

## Content Rules How To Create Killer Blogs Podcasts Videos Ebooks Webinars And More That Engage Customers And Ignite Your Business

A Spectacular Enhancement to the Skill System Mythic Skills introduces a system of skill exploits that take the basic tasks your skills allow you to perform and dials them up to amazing levels. In addition, every skill in the Pathfinder Roleplaying Game Core Rulebook also gets brand-new skill exploits, as well as greater exploits that only the mythic characters, allowing them to attempt all manner of skill-based exploits, or you can limit the ability to pull off these amazing skill stunts to those mythic characters that have really invested in making their skills a key part of their character's identity. The mythic rules offer an opportunity to magnify what makes a character special, and narrative and throughout the course of the campaign should be just as important in defining them as their marvelous magic and fabulous feats. With Mythic Skills in your hands, your skills will be just as spectacular!

Explains how to use the art of storytelling and the science of journalism to form an authentic message for a company's product and a successful social networking site that can reach a wide audience.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. The much-anticipated fifth edition of Designing the User Interface provides a comprehensive, authoritative introduction to the dynamic field of human-computer interaction (HCI),

needed to develop high quality interface designs—ones that users can understand, predict, and control. It covers theoretical foundations, and design processes such as expert reviews and usability testing. Numerous examples of direct manipulation, menu selection, and form fill-in give readers an understanding of excellence in design. The emphasis on mobile devices, Web, and desktop platforms. It addresses the profound changes brought by user-generated content of text, photo, music, and video and the raised expectations for compelling user experiences. Provides a broad survey of designing, implementing, managing, maintaining, training, and refining the user interface of supported design guidelines for effective interface designs. Covers both professional applications (e.g. CAD/CAM, air traffic control) and consumer examples (e.g. web services, e-government, mobile devices, cell phones, digital cameras, games, MP3 players) Delivers informative introductions to development methodologies, evaluation techniques, current examples and figures illustrating good design principles and practices. Includes dynamic, full-color presentation throughout. Guides students who might be starting their first HCI design project Accompanied by a Companion Website with additional practice opportunities and informational resources for both student and instructor

First published in 1971, Rules for Radicals is Saul Alinsky's impassioned counsel to young radicals on how to effect constructive social change and know "the difference between being a realistic radical and being a 'theoretical one.'" Written in the midst of radical political developments whose direction Alinsky was one of the first to question, him, Alinsky was able to combine, both in his person and his writing, the intensity of political engagement with an absolute insistence on rational political discourse and adherence to the American democratic tradition.

Community-Lead Practices to Build the Worlds We Need

Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and Youtube

Small Business Rules

The 52 Essential Rules to Be Successful in Small Business

Design Justice

Why Companies Fail (and How To Succeed) at Delivering Personalized Experiences at Scale

*Content Rules (2012) is a guide to content publishing that'll help you implement effective and sustainable strategies. Regardless of whether you're a social-media novice or a web-savvy pro, these blinks will guide you through the ins and outs of web-based content tools and social media sites, while offering plenty of helpful content tips along the way.*

*OUR DEAR YOUNG MEN AND YOUNG WOMEN, we have great confidence in you. You are beloved sons and daughters of God and He is mindful of you. You have come to earth at a time of great opportunities and also of great challenges. The standards in this booklet will help you with the important choices you are making now and will yet make in the future. We promise that as you keep the covenants you have made and these standards, you will be blessed with the companionship of the Holy Ghost, your faith and testimony will grow stronger, and you will enjoy increasing happiness.*

*Find a niche. We believe that publishing the kind of content that will make your business thrive. Everybody Writes is a go-to guide to attracting and retaining customers through stellar online communication, because in our content-driven world, every one of us is, in fact, a writer. If you have a web site, you are a publisher. If you are on social media, you are in marketing. And that means that we are all relying on our words to carry our marketing messages. We are all writers. Yeah, but who cares about writing anymore? In a time-challenged world dominated by short and snappy, by click-bait headlines and Twitter streams and Instagram feeds and gifs and video and Snapchat and YOLO and LOL and ebtb. . . does the idea of focusing on writing seem pedantic and ordinary? Actually, writing matters more now, not less. Our online words are our currency; they tell our customers who we are. Our writing can make us look smart or it can make us look stupid. It can make us seem fun, or warm, or competent, or trustworthy. But it can also make us seem humdrum or discombobulated or flat-out boring. That means you've got to choose words well, and write with economy and the style and honest empathy for your customers. And it means you put a new value on an often-overlooked skill in content marketing: how to write, and how to tell a true story really, really well. That's true whether you're writing a listicle or the words on a Slideshare deck or the words you're reading right here, right now. . . And so being able to communicate well in writing isn't just nice; it's necessary. And it's also the oft-overlooked cornerstone of nearly all our content marketing. In Everybody Writes, top marketing veteran Ann Handley gives expert guidance and insight into the process and strategy of content creation, production and publishing, with actionable how-to advice designed to get results. This book is the antidote to the endless "writing tips" and "writing hacks" and "writing advice" that are scattered all over the Internet. It's designed to be a go-to guide for anyone creating or publishing any kind of online content—whether you're a big brand or you're small and solo. Sections include: How to write better. (Or, for "adult-onset writers": How to hate writing less.) Easy grammar and usage rules tailored for business in a fun, memorable way. (Enough to keep you looking sharp, but not too much to overwhelm you.) Giving your audience the gift of your true story, told well. Empathy and humanity and inspiration are key here, so the book covers that, too. Best practices for creating credible, trustworthy content steeped in some time-honored rules of solid journalism. Because publishing content and talking directly to your customers is, at its heart, a privilege. "Things Marketers Write": The fundamentals of 17 specific kinds of content that marketers are often tasked with crafting. Content Tools: The sharpest tools you need to get the job done.*

*Traditional marketing techniques are no longer enough. Everybody Writes is a field guide for the smartest strategies for the fastest growth. You know that great content is the key to thriving in this digital world.*

*Take your business to the next level with up-to-date social media marketing. How can "Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and Youtube" help you achieve this? Learn how to grow an engaged and supportive following on Facebook, Twitter, Instagram, YouTube and LinkedIn. Learn what types of content work best across each platform, how to use each platform to your advantage, and how to use each platform to your advantage. Learn how to use each platform to your advantage. Learn how to use each platform to your advantage. Learn how to use each platform to your advantage.*

*target your marketing to very specific groups of people for increased engagement and conversion. Learn how to improve your bottom line with more efficient marketing and cheaper customer acquisition. Take your business or brand to the Stratosphere! Ideal for businesses of all sizes, brands and even personal pages. It's time to take your social media channels to new heights. It's time to grow your business the right way. Get relevant and dominate your platforms in 2016! Grab "Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and Youtube" now and learn how to take your business to the next level.*

*Machine-readable Cataloging in Value Added Form*

*Intuitive Eating, 2nd Edition*

*Designing the User Interface*

*An Easy & Proven Way to Build Good Habits & Break Bad Ones*

*Formatting Briefs in Word*

*Notes from the Book*

*A near-death boating accident forced 31-year-old James Nowlin to take a long hard look in the mirror. As a result of what he calls his "awakening," this already self-made millionaire and respected CEO reshaped his perspective and reprioritized his life. In The Purposeful Millionaire, James shares the four-part formula he used to transform his life into one of abundance and purpose. He believes that living and publishing the kind of content that will make your business thrive. Everybody Writes is a go-to guide to attracting and retaining customers through stellar online communication, because in our content-driven world, every one of us is, in fact, a writer. If you have a web site, you are a publisher. If you are on social media, you are in marketing. And that means that we are all relying on our words to carry our marketing messages. We are all writers. Yeah, but who cares about writing anymore? In a time-challenged world dominated by short and snappy, by click-bait headlines and Twitter streams and Instagram feeds and gifs and video and Snapchat and YOLO and LOL and ebtb. . . does the idea of focusing on writing seem pedantic and ordinary? Actually, writing matters more now, not less. Our online words are our currency; they tell our customers who we are. Our writing can make us look smart or it can make us look stupid. It can make us seem fun, or warm, or competent, or trustworthy. But it can also make us seem humdrum or discombobulated or flat-out boring. That means you've got to choose words well, and write with economy and the style and honest empathy for your customers. And it means you put a new value on an often-overlooked skill in content marketing: how to write, and how to tell a true story really, really well. That's true whether you're writing a listicle or the words on a Slideshare deck or the words you're reading right here, right now. . . And so being able to communicate well in writing isn't just nice; it's necessary. And it's also the oft-overlooked cornerstone of nearly all our content marketing. In Everybody Writes, top marketing veteran Ann Handley gives expert guidance and insight into the process and strategy of content creation, production and publishing, with actionable how-to advice designed to get results. This book is the antidote to the endless "writing tips" and "writing hacks" and "writing advice" that are scattered all over the Internet. It's designed to be a go-to guide for anyone creating or publishing any kind of online content—whether you're a big brand or you're small and solo. Sections include: How to write better. (Or, for "adult-onset writers": How to hate writing less.) Easy grammar and usage rules tailored for business in a fun, memorable way. (Enough to keep you looking sharp, but not too much to overwhelm you.) Giving your audience the gift of your true story, told well. Empathy and humanity and inspiration are key here, so the book covers that, too. Best practices for creating credible, trustworthy content steeped in some time-honored rules of solid journalism. Because publishing content and talking directly to your customers is, at its heart, a privilege. "Things Marketers Write": The fundamentals of 17 specific kinds of content that marketers are often tasked with crafting. Content Tools: The sharpest tools you need to get the job done.*

*The #1 New York Times Bestseller. Over 4 million copies sold! Tiny Changes, Remarkable Results No matter your goals, Atomic Habits offers a proven framework for improving—every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits reapek themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to: • make time for new habits (even when life gets crazy); • overcome a lack of motivation; • design your environment to make it easier to get going; • get back on track when you fall off course; . . . and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits—whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.*

*FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS BETTER CONTENT MEANS BETTER BUSINESS. Your content is a mess: the website redesigns didn't help, and the new CMS just made things worse. Or, maybe your content is full of potential; you know new revenue and cost-savings opportunities exist, but you're not sure where to start. How can you realize the value of content while planning for its long-term success? For organizations all over the world, Content Strategy for the Web is the go-to content strategy handbook. Read it to: Understand content strategy and its business value Discover the processes and people behind a successful content strategy Make smarter, achievable decisions about what content to create and how Find out how to build a business case for content strategy With all-new chapters, updated material, case studies, and more, the second edition of Content Strategy for the Web is an essential guide for anyone who works with content.*

*We've been there—angry with ourselves for overeating, for our lack of willpower, for failing at yet another diet that was supposed to be the last one. But the problem is not you, it's that dieting, with its emphasis on rules and regulations, has stopped you from listening to your body. Written by two prominent nutritionists, Intuitive Eating focuses on nurturing your body rather than starving it to lose weight, and helps you find the weight you were meant to be. Learn: "How our three Eating Personalities define our eating difficulties" "How to feel your feelings without using food" "How to honor hunger and feel fullness" "How to follow the ten principles of Intuitive Eating, step-by-step"*

*\*How to achieve a new and safe relationship with food and, ultimately, your body With much more compassionate, thoughtful advice on satisfying, healthy living, this newly revised edition also includes a chapter on how the Intuitive Eating philosophy can be a safe and effective model on the path to recovery from an eating disorder.*

*Strategic Selling*

*Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses*

*The Purposeful Millionaire*

*A Guide to the Project Management Body of Knowledge (PMBOK® Guide) - Seventh Edition and The Standard for Project Management (BRAZILIAN PORTUGUESE)*

*Strategies for Effective Human-Computer Interaction*

*Atomic Habits*

For decades, the world's governments have struggled to move from talk to action on climate. Many now hope that growing public concern will lead to greater policy ambition, but the most widely promoted strategy to address the climate crisis – the use of market-based programs – hasn't been working and isn't ready to scale. Danny Cullenward and David Victor show how the politics of creating and maintaining market-based policies render them ineffective nearly everywhere they have been applied. Reforms can help around the margins, but markets' problems are structural and won't disappear with increasing demand for climate solutions. Facing that reality requires relying more heavily on smart regulation and industrial policy – government-led strategies – to catalyze the transformation that markets promise, but rarely deliver.

Life is indeed a game that we all play to pass time: simply a series of days strung together, made up of how you planned or decided to spend the moments. Like any game how well it is played or whether life's circumstances are interpreted accurately, then used to the best advantage, makes losers and winners to varying degrees. Senseless insanity is alive and well within the world. The world is awash with unruly forces, that if not intent upon harming you do desire to become a destabilising force, either temporarily or over the long term. We are all participants in a charade, how life evolves and turns out all depend on how well the game is played. It is not wise or ideal to try to like a game of chance, a random roll of the dice that can determine unpredictable outcomes. The cost of success is the careful application of well thought out concepts and ideas. Like any game preparation is critical: understanding the rules, knowing how to manipulate the dynamics at play efficiently to ones own advantage, understanding the intricacies of the rules and how to capitalise upon or create opportunities, pursuing whatever circumstances are present to maximise whatever potential exists to the best advantage. The potential opportunities in life are only limited by the inability to firstly comprehend them and secondly to fully utilise personal abilities to maximise the potential that is available. Don't wait for special times to evolve, rather create them in accordance with your true desires to experience what you wish to make real. Much like any game, the game of life has things that can be obtained, or things that can be lost. How the game is played, the value of the stakes, the opposing factions all can dictate an outcome, be that favourable or lacking any resemblance of being lucky. A life lived based upon any reliance on luck or fate being favourable is tempting only to the over optimistic, or those extremely lucky ones or who were fortunate in the past and believe that good fortune will continue in the future. While it takes resources to control the world, the control of your own specific world environment is really within your potential to achieve. How you choose to control your world, as well as to what extent your desires are put into action, determine whether your life will meet your wishes or not. The amount of thought and energy you export, the persistence of that all comes to determine whether and to what degree what you want is what you actually get. In life you may win or lose at times, it's basically just like playing a game: the right mentality is chancing the wheel of life by trusting and ensuring you will win just the same.

Gallup presents the remarkable findings of its revolutionary study of more than 80,000 managers in First, Break All the Rules, revealing what the world's greatest managers do differently. With vital performance and career lessons and ideas for how to apply them, it is a must-read for managers at every level. The greatest managers in the sell to have little in common. They differ in sex, age, and race. They employ vastly different styles and focus on different goals. Yet despite their differences, great managers share one common trait: They do not hesitate to break virtually every rule held sacred by conventional wisdom. They do not believe that, with enough training, a person can achieve anything he sets his mind to. They do not try to help people overcome their weaknesses. They consistently disregard the golden rule. And, yes, they even play favorites. This amazing book explains why. Gallup presents the remarkable findings of its massive in-depth study of great managers across a wide variety of situations.

Some were in leadership positions. Others were front-line supervisors. Some were in Fortune 500 companies; others were key players in small entrepreneurial companies. Whatever their situations, the managers who ultimately became the focus of Gallup's research were invariably those who excelled at turning each employee's talent into performance. In today's tight labor markets, companies compete to find and keep the best employees, using pay, benefits, promotions, and training. But these well-intentioned efforts often miss the mark. The front-line manager is the key to attracting and retaining talented employees. No matter how generous its pay or how renowned its training, the company that lacks great front-line managers will suffer. The authors explain how the best managers select an employee for talent rather than for skills or experience: how they set expectations for their hire or her — they define the right outcomes rather than the right steps; how they motivate people — they build on each person's strengths rather than trying to fix their weaknesses; and, finally, how great managers develop people — they find the right fit for each person, not the next rung on the ladder. And perhaps most important, this research — which initially generated thousands of different survey questions on the subject of employee opinion — finally produced a simple, straightforward way to do it: the strongest departments of a company from all the rest. This book is the first to present this essential measuring stick and to prove the link between employee opinions and productivity, profit, customer satisfaction, and the rate of turnover. There are vital performance and career lessons for managers at every level, and best of all, the book shows you how to apply them to your own situation.

How does an impressionable 17-year-old girl deal with Fat Phil the Wet Kisser and a revolution at the same time? Itthaca Diaries is a coming of age memoir set at Cornell University in the tumultuous 1960s. The story is told in first person from the point of view of a smart, sassy, funny, scared, sophisticated yet naive college student who laughs at herself while she and the world around her have a nervous breakdown. Based on the author's diaries and letters, interviews and other primary and secondary accounts of the time, Itthaca Diaries describes collegiate life as protests, politics, and violence increasingly engulf the student, her campus, and her nation. Her irreverent observations serve as a prism for understanding what it was like to live through those tumultuous times. While often laugh-out-loud funny, they provide meaningful insight into the process of political and social change we continue to experience, today. Author James McConkey has called the book "a remarkable achievement." According to historian Carol Kammen, Itthaca Diaries is "earnest, honest and funny. Historically important in addition to being an engaging coming-of-age story."

How To Win Friends and Influence People

Your Go-To Guide to Creating Ridiculously Good Content

A Pragmatic Primer for Realistic Radicals

How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business

Model Rules of Professional Conduct

Learning Web Design

Small business owners and managers face increasing challenges in a difficult economic climate. One way to deal with daily struggles is to gain awareness of the obstacles and pitfalls...and know how to overcome them. Mathew Dickerson, one of Australia's leading IT entrepreneurs, makes this possible with his exciting and instructive book, Small Business Rules: The 52 Essential Rules to Be Successful in Small Business. In a logical and very readable format, Dickerson describes fifty-two rules that, if followed, help a small business to succeed. Dickerson covers it all: setting high standards, turning perceived failures into positive learning experiences, being clear about commitment and purpose to evaluating attitudes toward the workplace. He also delves into interfacing with clients, and co-workers, identifying the strengths of one's staff and using them to the fullest. Every aspect pertinent to running and growing a small business is covered in this exceptional book.

Work has long been a source of frustration, but by marginalizing communities, dismantling structural inequality, and advancing collective liberation and ecological survival. What is the relationship between design, power, and social justice? "Design justice" is an approach to design that is led by marginalized communities and that aims explicitly to challenge, rather than reproduce, structural inequalities. It has emerged from a growing community of designers in various fields who work closely with social movements and community-based organizations around the world. This book explores the theory and practice of design justice, demonstrates how universalist design principles and practices erase certain groups of people—specifically, those who are intersectionally disadvantaged or multiply burdened under the matrix of domination (white supremacist heteropatriarchy, ableism, capitalism, and settler colonialism)—and invites readers to "build a better world, a world where many worlds fit; linked words of collective liberation and ecological sustainability." Along the way, the book documents a multitude of real-world community-led design practices, each grounded in a particular social movement. Design Justice goes beyond recent calls for design for good, user-centered design, and employment diversity in the technology and design professions; it connects design to larger struggles for collective liberation and ecological survival.

Formatting Briefs in Word explains how to create all the elements of a legal brief in Microsoft Word. Written by a lawyer for lawyers, paralegals and law students, readers will find this book invaluable for creating the best formatted briefs possible. While good formatting will not save a terrible brief, it will enhance a good one; and a good brief can be destroyed by poor formatting. Every page of this book is devoted towards solving the problems of formatting briefs. Topics include how to set up Word for legal writing; font selection; page layout; formatting using styles; creating tables of contents and footnotes; and creating cover pages. Conformance with court rules is stressed throughout. This is an intermediate to advanced book on Word. The reader is expected to know already Word basics. This book takes the reader to a higher skill level.

Live your life to the fullest. You can't control the weather, but you can control your attitude. Once we understand how life works, we will have a better understanding of how life works. Once we understand how life works, we can make life work for us, instead of against us. This book is an intended guidebook to offer knowledge that you can use throughout life. If I can sum up this entire book in one statement it would be: "Your mind is literally shaping the world around you. The Author of this book owns the largest Self-Help YouTube Channel, "YouAreCreators".

Making Climate Policy Work

Rules for Radicals

Small Business Rules

Summary of Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business by Ann Handley and C. C. Chapman

52 Rules for Creating a Life of Wealth and Happiness Now

New Kind of Science

*PMBOK® Guide is the go-to resource for project management practitioners. The project management profession has significantly evolved due to emerging technology, new approaches and rapid market changes. Reflecting this evolution, The Standard for Project Management enumerates 12 principles of project management and the PMBOK® Guide & – Seventh Edition is structured around eight project performance domains. This edition is designed to address practitioners' current and future needs and to help them be more proactive, innovative and nimble in enabling desired project outcomes. This edition of the PMBOK® Guide: Reflects the full range of development approaches (predictive, adaptive, hybrid, etc.); Provides an entire section devoted to tailoring the development approach and processes; Includes an expanded list of models, methods, and artifacts; Focuses on not just delivering project outputs but also enabling outcomes; and Integrates with PMStandards+™ for information and standards application content based on project type, development approach, and industry sector.*

*George Orwell's Nineteen Eighty-Four is unquestionably the most famous dystopian novel of all times. Written in the year of 1948, the author swapped the last two digits while describing a future totalitarian society where the minds, attitudes and actions of the subjects are thoroughly scrutinized by the "Thought Police", suspected dissidents tracked down and where the worship of the mythical party leader Big Brother is forced upon the masses. The low-ranking party member Winston Smith begins secretly to question the whole system and initiates a forbidden love affair with another party member.*

*Online advertising, also called online marketing or internet advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who posts advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server who technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser. Internet marketing can also be broken down into more specialized areas such as Web marketing, email marketing and social media marketing. 1) Web marketing includes e-commerce Web sites, affiliate marketing Web sites, promotional or informative Web sites, online advertising on search engines, and organic search engine results via search engine optimization (SEO). 2) Email marketing involves both advertising and promotional marketing efforts via e-mail messages to current and prospective customers. 3) Social media marketing involves both advertising and marketing (including viral marketing) efforts via social networking sites like Facebook, Twitter, YouTube and Digg.*

*Home and business users around the globe turn to Microsoft Office and its core applications every day. Whether you're a newcomer or a veteran Office user, this friendly-but-informative guide provides in-depth coverage on all the newest updates and enhancements to the Office 2013 suite. With an overview of tools common to all Office applications and self-contained minibooks devoted to each Office application, Office 2013 All-in-One For Dummies gets you up to speed and answers the questions you'll have down the road. Explores the new Office interface and explains how it works across the applications Features eight minibooks that cover Word, Excel, PowerPoint, Outlook, Access, Publisher, OneNote, Office suite tools, and ways to expand Office productivity Highlights the new online versions of Word, Excel, and PowerPoint as well as changes to the interface and new tools and techniques Office 2013 All-in-One For Dummies makes it easy to learn to use Office and gets you up and running on all the changes and enhancements in Office 2013.*

Customer Experience Rules!

Content Rules

How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (a

Free Roll

A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics

Negotiating As If Your Life Depended On It

According to Infoys, 86% of consumers surveyed indicated that personalized content has some impact on what they purchase and 25% said that personalization plays a large role in their purchases. And yet, looking at the data, two things stand out: Most companies say that personalizing the customer experience is a critical "must have," and they have the statistics to back it up. Very few companies believe they are delivering enough personalized content, or deliver it well. What's holding these companies back from their personalization goals? And how can you avoid the pitfalls and make personalization possible with your own enterprise content? In this book, global content strategy expert Val Swisher and senior content strategist Regina Lynn Preciado show you exactly what it takes to deliver personalized experiences at scale. You'll learn: Why personalized content is imperative to the enterprise Why so many companies fail to deliver - and how to avoid the pitfalls The five dimensions of content standardization How to bring people, technology, and process together The impact of big data and artificial intelligence The only way to deliver personalized content at scale is to automate the process at the point of delivery. And for that to work, you've got to change how you "do" content. The Personalization Paradox: Why Companies Fail (and How to Succeed) at Delivering Personalized Experiences at Scale shows you how.

Have you ever wondered: What it's like to daily beat hundreds of thousands of dollars working for some of the largest professional gamblers in Las Vegas? . . . How to spend a summer house sitting one of the biggest stars in the world's 11,000 square-foot mansion - without an invitation from it's celebrity owner . . . Whether the life of crime - specifically, running a shoplifting ring in a middle American mall - pays? . . . What causes a son to finally say enough is enough . . . and decide "Today is the day I am going to kill my dad." Comedian Brand Tobler has the answers in this funny, touching and sometimes downright unbelievable memoir of a small town Wyoming-kid turned "mall-fia" don, turned nationally touring comic. Brand tells his life story with candor, detailing the many pit stops, wrong turns, crazy connections and lucky breaks he experienced along the way to his comedy career, all while trying to balance a toxic relationship with his unreliable jailbird. In these pages Brandt will make you laugh (he better - it's his job!) and believe as he does that, when it comes to defining family, blood isn't always thicker than water. -- back cover.

*The Anarchist's Guide to Grammar: "Banish the 'rules' of grammar in the U.S.!" is the revolution called for by author Val Dumond. "Scary? Of course, but drastic measures must be taken. Just look at the state of language today! The time is now! Stand up and reclaim it!" "We've been taking U.S. language for granted," claims the author's assumptions: 1) that we have a language called "Proper English"; 2) that a set of "rules" lies in some mysterious place, written by some mysterious authority; 3) that one must follow those "rules" to speak and write correctly. Not so! The time has arrived to banish what we call "rules" and expose the assumptions." Dumond asks: What would happen if we all spoke the language of our heritage? We would quickly learn the sound of the Tower of Babel - since US-language has come about by combining languages from (at least) 150 countries around the world. As immigrants enter the country, they bring with them new ideas, cultures, foods, music, and language. As they become settled, they combine their culture with US-ers, thus enriching all of us in the United States, including our language. In an amusing introduction, Val explains how we have assumed there exists an incontrovertible set of grammar "rules" to be followed in order to speak proper, correct, good English. "We're not in England anymore!" she points out. Oh yes, we started out with British "rules," but as we declared our independence, language changed, and continues to change. Do you really understand ordinary British English? Numerous pundits over time have drawn up what they consider the "rules" of grammar and forced them on their students. Yet, when those students run up against someone who studied a different set of "rules," confusion and doubt rear their heads. Must we in the U.S. speak "proper English" or do we have a language all our own? After clarifying the conundrum of US-language, Dumond offers guidelines to aid writers in determining what constitutes understandable language. Those guidelines don't depend on memorizing all the crazy names for the parts of language, but rather the guidelines focus on how those parts function. Nouns and pronouns become the building blocks of sentences, and punctuation becomes Rules of the Road - all presented in easily understood language, with examples to boot. Included in the guidelines are ways to decide which nouns to capitalize how to discern the difference between plural and possessive nouns how pronouns perform ways to vary word modifiers how to add modifying phrases and clauses use of the little words that serve as the glue to connect words into sentences how to use the dots, dashes, and curly cues we call punctuation. But she doesn't stop there. Writers will especially enjoy the freedom offered to create new words and put together sentences and paragraphs. She offers suggestions to use numbers and inclusive language, as well as offering four ways to improve spelling. The solution to the confusion of US-language seems so simple. Look at the "rules" that come close to your interpretation, then modify them to make them work for you. Set up Your Style Manual, rather than depend on style manuals put together according to some other group's interpretations. And she shows you how. All this is included in The Anarchist's Guide to Grammar: toss out the assumptions, clarify them, pick up some basic, helpful guidelines, and write with power and assurance.*

No longer will you need to ask, "What are the rules for writing Proper English?" At last, you'll understand why there aren't any. At last you can write your own guidelines.

*The Model Rules of Professional Conduct provides an up-to-date resource for information on legal ethics. Federal, state and local courts in all jurisdictions look to the Rules for guidance in solving lawyer malpractice cases, disciplinary actions, disqualification issues, sanctions questions and much more. In this book, the black-letter provisions are followed by numerous comments that explain each Rule's purpose and provide suggestions for its practical application. The Rules will help you identify proper conduct in a variety of given situations, review those instances where discretionary action is possible, and define the nature of the relationship between you and your clients, colleagues and the courts.*

What the World's Greatest Managers Do Differently

First, Break All the Rules

The Personalization Paradox

Nineteen Eighty-Four

Amazing Things Will Happen

For the Strength of Youth

The NEW Rulebook for Entrepreneurial Success What's the surest way to startup failure? Follow old, outdated rules. In Content Inc., one of today's most sought-after content-marketing strategists reveals a new model for entrepreneurial success. Simply put, it's about developing valuable content, building an audience around that content, and then creating a product for that audience. Notice a shift? Author Joe Pulizzi flips the traditional entrepreneurial approach of first creating a product and then trying to find customers. It's a brilliant reverse-engineering of a model that rarely succeeds. The radical six-step business-building process revealed in this book is smart, simple, practical, and cost-effective. And best of all, it works. It's a strategy Pulizzi used to build his own successful company, Content Marketing Institute, which has landed on Inc. magazine's list of fastest growing private companies for three years straight. It's also a strategy countless other entrepreneurs use to build their own multi-million dollar companies. Build an audience and you'll be able to sell pretty much anything you want. Today's markets are more dynamic and customers are more fickle than ever before. Why would you put all your eggs in one basket before securing a loyal customer base? Content Inc. shows you how to get customers first and develop products later. It's the best way to build a solid, long-lasting business positioned for today's content-driven world. This is the simple but profoundly successful entrepreneurial approach of one of today's most creative business minds. A pioneer of content marketing, Pulizzi has cracked to code when it comes to the power of content in a world where marketers still hold fast to traditional models that no longer work. In Content Inc., he breaks down the business-startup process into six steps, making it simple for you to visualize, launch, and monetize your own business. These steps are: • The "Sweet Spot": Identify the intersection of your unique competency and your personal passion • Content Tilting: Determine how you can "tilt" your sweet spot to find a place where little or no competition exists • Building the Base: Establish your number-one channel for disseminating content (blog, podcast, YouTube, etc.) • Harvesting Audience: Use social-media and SEO to convert one-time visitors into long-term subscribers • Diversification: Grow your business by expanding into multiple delivery channels • Monetization: Now that your expertise is established, you can begin charging money for your products or services This model has worked wonders for Pulizzi and countless other examples detailed in the book. Connect these six pieces like a puzzle, and before you know it, you'll be running your own profitable, scalable business. Pulizzi walks you step by step through the process, based on his own success (and failures) and real-world multi-million dollar examples from multiple industries and countries. Whether you're seeking to start a brand-new business or drive innovation in an existing one, Content Inc. provides everything you need to reverse-engineer the traditional entrepreneurial model for better, more sustainable success. Joe Pulizzi is an entrepreneur, professional speaker, and podcaster. He is the founder of several startups, including the Content Marketing Institute (CMI), recognized as the fastest growing business media company by Inc. magazine in 2014. CMI produces Content Marketing World, the world's largest content marketing event, and publishes the leading content marketing magazine, Chief Content Officer. Pulizzi's book Epic Content Marketing was named one of Fortune magazine's Five Must Read Business Books of the Year.

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