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Are you ready to turn your passion into a profitable business? The Nonfiction Book Publishing Plan is loaded with proven strategies, real-world examples, and fascinating interviews with successful authors who started from scratch just like you. In this content-rich book, you will learn how to: Identify profit opportunities from and around your book Set up a legitimate and professional author-publisher business Write your manuscript faster than you thought possible Avoid mistakes new authors make and get your book published the right way Enlist beta readers, get endorsements from well-known authors, and generate book reviews Launch your book into the world with as much buzz as possible As nonfiction authors, publishers, and internet entrepreneurs with over three decades of combined industry experience, we understand your unique goals and challenges. We also have the experience to show you how to produce your nonfiction book in the most professional way possible, while you turn your passion into a profitable business. Whether you're writing self-development, business, memoir, how-to, spiritual, narrative, or other nonfiction book, this authoritative guide by experienced industry professionals will provide you with the solutions you need to achieve your publishing goals.

You don't need to feel alone in parenting. You don't need to feel like you're failing. And you definitely don't need another parenting book filled with theoretical advice about theoretical children. You need actual parenting help from an actual parent. It's time to feel confident in your parenting. Susie Allison, creator of the massive online community Busy Toddler, is a breath of fresh air. With her humor and engaging personality, she helps parents find their footing, shift their perspective on childhood, and laugh at the twists and turns of parenting we all face. (Yes, it's ok that your child licked a shopping cart - they pretty much all do that.) In Busy Toddler's Guide to Actual Parenting, Susie gives the achievable advice she's known for around the world, from daily life and #beingtwofine to tantrums and tattling and teaching the ABCs. The book also includes 50+ of her famous activities that have helped thousands of parents make it to nap time- FYI, the popsicle bath is a game-changer. Susie shares real moments raising her three kids as well as her professional knowledge from eight years as a kindergarten and 1st grade teacher. Her simple and doable approach to parenting will leave you feeling so much better! Let Susie give you the actual parenting advice you need.

Discover how to set up a great author platform which will get you found in the search engines WITHOUT using social media if you don't want to! Every author knows that it's essential to have an author platform. If you don't have a website or a presence on social media, nobody will ever be able to discover your books. But if you hate marketing activities and technical work and you're running on a low budget, the prospect of getting everything set up can be overwhelming. There's a website to be created as well as Facebook, Twitter, LinkedIn, YouTube, Instagram, Tik-Tok profiles and all the others that aren't on that list plus anything that gets launched in the meantime. And yet the most important thing that an author can do is simply to write more books. In this simple guide for all authors, internet marketer and self-published author Paul Teague will show you how to get your author platform set up for free and in as little as a day. What's more he'll help you to avoid social media entirely if you really want to. In this book, you will

learn .. - How to set up a simple website WITHOUT having to know a line of code - How to get online for free - SEO (search engine optimisation) techniques to make sure you're found in the search engines - The social media channels you need to use - that's if you even want to use social media - How to get started with email marketing at zero cost - Free and effective platform builders that will give you an instant online boost This book is an essential read for every self-published author from complete beginners to author platform DIY enthusiasts. Find out what you need for your author platform, why you need it and if it's really necessary. After you read this book, you'll have an effective author platform set up in no time at all, without all the usual expense.

Soar into action in this all-new original adventure based on the hit CW TV series, Supergirl! Supergirl (aka Kara Danvers) has been running across average citizens performing amazing feats all over National City. But that's not even the weirdest thing going on. The Department of Extranormal Operations has captured a mysterious humanoid sea creature. Supergirl must find out what has drawn him to National City, and his connection to this surge of super-citizens. Written by celebrated author Jo Whitemore, this is one adventure fans of the TV series won't want to miss!

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Presents recipes for appetizers, soups, main dishes, salads, and desserts using vegetables from the garden.

Phoenix and her brother Hawk are professional monster hunters--well, nearly. Still in training with the International Monster Slayers, a secret government agency that both defends and hunts mythical creatures, they are sent on their first real mission to prove their worth. When things go awry and the IMS is nearly exposed, their future as agents looks grim. Given one last chance for redemption, the duo are sent to Moose Lake, Minnesota where there's a docile population of werewolves to keep in check. Their assignment is supposed to be dull, but Moose Lake ends up being anything but boring. When a mysterious black wolf appears and the werewolves under their charge start to become aggressive, they must uncover the city's dark secret if they are to save not only the citizens but themselves.

In this book IdN investigates iconography and its application in design. It is divided into three parts, namely Showroom, Characterization, Continuity. The accompanying CD-ROM includes fonts, icons, motion graphic, screensavers and wallpapers which are illustrated in the book.

The eighth adventure of Doctor Who and Sam. It is 3123, and in attempting to discover the origin of an alien spacecraft, the Doctor and Sam hit upon a terrible truth. The alien ship is caught in a closed loop of time, being neither created nor destroyed, but relentlessly circling the vortex.

Advance Praise for Rich In America "I highly recommend Rich in America to investors of all economic levels. While certainly no company understands the wealthy better than U.S. Trust, Jeff Maurer has done a wonderful job of turning the wisdom he gathered during his distinguished career at this venerable institution into advice that will benefit anyone interested in making smarter financial decisions." -Charles Schwab Chairman, The Charles Schwab Corporation "Jeff Maurer is uniquely qualified to advise the affluent and those

who would be. Rich in America is packed with insight and wisdom gleaned from his long and tremendously successful career at the very pinnacle of wealth management." -Timothy C. Forbes Chief Operating Officer, Forbes Inc. "For thirty-three years, Jeff Maurer helped build U.S. Trust Corporation into one of the nation's most prominent and respected wealth managers. In this book, Jeff combines his own experience with the knowledge gleaned from a decade of U.S. Trust research into who the affluent are, how they earned their money, and how they keep it. The U.S. Trust approach to building and maintaining wealth makes relevant reading for anyone eager to provide for their own and their family's financial well-being." -Alan J. Weber Chairman and Chief Executive Officer, U.S. Trust Corporation "Jeff Maurer has distilled more than three decades of investment advice to affluent clients into a concise, informative, and extraordinarily readable work. Readers who are trying to preserve accumulated assets, as well as those who are setting out to build substantial wealth, will profit from this wide-ranging book." -James Poterba Mitsui Professor of Economics, MIT

Master Joomla! Hands-On, Step-by-Step, Using Easy, Practical Examples Today, millions of websites rely on Joomla!—from personal sites to those of huge organizations like General Electric, Porsche, and the United Nations. Now, using Joomla! 3, you too can create websites that are mobile-ready, responsive, flexible, powerful, and secure—even if you're an absolute beginner. In Joomla!® 3 Explained, top Joomla! trainer Stephen Burge teaches you everything you need to know. Burge has taught thousands of Joomla! newcomers and thousands more who've experimented with Joomla! but haven't mastered it yet. Nobody knows more about guiding you up the Joomla! learning curve. You'll master Joomla! 3 hands-on, through a complete case study, crystal-clear visuals, simple explanations, and on-target analogies, all extensively tested with real Joomla! beginners. Burge walks you through installing Joomla! 3, planning sites that are easy to use and manage, adding content, and incorporating powerful site features without programming. Finally, Burge shows you how to run your site securely and efficiently, no matter how big or popular it becomes!

Over one hundred stories showcasing the wisdom and artistry of one the world's richest folktale traditions—the first panoramic anthology of Hispano-American folk narratives in any language. Gathered from twenty countries and combining the lore of medieval Europe, the ancient Near East, and pre-Columbian America, the stories brought together here represent a core collection of classic Latin American folktales. Among the essential characters are the quiet man's wife who knew the Devil's secrets, the three daughters who robbed their father's grave, and the wife in disguise who married her own husband—not to mention the Bear's son, the tricksters Fox and Monkey, the two compadres, and the classic rogue Pedro de Urdemalas. Featuring black-and-white illustrations throughout, this Pantheon Fairy Tale and Folklore Library edition is unprecedented in size and scope, including riddles, folk prayers, and fables never before translated into

English.

Avoid common pitfalls, protect your interests, and find a website solution that works for you.

Starry nights, sizzling skillets--the cast iron cookbook for camping is here There's nothing better after a day of hiking and exploring than a hot meal at your campsite. The 75 fast, easy, and creative recipes in this cast iron cookbook will make your camp kitchen the place to be. With one-skillet meals designed for fast prep, simple cooking, and quick cleanup, you'll always have something delicious for everyone--and more time to enjoy the outdoors. Inside this cast iron cookbook, you'll find: Fuel up--A guide to cooking with different heat sources means you'll be ready for tasty meals on charcoal, a campfire, or a gas stove. Skillet smarts--Learn how to properly care for your cast iron so you can make or carry on the tradition of passing down the skillet for generations. Family-friendly cooking--Help your kids develop skillet skills through fun, easy, and yummy recipes everyone can help out with. Sizzle up a tradition of great meals at your campsite with this cast iron cookbook.

Learn how to build dynamic web applications with Express, a key component of the Node/JavaScript development stack. In this hands-on guide, author Ethan Brown teaches you the fundamentals through the development of a fictional application that exposes a public website and a RESTful API. You'll also learn web architecture best practices to help you build single-page, multi-page, and hybrid web apps with Express. Express strikes a balance between a robust framework and no framework at all, allowing you a free hand in your architecture choices. With this book, frontend and backend engineers familiar with JavaScript will discover new ways of looking at web development. Create webpage templating system for rendering dynamic data Dive into request and response objects, middleware, and URL routing Simulate a production environment for testing and development Focus on persistence with document databases, particularly MongoDB Make your resources available to other programs with RESTful APIs Build secure apps with authentication, authorization, and HTTPS Integrate with social media, geolocation, and other third-party services Implement a plan for launching and maintaining your app Learn critical debugging skills This book covers Express 4.0.

Get beyond the basics and see how modern-day users are reimagining the SEO process SEO is often underutilized and overlooked across the marketing realm today. SEO is not merely trying to improve your website ranking on Google, but it can spark and optimize ideas. Above all it can help improve the amount of free traffic coming to your web properties. This book provides you with a comprehensive approach to make sure marketing spend is utilized as effectively as possible and deliver the best ROI for your brand and business. Maximizing your organic (free) traffic channels should be a top priority and this book will provide you with insight on how to do that. From working with social media influencers to steering creative ideas and campaigns, modern day SEO requires

a full-service perspective of marketing and its processes. General education on SEO and organic content marketing Understanding which search engines to focus on How SEO and content can solve business problems Building a new brand through SEO and content Identifying who your true competitors are Which Analytics reports you should be regularly monitoring How to establish research channels that can inform your business initiatives Building personas and audience purchase journeys Prioritizing locations, demographics and countries What needs to be in place to maximize free traffic levels to your brands assets Understanding all the key tasks and attributes for an effective content program Data-Driven Content: Detailed instruction on how to use data to inform content responses, ideas and asset types Understanding different content asset types from standard items like articles to highly advanced assets like films, podcasts, white papers and other assets Calculating ROI for SEO and Content initiatives Small business marketing via content and SEO and having the right small business mindset for success Website and content design considerations (accessibility, principles of marketing) Optimizing for the future and looking at other search venues Amazon Optimization YouTube Optimization App Store Optimization (ASO) Podcast Optimization Optimizing Blogs and other off-site content Prepping and optimizing for the newest technologies, including voice search, artificial intelligence, and content discovery vehicles How to build an optimization path and programs that drive results and manage risks In addition to learning the most effective processes to structure your SEO, you will have access to bonus materials that accompany this book which will include worksheets, checklists, creative brief examples, quizzes, and best interview questions when hiring an SEO specialist. Modern-day marketers, business owners, and brand managers, this book is for you!

Key Features Updated for 2018: This is the newest version of the best-selling Drupal book. Clear instruction: Learn Drupal 8 by following plain English, clear visuals and enjoyable step-by-step instructions. Hands-on learning: Master Drupal 8 by building a complete Drupal site. Book Description Drupal 8 is an amazingly powerful web content management system. But many newcomers find it confusing, and most Drupal books are just too complicated to help. If you want to spend less time struggling with complex instructions, and more time building sites that make you proud, this is the book for you! Stephen Burge has taught thousands of beginners - and thousands more who've experimented with Drupal but haven't mastered it yet. Burge and the OStraining team make learning fun. Like their online training, you learn by following enjoyable, step-by-step instructions. OStraining books are written in plain English and are supported by plenty of online documentation and videos. Drupal 8 Explained requires absolutely no experience with Drupal, content management, website construction, programming, scripting, or even HTML. Please note: This book is 100% aimed at Drupal beginners. Drupal 8 Explained contains very little code, and that is absolutely deliberate. If you want to learn how to create themes or

code modules, there are other books for you. What You'll Learn You'll master Drupal 8 hands-on, through a complete case study, crystal-clear visuals, simple explanations, and on-target analogies, all extensively tested with real Drupal beginners. Burge walks you through installing Drupal 8, planning sites that are easy to use and manage, adding content, and incorporating powerful site features without programming. Finally, Burge shows you how to run your site securely and efficiently, no matter how big or popular it becomes! About the Authors Stephen Burge has split his career between teaching and web development. He now runs OStraining.com, which specializes in teaching website development. OStraining.com's clients include Apple, Pfizer, and the U.S. Departments of Energy, Education, and Commerce. Burge's books are some of the world's best-selling guides to the software they cover. Other books by Burge include: Joomla Explained (Addison - Wesley, 2011) Drupal 7 Explained (Addison - Wesley, 2013) Joomla 3 Explained (Addison - Wesley, 2014) MySQL Explained (OStraining, 2015) Drupal 7 Explained (OStraining, 2017) Drupal 8 Explained (OStraining, 2017) Joomla 3 Explained (OStraining, 2017) Multilingual Joomla Explained (OStraining, 2017) Magento Explained (OStraining, 2017) WooCommerce Explained (OStraining, 2017) WordPress Explained (OStraining, 2017) Cindy McCourt is an experienced Drupal trainer, who coaches clients side-by-side to build internal Drupal capacity while planning and developing their Drupal solutions. She specialized in user experience planning, configuration, and code strategizing, site building and project management. Table of Contents Drupal Explained Drupal Planning Explained Drupal Installations Explained Drupal Administration Explained Drupal Content Explained Drupal Fields Explained Drupal Modules Explained Drupal Menus Explained Drupal Blocks Explained Drupal Themes Explained Drupal Views Explained Drupal Layout Modules Explained Finishing the Design Explained Drupal Users Explained Drupal Site Management Explained

The bestselling classic that launched 10,000 startups and new corporate ventures - The Four Steps to the Epiphany is one of the most influential and practical business books of all time. The Four Steps to the Epiphany launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while existing companies execute them. The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, The Four Steps helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book. Packed with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your business for success. If your organization is starting a new venture, and you're

thinking how to successfully organize sales, marketing and business development you need *The Four Steps to the Epiphany*. Essential reading for anyone starting something new. *The Four Steps to the Epiphany* was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

A coordinated and comprehensive volume of international research on this subject edited by members of the well-established European Early Childhood Education Research Association Outdoor Play and Learning SIG (OPAL).
Learn All About Crackers. Get your copy of the best and most unique Cracker recipes from BookSumo Press! Come take a journey with us into the delights of easy cooking. The point of this cookbook and all our cookbooks is to exemplify the effortless nature of cooking simply. In this book we focus on methods of cooking with Crackers. The Easy Cracker Cookbook is a complete set of simple but very unique Cracker recipes. You will find that even though the recipes are simple, the tastes are quite amazing. So will you join us in an adventure of simple cooking? Here is a Preview of the Cracker Recipes You Will Learn: Buttery Goobers 2 Ingredient Crackers Matzo Meal Crackers Condensed Chocolate Chip Crackers Australian Style Strawberry Cracker Bites 3 Ingredient Ranch Crackers Memphis Inspired Strawberry Cracker Pie Vanilla Cracker Spread Chipotle Crackers Sophisticated Pecan Graham Crackers Brown Rice and Quinoa Crackers The People's Republic of Crackers Garden Party Crackers Buttery Retreat Snack Simple Saltines with Chili Powder Oyster Cracker Classic Ketogenic Spinach and Coconut Crackers Tropical Spread Much, much more! Again remember these recipes are unique so be ready to try some new things. Also remember that the style of cooking used in this cookbook is effortless. So even though the recipes will be unique and great tasting, creating them will take minimal effort!

When the fortune goes upside down and always; when life brings struggle and chaos for a beautiful, conservative lady amidst nuances of a totally different world; will she sustain, survive or thrive or remain with broken dreams? *Fortune Fair* is an engrossing tale with unexpected turns and transformations for the innocent lady that suffers the longing for love from her dearest and nearest. To read more from the author, visit, www.writersblog.info

Pro SQL Server 2008 Administration is critical for database administrators seeking in-depth knowledge on administering SQL Server 2008. This book covers the impact of the new features available in SQL Server 2008 specifically targeted for database administrators, along with the tried-and-true advanced techniques required to support and maintain Microsoft SQL Server. Introduces new administration features of SQL Server 2008 Shows how to manage a SQL Server 2008 database at professional level Provides guidance on performance optimization

This 64-page book, filled with many beautiful photographs, is produced by Peter

Flack Productions. It traces the history of conservation and, at times, the lack thereof, from 1652 to the present. It is based on the very successful documentary by the same name which was launched in high definition DVD in March 2011. This book will help you take your first steps in the WordPress theme development process, with 5 different projects centered around creating unique and responsive WordPress themes

Key Features Learn the basics of WordPress theme development in a step by step manner Make your themes more dynamic by integrating components of Bootstrap and JQuery 5 carefully-selected projects to help you get beyond the theory and create highly marketable WordPress themes from scratch

Book Description WordPress has emerged as a powerful, easy-to-use tool to design attractive, engaging websites. Themes play a big role in making WordPress as popular as it is today, and having an eye-catching, fully-functional theme could separate your website from the rest! This book will help you take your first steps in the WordPress theme development process, with 5 different projects centered around creating unique and responsive WordPress themes. Start with creating a simple WordPress theme using HTML5, CSS, and PHP. Then, you will move on to incorporate different APIs, widgets, and tools such as Bootstrap and jQuery to create more dynamic and highly-functional themes. Whether you want to create a photo gallery theme, a highly customizable e-commerce theme, or a theme designed to suit a particular business, this book will teach you everything you need to know. By the end of this highly interactive book, you will have the required mastery to develop WordPress themes from scratch. What you will learn

- Simple and advanced themes – covers basic syntax and files along with archives and search pages
- Photo Gallery – add simple animation and use the W3.CSS framework to design a photo gallery theme
- Wordstrap – incorporate Twitter Bootstrap into the theme and use the WP_NavWalker class
- E-commerce theme – build an e-commerce theme using the Foundation framework

Who this book is for If you are a blogger or a WordPress user who wants to learn how to create attractive, eye-catching WordPress themes, this book is for you. A basic understanding of HTML5, CSS, PHP, and some creativity is all you need to get started with this book.

425 Pages of practical WordPress wisdom in full-color printed format. Includes free lifetime updates, exclusive themes, and much more.

Over the course of a year, I undertook the task of working with twenty cartoons that stimulated my imagination. I pretended to reverse the traditional process of illustrating texts. I "texted" the illustrations daily. The initial objective was to take the characters in a comical way, but they had a lot to tell me. It was the characters who whispered the words to me. They always had a life of their own and I couldn't dominate them anymore. All the poems, stories and monologues, in a way concatenated, retain a global vision although at first glance they appear as disconnected flashes in an exhibition of fireworks. This book aims to be a celebration of humor and irony, but at the same time it aspires to become a rare invitation to reflection and strangeness. Over the course of a year, I undertook the task of working with twenty cartoons that stimulated my imagination. I pretended to reverse the traditional process of illustrating texts. I

"texted" the illustrations daily. Like "action painting", I could have called it "literature in action", but it would have been to distort the nature of the project, which was a work in progress, a dynamic entity, an evolving process, a writing on the go, a progressive writing. I never had a predetermined plan and the categorization was later, but the invocations of the four classic elements influenced underground in the structure of the work. The initial objective was to take the characters in a comical way, but they had a lot to tell me. It was the characters who whispered the words to me. They always had a life of their own and I couldn't dominate them anymore. All the poems, stories and monologues, in a way concatenated, retain a global vision although at first glance they appear as disconnected flashes in an exhibition of fireworks. This book aims to be a celebration of humor and irony, but at the same time it aspires to become a rare invitation to reflection and strangeness.

Emmy-award winning gadfly Rowe presents a ridiculously entertaining, seriously fascinating collection of his favorite episodes from America's #1 short-form podcast, *The Way I Heard It*, along with a host of memories, ruminations, illustrations, and insights.

The Photography Masterclass book will teach you how to take amazing images and even sell them, whether you use a smartphone, mirrorless or DSLR camera. Photography Masterclass is a book designed to teach you the ins and outs of photography, even if you have little to no experience with it, to help create beautiful images that help you stand out from the crowd. Master Photography Techniques to Create Extraordinary Images! While there are plenty of digital photography books that focus on specific styles or how to use gear, it's hard to find a comprehensive book like this one, which is for beginner to advanced photographers. This book is designed for all levels of photographers who want to improve their skills, take stellar images, and make money with their photos - especially great for any DSLR or mirrorless camera user. This book is aimed at teaching photographers what it takes to improve your techniques to earn more money. You'll start with the basics and tackle how a camera operates, the types of cameras and lenses available, and equipment you'll need for accomplishing your goals. You'll then dive into the different styles of photography you can focus on. You'll learn about your camera settings (DSLR, mirrorless, or other), including how to shoot in manual mode. You'll use stabilization tools and master how to properly compose and light a scene. You'll even learn how to take great photos with a smartphone or tablet and how to edit images. So you can sell your photos, you'll learn how to brand yourself, create a portfolio and website, and find freelance work or a full-time position. Gain insight into licensing, fair use, and more. And if you want to get into wedding photography, you'll learn how to start your own business. By the end of Photography Masterclass book, your confidence as a photographer will soar. You'll have a thorough understanding of your camera and gear so you can use them to their fullest potential to take unforgettable photos and start a profitable photography career. Little Wild Thang is a humorous, real, and raw coming-of-age diary about a little girl that grew up in and out of foster care in the enchanting Space Coast of Florida with dreams to rehabilitate and reunite with her mother diagnosed with paranoid schizophrenia. Part 1 of Little Wild Thang covers Lydia Joyner's life until she is 11 years old. She tells her story through original foster care files, mental health documents, diary entries, and memorabilia that was held in 6 banker boxes for 18 years. Secrets are exposed,

inspiration flows, and abuse is revealed making Little Wild Thang a perfect case study for anybody looking to dive into a child's head surrounding issues such as: foster care, mental illness, bullying, rape, suicide, addiction, poverty, prostitution, stigma, myth, physical, mental, and sexual abuse. Warning: This ain't no ordinary diary! Be prepared to go on a journey like no other on wheels of fire. "Never Give up & Never Give in!" - Creed of a Little Wild Thang

As an unstable planet nears the point of destruction Doctor Who must decide which group of two warring factions, the attractive Drahvins or the repulsive Rills, to help escape

Cover title: Taking better travel photos. Moves from planning a trip to photographing it and organizing a travelogue.

Protégé of design legend Massimo Vignelli and partner in the New York office of the international design firm Pentagram, Michael Bierut has had one of the most varied careers of any living graphic designer. The projects he presents in this book illustrate the breadth of activity that graphic design encompasses today, his goal being to demonstrate not a single ideology, but the enthusiastically eclectic approach that has been a hallmark of his career. Each project is told in Bierut's own entertaining voice and shown through historic images, preliminary drawings (including full-size reproductions of the notebooks he has maintained for over thirty-five years), working models and rejected alternatives, as well as the finished work. Along the way, he provides insights into the creative process, his working life, his relationship with clients, and the struggles that any design professional faces in bringing innovative ideas to the world today. This revised and expanded edition of Bierut's bestselling monograph features new projects for major clients, such as Mastercard and The Poetry Foundation. Inspiring, informative and authoritative, How to... is a bible of graphic design ideas.

"Drupal 7 is an amazingly powerful web content management system. But many newcomers find it confusing, and most Drupal books are just too complicated to help. If you want to spend less time struggling with complex instructions, and more time building sites that make you proud, this is the book for you! Top Drupal trainer Stephen Burge teaches everything you need to know--and nothing you don't need to know! You'll master Drupal one easy step at a time, through a complete, real-world sample project. You'll find crystal-clear visuals, simple explanations, perfect analogies--all extensively tested with real Drupal beginners. Drupal 7 Explained requires absolutely no experience with Drupal, content management, website construction, programming, scripting, or even HTML."--

More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that

guide you as you drive your company toward profitability. It will help you:

- Avoid the 9 deadly sins that destroy startups' chances for success
- Use the Customer Development method to bring your business idea to life
- Incorporate the Business Model Canvas as the organizing principle for startup hypotheses
- Identify your customers and determine how to "get, keep and grow" customers profitably
- Compute how you'll drive your startup to repeatable, scalable profits.

The Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

A practical, step-by-step tutorial on developing websites for mobile using Bootstrap. This book is for anyone who wants to get acquainted with the new features available in Bootstrap 3 and who wants to develop websites with the mobile-first feature of Bootstrap. The reader should have a basic knowledge of Bootstrap as a frontend framework.

devices using the Mobile First feature of Bootstrap

Kara Zor-El has seen some epic adventures over the years, but finds her life without meaning or purpose. Here she is, a young woman who saw her planet destroyed and was sent to Earth to protect a baby cousin who ended up not needing her. What was it all for? Wherever she goes, people only see her through the lens of Superman's fame. Just when Supergirl thinks she's had enough, everything changes. An alien girl seeks her out for a vicious mission. Her world has been destroyed, and the bad guys responsible are still out there. She wants revenge, and if Supergirl doesn't help her, she'll do it herself, whatever the cost. Now a Kryptonian, a dog, and an angry, heartbroken child head out into space on a journey that will shake them to their very core.

Web advertising is changing. What was once a predominantly Flash-based medium is making the switch to HTML5, with the benefit of a plug-in free environment giving a larger audience for ads, and better integration with the page they are featured on. We live in a time where marketers, designers, and developers are confused as to what they can and can't do on different devices, browsers, and operating systems. What better way to finally make sense of it all, than by stepping through the entire campaign process on your own terms?

HTML5 Advertising will educate you on the whole digital advertising process from start to finish, and help you take advantage of new HTML5 features such as canvas, CSS3 animations, DOM events, audio and video, and offline storage. You'll also learn how to get around discrepancies in browser support with JavaScript and polyfills. You will be provided with tips and tricks to better optimize content across screens and make the most successful campaign with the lightest footprint possible, which is especially important when deploying to mobile devices. This book: Takes you through the advertising campaign process with HTML5 from design to delivery Provides in-depth knowledge into the digital advertising landscape and the HTML5 specification Communicates tips and tricks

coming from Flash and ActionScript to HTML5, CSS3 and JavaScript. HTML5 Advertising equips you with the knowledge to attack cutting-edge, rich media projects with confidence and scale, while also learning the essentials to communicate to internal and external clients. HTML5 is here whether you like it or not, so why not jump in early and head down the path of building the future. This is one of a series of Shakespeare plays edited and designed specifically for actors and directors.

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