shabbir Cheema 2007-08-01

The trend toward greater decentralization of governance activities, now accepted as commonplace in the West, has become a worldwide movement. This international development—largely a product of globalization and democratization—is clearly one of

the key factors reshaping economic, political, and social conditions throughout the world. Rather than the top-down, centralized decisionmaking that characterized communist economies and Third World dictatorships in the twentieth century, today's world demands flexibility, adaptability, and the autonomy to bring those qualities to bear. In this thought-provoking book, the first in a new series on Innovations in Governance, experts in government and public management trace the evolution and performance of decentralization concepts, from the transfer of authority within government to the sharing of power, authority, and responsibilities among broader governance institutions. This movement is not limited to national government—it also affects subnational governments, NGOs, private corporations, and even civil associations. The



contributors assess the emerging concepts of decentralization (e.g., devolution, empowerment, capacity building, and democratic governance). They detail the factors driving the movement, including political changes such as the fall of the Iron Curtain and the ascendance of democracy; economic factors such as globalization and outsourcing; and technological advances (e.g. increased information technology and electronic commerce). Their analysis covers many different contexts and regions. For example, William Ascher of Claremont McKenna College chronicles how decentralization concepts are playing out in natural resources policy, while Kadmeil Wekwete (United Nations) outlines the specific challenges to decentralizing governance in sub-Saharan Africa. In each case, contributors explore the objectives of a decentralizing strategy as well as the benefits and difficulties that

will likely result.

**The Indian Media Business -**

Vanita Kohli 2003

With Its Many Unusual Insights And Comprehensive Coverage, This Unique Book Will Attract A Wide Readership. Besides Students Of Mass Communication, Media Business And Advertising, It Will Be Of Equal Interest To Analysts, Media Professionals, Investment Bankers, Advertising And Pr Professionals, And Anyone Interested In India'S Vibrant Media Industry.

*Muslims in Poland and Eastern*

*Europe - Katarzyna Górak-*

Sosnowska 2011

A New Literacies Sampler -

Michele Knobel 2007

The study of new literacies is quickly emerging as a major research field. This book «samples» work in the broad area of new literacies research along two dimensions. First, it samples some typical examples of new

literacies - video gaming, fan fiction writing, weblogging, role play gaming, using websites to participate in affinity practices, memes, and other social activities involving mobile technologies. Second, the studies collectively sample from a wide range of approaches potentially available for researching and studying new literacies from a sociocultural perspective. Readers will come away with a rich sense of what new literacies are, and a generous appreciation of how they are being researched.

**The Wiley Handbook of Learning Technology** - Nick Rushby 2016-04-25

The Wiley Handbook of Learning Technology is an authoritative and up-to-date survey of the fast-growing field of learning technology, from its foundational theories and practices to its challenges, trends, and future developments. Offers an examination of learning technology that is equal parts

theoretical and practical, covering both the technology of learning and the use of technology in learning. Individual chapters tackle timely and controversial subjects, such as gaming and simulation, security, lifelong learning, distance education, learning across educational settings, and the research agenda. Designed to serve as a point of entry for learning technology novices, a comprehensive reference for scholars and researchers, and a practical guide for education and training practitioners. Includes 29 original and comprehensively referenced essays written by leading experts in instructional and educational technology from around the world.

**Ringtone** - Yves L. Doz 2018

This book recounts one of the greatest and most spectacular business successes and downfalls in history: that of Nokia in mobile phones. The analysis of Nokia's story distills more

general observations and learning points for leaders of other corporations, management scholars, and students.

### **Globalization, Deglobalization, and New Paradigms in Business -**

Justin Paul 2021-10-18

This book analyzes the changing dynamics of competition and the emergence of deglobalization trends and processes. The authors begin by explaining the role of technology on globalization and its impact on competitive strategy. Then, they present a theoretical framework that outlines the connection between globalization and modern society. The book also delves into the shift toward deglobalization and addresses how the onset of the COVID-10 pandemic has accelerated the process. Concluding with a discussion of how the 4th Industrial Revolution has resulted in new paradigms for business, this book will fill a gap through its investigation of an emerging

concept for scholars in international business.

### **Loose Leaf for New Products Management - C. Merle**

Crawford 2020-01-21

Crawford's New Product

Management 12e provides the

management approach to teaching new products, with the perspective of marketing.

Adopters of previous editions will notice that the format is slimmed down to 18 chapters.

This streamlined presentation focuses on the topics that will be of most importance and interest to new product managers.

Significant updates can be found throughout, and great pains have

been taken to present the "best practices" of industry and relevancy to readers. Past

adopters of New Products

Management will notice major

changes in this edition. While

there are some changes in

virtually every chapter, some of

the most substantial changes are

as follows: 1. We have made

major additions and updates to the cases to provide more plentiful and more current examples. We retired several cases from the previous edition, wrote many new cases, and thoroughly updated many others. New cases for this edition include: Oculus Rift, Adidas Parley sustainable running shoes, Google Glass, Indiegogo, Tesla, Chipotle, Chick-fil-A, Corporate Social Responsibility at Starbucks, and many others. As always, we aim to offer a mix of high tech products and consumer products and services in the set of cases. 2. In addition, we have substantially updated examples throughout the text wherever possible. We try to make use of illustrative examples that will resonate with today's students wherever possible. Of course, we welcome the reader's comments and suggestions for improvement. 3. There continues to be much new research in new products, and we have tried to

stay current on all of these topics. Readers will notice new or expanded coverage of portfolio management, value curve creation, the TRIZ method, crowd-sourcing, crowdfunding, observational research, open innovation, organizational structure, 3D modeling, beta testing, sustainable product development, and frugal innovation, among other topics. 4. We continue the practice of referencing Web sites of interest throughout the text, and we have added the web addresses for several useful YouTube videos and other resources.

**Graphic Showbiz** - Nanabanyin Dadson 2014-01-09

*Introduction to Python Programming* - Gowrishankar S 2018-12-07

Introduction to Python Programming is written for students who are beginners in the field of computer

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programming. This book presents an intuitive approach to the concepts of Python Programming for students. This book differs from traditional texts not only in its philosophy but also in its overall focus, level of activities, development of topics, and attention to programming details. The contents of the book are chosen with utmost care after analyzing the syllabus for Python course prescribed by various top universities in USA, Europe, and Asia. Since the prerequisite know-how varies significantly from student to student, the book's overall overture addresses the challenges of teaching and learning of students which is fine-tuned by the authors' experience with large sections of students. This book uses natural language expressions instead of the traditional shortened words of the programming world. This book has been written with the goal to provide students with a textbook that can be easily

understood and to make a connection between what students are learning and how they may apply that knowledge. Features of this book This book does not assume any previous programming experience, although of course, any exposure to other programming languages is useful This book introduces all of the key concepts of Python programming language with helpful illustrations Programming examples are presented in a clear and consistent manner Each line of code is numbered and explained in detail Use of f-strings throughout the book Hundreds of real-world examples are included and they come from fields such as entertainment, sports, music and environmental studies Students can periodically check their progress with in-chapter quizzes that appear in all chapters *Facebook Marketing All-in-One For Dummies* - Amy Porterfield 2012-12-05

Great new edition covers what you need to know for successful Facebook marketing. Facebook keeps evolving, and so does the social mediasphere. Even if you have a Facebook marketing strategy, have you taken into consideration Pinterest? Spotify? Foursquare? Facebook Marketing All-in-One For Dummies, 2nd Edition does. This detailed resource not only reveals how to create successful Facebook marketing strategies, it also shows you how to incorporate and use the entire social network to its full potential. Covers the tools, techniques, and apps you need to know to create successful Facebook marketing campaigns. Nine minibooks cover the

essentials: Joining the Facebook Marketing Revolution; Claiming Your Presence On Facebook; Adding the Basics; Building, Engaging, Retaining, and Selling; Understanding Facebook Applications; Making Facebook Come Alive; Advanced Facebook Marketing Tactics; Facebook Advertising; Measuring, Monitoring, and Analyzing. Explores the new Timeline design for Pages, changes to Facebook Insights, new apps to incorporate into your strategy, and more. Facebook Marketing All-in-One For Dummies, 2nd Edition is the perfect resource for any marketer who wants to build or refine a social media marketing presence that includes Facebook.