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This is the kind of book that you don't read once; you read it forever.-Jay Baer, president of Convince and Convert and author of Hug Your Haters: How to Embrace Complaints and Keep Your Customers Social media has changed customer service forever. It has shifted power from brands to consumers, requiring a different way of thinking about customer engagement. Dan Gingiss has interviewed dozens of business leaders on his podcast, Focus on Customer Service. From those conversations and his own real-world experience at

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multiple Fortune 300 companies, Gingiss has developed a series of best practices called "8 Steps to Winning at Social Customer Care." Learn how to: navigate social media's growing role in the overall customer experience, develop your own Social Customer Care Philosophy, decide which technology provider fits with your company, recruit and train a stellar team of social customer service agents, establish a scalable process, including crisis management and proactive customer service, integrate Social Customer Care with the rest of your business. Gingiss gives you an invaluable glimpse at how top brands are "winning" at customer service in social

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media, and provides the tools for you to do the same at your company.

This textbook provides students with comprehensive insights on the classical and contemporary marketing theories and their practical implications. A fourth, revised edition of Marketing Management, the text features new classical and contemporary cases, new interdisciplinary and cross-functional implications of business management theories, contemporary marketing management principles and futuristic application of marketing management theories and concepts. The complex and complex issues are presented in a simplified manner

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providing students with a stimulating learning experience that enables critical thinking, understanding and future application. Each chapter features a chapter summary, key terms, review and discussion questions and a practice quiz. Throughout the text there are also specific teaching features to provide students and instructors with an enhanced pedagogical experience. These features include: The Manager's Corner: These sections provide real-world examples that instructors may highlight to exemplify theory or as mini-cases for discussion. Marketing in Action: These sections ask students to apply concepts and theories to actual

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business situations. Web Exercises: These mini sections provide students with real world issues and suggest websites for more information. In addition, the authors provide ancillary lecture notes and Solution/Instructors manual online to aid instructors in their teaching activities.

Discover how to create exceptional customer service and a superior customer experience, learning from the greatest companies of our time. When it comes to delivering great customer service and customer experience, many companies miss the mark. But there's no reason this should include you and your company.

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Ignore Your Customers (and They'll Go Away) spells out, step by step, how to craft a customer service culture and customer experience so powerful that they'll transform your organization and boost your company's bottom line. You'll enjoy inspirational, often hilarious, tales from the trenches as author Micah Solomon, one of the world's best-known customer service consultants, relates hands-on adventures about assessing and improving customer service in various industries. You'll spend time behind the scenes with Zappos CEO Tony Hsieh and discover how the company delivers "wow" customer service. From Richard Branson, you'll learn

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how Virgin brands deliver authentic customer service (avoiding what Branson calls “Stepford Customer Service”) and Branson’s secrets for turning social media attackers into brand promoters. Drawing on a wealth of stories personally assembled from today’s most innovative and successful companies, including Amazon, Cleveland Clinic, Drybar, USAA Insurance, and The Ritz-Carlton Hotel Company, Solomon reveals what it takes to turn a ho-hum customer interaction into one that drives customer engagement and lifelong loyalty.

“Once A Trojan, Always A Trojan” uses continual

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visualization and motion to follow the Forrest Gump-like life of Joe Obbema, a teammate of O.J. Simpson, Simpson's fellow College and Pro Football Hall of Famer Ron Yary, Tim Rossovich and several other first-round NFL draft choices on the 1967 USC consensus national championship football team. The story stage is set during the championship season, and spins from three key games during that run, through the triumphs and tragedies in Obbema's life. Along the way, fueled by incredible minutiae, are humorous, tragic and action-packed moments, including Obbema's colorful and fight-dominated sidelight as a bouncer while studying for his

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teaching certificate. Many never-before-published recollections and recountings surrounding famous game moments are captured, including first-hand interviews with several former NFL head coaches and college teammates who have been Obbema's lifelong friends, and those of the longtime "Voice of the Trojans," Tom Kelly. Using all the twists and turns of Obbema's journey as a springboard, the book is not merely a story about a successful football career that was shortened by injuries, but is designed to illustrate how it relates to life in general.

52 Lies Heard in Church Every Sunday

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The Christian's Biblical Guide to Understanding Israel
A Practical Perspective

A True Story

Helping Others Overcome Addictions

Living in the Kingdom of God Where...

Marketing Management

This book provides solutions to manage information competently in order to increase its business usage. The information/knowledge business is a highly-dynamic evolving industry, and the novel methodologies and practices for the business information processing, as well as

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application of mathematical models to the business analytics and efficient management, are the most essential for the decision-making and further development of this field.

Consequently, in this series subline first volume, the authors study challenges and opportunities, as well as embrace different aspects of business information processing for an efficient enterprise management. The authors cover also methods and techniques, as well as strategies for the efficient business information processing for management. Besides, the authors analyse

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strategies for lowering business information/data loss, while improving customer satisfaction and maintenance levels. The major goal is to analyse the key aspects of managerial implications on the informational business on the continuous basis.

The dynamic and fast-expanding business events sector plays a vital role in the professional lives of hundreds of millions of people worldwide by providing settings in which they can meet for the purposes of negotiation, deliberation, motivation, the dissemination of

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knowledge, and the celebration of their greatest career-related achievements. This book provides a sound practical and theoretical context for the study of this subject by covering, in depth, all categories of business-related events including corporate meetings, association conferences, political events, incentive travel, exhibitions, corporate hospitality, awards ceremonies and SMERF (social, military, educational, religious and fraternal) gatherings. This new edition has been extensively revised and updated to reflect recent developments in business events,

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including: Five new chapters on business events destination marketing, knowledge, sustainability, ethics and technology New 'It's my job' voice boxes offering practical insights from people employed in the business events industry A wide range of new case studies illustrating business events throughout the world, including emerging business events destinations such as Russia and the Middle East Written in an accessible yet analytical manner, Business Events is essential reading for all students of events, tourism and hospitality management.

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Get your message across the right way with clear communication. *Message Not Received* provides the tools and techniques that make an effective writer and public speaker. Particularly on topics related to data and technology, effective communication can present a challenge in business settings. This book shows readers how those challenges can be overcome, and how to keep the message from getting lost in the face of mismatched levels of knowledge, various delivery media, and the library of jargon that too often serves as a substitute for real, meaningful

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language. Coverage includes idea crystallization, the rapidly changing business environment, Kurzweil's law of accelerating change, and our increasing inability to understand what we are saying to each other. Rich with visuals including diagrams, slides, graphs, charts, and infographics, this guide provides accessible information and actionable guidance toward more effectively conveying the message. Today, few professionals can ignore the tsunami of technology that permeates their lives, advancing far more rapidly than most of us can handle. As a

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result, too many people think that successful speaking means using buzzwords, jargon, and invented words that sound professional, but don't actually communicate meaning. This book provides a path through the noise, helping readers get their message across succinctly, efficiently, and effectively. Adapt your approach for more effective communication Learn the critical skill of crystallizing ideas Tailor your style to the method of delivery Ensure that your message is heard, understood, and internalized It doesn't matter whether you're pitching to a

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venture capitalist, explaining daily challenges to a non-tech manager, or speaking to hundreds of people – jargon-filled word salad uses a lot of words to say very little. Better communication requires a different approach, and Message Not Received gives you a roadmap to more effective speaking and writing for any audience or medium.

Leading a fast-growing team is a uniquely challenging experience. Startups with a hot product often double or triple in size quickly—a recipe for chaos if company leaders aren't

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prepared for the pitfalls of hyper-growth. If you're leading a startup or a new team between 10 and 150 people, this guide provides a practical approach to managing your way through these challenges. Each section covers essential strategies and tactics for managing growth, starting with a single team and exploring typical scaling points as the team grows in size and complexity. The book also provides many examples and lessons learned, based on the authors' experience and interviews with industry leaders. Learn how to make the most of: Hiring:

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Learn a scalable hiring process for growing your team
People management: Use 1-on-1 mentorship, dispute resolution, and other techniques to ensure your team is happy and productive
Organization: Motivate employees by applying five organizational design principles
Culture: Build a culture that can evolve as you grow, while remaining connected to the team's core values
Communication: Ensure that important information—and only the important stuff—gets through

Why Business Communication Is Broken and

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How to Fix It

The Holy Sh!t Moment

IP Video Surveillance Smart Guide

The Essential Guide to Doing Your Research
Project

Winning at Social Customer Care

A Few Things I Learned While Growing To 100
Million Users - And Losing \$78 Million

Roadside MBA

Are you "living by the rules," or are you letting God's grace rule you? There's a big difference between the two. If you're living for God--living by the rules--you'll always be

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exhausted. You'll feel that you're not doing enough for God and that if you don't "measure up," He will be displeased with you. But God never meant for the Christian life to be that way! His Love for us isn't based on how we perform for Him. He sent Christ to set us free from rules. He didn't call us to serve Him in our own feeble power, but to let His power flow through us--a power that is without limit! What's more, this power is already available to us right now. God has provided everything we need for a truly meaningful, joy-filled life here on earth...all because of His marvelous grace. Rest in God's grace, and let Him live through you. Find out how in *Grace Rules*.

The aim from this book to provide a quick guide for creating wordpress online store and online magazine, creating epub e-

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books using epub editors and converters, and an overview of some internet fax, voice over ip calls and sms verifications services providers. The book is divided into four parts: • I. Part A: Creating Wordpress Online Store and Wordpress Online Magazine • II. Part B: Comparison between Internet Fax Services • III. Part C: Overview of Some Voice Over IP Calls and SMS Verifications Services Providers • IV. Part D: Creating EPUB E-books Using EPUB Editors and Converters

I. Part A: Creating Wordpress Online Store and Wordpress Online Magazine The objective of this work is to develop a Word Press Online Store with Different Ecommerce Plugins and Themes and Word Press Online Magazine with MH Magazine Theme. The work consists of three parts: • 1. Building Personal Website with online shop the sell Ebooks:

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- 2. Building Ecommerce website with mystile theme and woocommerce plugin
 - 3. Building Online magazine website with MH-Magazine theme
- II. Part B: Comparison between Internet Fax Services As getting cheap internet fax service is important, I tried to look for cheap internet fax service that can fax to any country worldwide and can also use PayPal as it is safe payment than credit card. Unfortunately, I could not find cheap fax service for international destination. All internet fax services offer only cheap services to the free zones countries such as USA and Canada. I could not find cheap service to international destinations.
- III. Part C: Overview of Some Voice Over IP Calls and SMS Verifications Services Providers This part provides brief survey of the some Voice Over IP (VOIP) providers, including the providers

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that offers free calls to some countries. Then, I will mention some websites that offer virtual phone numbers from around the world to receive activation codes and SMS confirmations online. IV. Part D: Creating EPUB E-books Using EPUB Editors and Converters I devoted this part of the book to evaluate some tools that can be used for creating, validating and editing E-books to be in proper Epub format without errors. Gain a richer understanding of God's plan for Israel. This book provides a collection of 15 excellent studies of Voice over IP (VoIP) technologies. While VoIP is undoubtedly a powerful and innovative communication tool for everyone, voice communication over the Internet is inherently less reliable than the public switched telephone network, because the Internet functions as a best-effort network without

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Quality of Service guarantee and voice data cannot be retransmitted. This book introduces research strategies that address various issues with the aim of enhancing VoIP quality. We hope that you will enjoy reading these diverse studies, and that the book will provide you with a lot of useful information about current VoIP technology research.

A Painfully Honest Field Guide to the Startup World

The Ultimate Guide to Productivity, Procrastination, and Profitability

Business Events

Explosive Growth

How the Best Organizations Win through Structured and Inclusive Hiring

Ignore Your Customers (and They'll Go Away)

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This book covers the basics from A-Z needed to complete the dissertation for the EdD degree. It is meant to supplement your doctoral courses and other resources, such as in-depth educational texts and software relating to research and statistics. The answers are now at your fingertips. Doctoral faculty and chairs of dissertation committees are going to appreciate having this resource to minimize the number of times they have to repeat the

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same information to their students. Those that are chairs for the first time will appreciate the ease in locating what is needed to advise doctoral students through the dissertation process.

More and more businesses today have their receive phone service through Internet instead of local phone company lines. Many businesses are also using their internal local and wide-area network infrastructure to replace

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legacy enterprise telephone networks. This migration to a single network carrying voice and data is called convergence, and it's revolutionizing the world of telecommunications by slashing costs and empowering users. The technology of families driving this convergence is called VoIP, or Voice over IP. VoIP has advanced Internet-based telephony to a viable solution, piquing the interest of companies small and large. The primary reason for

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migrating to VoIP is cost, as it equalizes the costs of long distance calls, local calls, and e-mails to fractions of a penny per use. But the real enterprise turn-on is how VoIP empowers businesses to mold and customize telecom and datacom solutions using a single, cohesive networking platform. These business drivers are so compelling that legacy telephony is going the way of the dinosaur, yielding to Voice over IP as the dominant

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enterprise communications paradigm. Developed from real-world experience by a senior developer, O'Reilly's *Switching to VoIP* provides solutions for the most common VoIP migration challenges. So if you're a network professional who is migrating from a traditional telephony system to a modern, feature-rich network, this book is a must-have. You'll discover the strengths and weaknesses of circuit-switched and packet-switched networks,

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how VoIP systems impact network infrastructure, as well as solutions for common challenges involved with IP voice migrations. Among the challenges discussed and projects presented:

- building a softPBX
- configuring IP phones
- ensuring quality of service
- scalability
- standards-compliance
- topological considerations
- coordinating a complete system ?switchover?
- migrating applications like voicemail
- and directoryservices
- retro-interfacing

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to traditional telephony supporting mobile users security and survivability dealing with the challenges of NAT To help you grasp the core principles at work, Switching to VoIP uses a combination of strategy and hands-on "how-to" that introduce VoIP routers and media gateways, various makes of IP telephone equipment, legacy analog phones, IPTables and Linux firewalls, and the Asterisk open source PBX software by Digium.You'll learn how to

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build an IP-based or legacy-compatible phone system and voicemail system complete with e-mail integration while becoming familiar with VoIP protocols and devices. Switching to VoIP remains vendor-neutral and advocates standards, not brands. Some of the standards explored include: SIP H.323, SCCP, and IAX Voice codecs 802.3af Type of Service, IP precedence, DiffServ, and RSVP 802.1a/b/g WLAN If VoIP has your attention, like so many others, then

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Switching to VoIP will help you build your own system, install it, and begin making calls. It's the only thing left between you and a modern telecom network.

While playing hooky from a conference in Boston a few years back, three former colleagues from Northwestern's Kellogg School of Management hopped in a car and headed on a road trip. They pulled into a shoe store in Maine and noticed that the sales help was

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unusually pushy. After a few questions, they discovered the store had a "secret shopper" program, in which employees would be marked down if they were not sufficiently aggressive with customers. A lightbulb went off. Instead of teaching the tried-and-true case studies involving GE and Microsoft, these three wise men decided to pull their heads out of their ivory towers and go in search of insights about product differentiation, pricing, brand

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management, building a team, and a host of other topics. Why take your cues on employee compensation from Wall Street when you can learn from a Main Street company like Couer D'Alene's best crime-scene cleaner? Want to learn about scaling a business? Come meet Dr. Burris, the flying orthodontist, who operates multiple, profitable practices in rural Arkansas. The book isn't all egghead; the chapters are spiced with the type of vehicular mishaps and

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Maalox moments that are common on any road trip.

Stop standing still. Start standing out. Whether in school, factories, or corporate offices, people are in a mad rush to the middle, going about their business and fitting in. The problem is, while you may feel as if you're doing your own thing, you're not—you're doing what's expected of you. To stand out, take whatever you think is normal, and do the exact opposite. In Find Your

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Yellow Tux, Jesse Cole, in-demand speaker and baseball ringleader, shares how you can achieve amazing things by doing the unexpected. Using examples from his life and the lives of his heroes-P. T. Barnum, Walt Disney, and MLB owner Bill Veeck-Cole shows how to reinvigorate your goals, reignite your passions, and excel in business and beyond. The time to break the mold is now-with Find Your Yellow Tux, you'll discover how to find joy and success in

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everything you do.

Business Communication for Success
Introduction to Wireless Communications
and Networks

A Six-Stage Guide to Becoming a Voip
Service Provider

Insight Into God's Heart for His People
Get Sh*t Done

The Adobe Photoshop Lightroom 5 Book
27 Strategies to Grow, Lead, and Manage
Your Business

The Essential Guide to Doing Your Research

ProjectSAGE

#1 Best-Seller in 5 Startup & Entrepreneurship

Categories *Named Top 5 Business Growth Book by Entrepreneur Magazine This compelling and inspiring narrative gives entrepreneurs a rare behind-the-scenes look inside a fast-growing startup that created the first online dating app and grew to 100 million users.

Explosive Growth combines lively and often hilarious storytelling, revealing genius growth tactics, numerous case-studies, and its step-by-step playbook to help your startup grow massively. Due to its raw storytelling style, practical lessons, compelling content, and fast-paced read, Explosive Growth is a one-of-a-kind business book that transcends the narrow entrepreneurial audience to

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also appeal to readers and business students looking to learn about startup life and entrepreneurship. It holds nothing back while detailing the highest highs and lowest lows of what it's really like to run a startup. Cliff Lerner's online dating startup, Snap Interactive, was running out of money when he bet the company's fortunes on a then-unknown platform called Facebook. The app suddenly began to acquire 100,000 new users daily for free, and soon after the stock price skyrocketed 2,000 percent, setting off an extraordinary chain of events filled with sudden success and painful lessons. You will learn how to: * IGNITE EXPLOSIVE GROWTH by creating a remarkable product * Identify the ONLY 3 METRICS THAT MATTER * Explore valuable VIRAL GROWTH strategies to

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grow rapidly * Execute the GENIUS MEDIA HACKS that helped us acquire 100 million users * Create a thriving culture of PASSIONATE EMPLOYEES and CONSTANT INNOVATION PRAISE: "A must read for founders and CEOs who want to achieve rapid growth while also building a great product and company." -Payal Kadakia, Founder & Executive Chairman of ClassPass "Explosive Growth is without question one of the most useful and entertaining business books I have ever read. Cliff gives you a roadmap to massively grow your startup with specific tactical lessons made memorable through engaging stories. This book is a must-read." -David Perry, Digital Sales & Business Development Expert at Google, Adobe, Amazon, Startup Advisor "Want to know

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how to grow your startup to 100 million users? Then this is the book for you. Explosive Growth gives step-by-step instructions, case studies and proven tactics on how to explode your growth." -Entrepreneur Magazine by Syed Balkhi "Lessons for startups and CEOs on growth hacking, marketing, and innovation from one of the smartest founders I know." -Andrew Weinreich, Inventor of Social Networking

Powerful ideas to transform hiring into a massive competitive advantage for your business Talent Makers: How the Best Organizations Win through Structured and Inclusive Hiring is essential reading for every leader who knows that hiring is crucial to their organization and wants to compete for top talent, diversify their

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organization, and build winning teams. Daniel Chait and Jon Stross, co-founders of Greenhouse Software, Inc, provide readers with a comprehensive and proven framework to improve hiring quickly, substantially, and measurably. Talent Makers will provide a step-by-step plan and actionable advice to help leaders assess their talent practice (or lack thereof) and transform hiring into a measurable competitive advantage. Readers will understand and employ: A proven system and principles for hiring used by the world's best companies Hiring practices that remove bias and result in more diverse teams An assessment of their hiring practice using the Hiring Maturity model Measurement of employee lifetime value in quantifiable terms, and how to increase that

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value through hiring The Talent Makers methodology is the result of the authors' experience and the ideas and stories from their community of more than 4,000 organizations. This is the book that CEOs, hiring managers, talent practitioners, and human resources leaders must read to transform their hiring and propel their organization to new heights.

Adobe Photoshop Lightroom was designed from the ground up with digital photographers in mind, offering powerful editing features in a streamlined interface that lets photographers import, sort, and organize images. In this completely updated bestseller, author Martin Evening describes features in Lightroom 5 in detail from a photographer's perspective. As an established

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commercial and fashion photographer, Martin knows firsthand what photographers need for an efficient workflow. He has been working with Lightroom from the beginning, monitoring the product's development and providing valued feedback to Adobe. As a result, Martin knows the software inside and out, from image selection to image editing and image management. In this book he'll teach you how to: Work efficiently with images shot in raw or JPEG formats Import photographs with ease and sort them according to your workflow Create and manage a personal image and video library Quickly apply tonal adjustments to multiple images Integrate Lightroom with Adobe Photoshop Export images for print or Web as digital contact sheets or personal portfolios Make the

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most of new features in Lightroom 5, such as extended spot removal, Upright™ corrections, and Smart Previews Photographers will find Lightroom 5—and The Adobe Photoshop Lightroom 5 Book—indispensable tools in their digital darkrooms. “With Martin’s expert guidance, you’ll soon find that you have precisely the tools you need to turn your concentration back where it belongs—on making better pictures!” —George Jardine, digital photography consultant “As a photographer himself, Martin Evening knows what tools photographers need to realize their creative vision. In this book, he shows not only how Adobe Photoshop Lightroom works but also why it will become an essential part of any photographer’s workflow.” —Greg Gorman,

photographer

The Power of Responsibility

Lose It Right

A Solutions Manual for Network Professionals

IPv6 Deployment Guide

Dynamic Communication

How God's Grace Brings Lasting Freedom

Packet Guide to Voice Over IP

Casey McDaniel had never been so nervous in his life. In just ten minutes, The Meeting, as it would forever be known, would begin. Casey had every reason to believe that his performance over the next two hours would

determine the fate of his career, his financial future, and the company he had built from scratch. "How could my life have unraveled so quickly?" he wondered. In his latest page-turning work of business fiction, best-selling author Patrick Lencioni provides readers with another powerful and thought-provoking book, this one centered around a cure for the most painful yet underestimated problem of modern business: bad meetings. And what he suggests is both simple and revolutionary. Casey McDaniel, the founder and CEO of Yip

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Software, is in the midst of a problem he created, but one he doesn't know how to solve. And he doesn't know where or who to turn to for advice. His staff can't help him; they're as dumbfounded as he is by their tortuous meetings. Then an unlikely advisor, Will Peterson, enters Casey's world. When he proposes an unconventional, even radical, approach to solving the meeting problem, Casey is just desperate enough to listen. As in his other books, Lencioni provides a framework for his groundbreaking model,

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and makes it applicable to the real world. Death by Meeting is nothing short of a blueprint for leaders who want to eliminate waste and frustration among their teams, and create environments of engagement and passion.

With its emphasis on Australia and New Zealand, this book is a comprehensive and cutting-edge introduction to professional communication.

How to Start a VoIP Business is the first book which explains in plain English how to

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become a VoIP provider and start different services, based on a VoIP technology. This simple six-stage guide will give you the know-how of launching services, such as mobile VoIP, callback, calling cards, call shops, residential VoIP, virtual PBX, SIP trunking, wholesale transit, call origination and call termination.

Does Christianity have an answer for addiction? As longtime pastor Mike Quarles's alcoholism worsened over eight years, churches and Christians referred him to

treatment, 12-Step programs, therapy...nothing worked. Steve McVey, also a pastor, repeatedly dished out the same advice Mike received, with similarly poor results... ..Until, in their frustration, God led them back to basic, addiction-breaking truths of His Word. The authors explain these for readers who want to help someone or who struggle themselves, because freedom from addiction is found only when Christians fully believe what God says about their identity move beyond the 12-Step concept of

inescapable “addict identity” stop harboring unforgiveness, get radically right with God, and dwell in who they are in Christ, which excludes engaging in addictive behaviors as a lifestyle Material on codependency is included, as is information on implementing recovery/support groups for those leaving addiction and starting to live in God’s glorious freedom.

Switching to VoIP

The Complete Guide for Photographers

VoIP Technologies

*The Simple Playbook for Delivering the
Ultimate Customer Service Experience
The Do's and Don'ts of Completing the Ed.D.
Dissertation
Informática
Scaling Teams*

Motivation expert James Fell teaches readers how to skip the hard part and go directly from intention to committed action. After years of helping people change, James Fell had a sudden insight about sudden insight: significant life change doesn't often come from just putting one foot in front of the other,

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carefully observing and altering habits, slogging through baby steps toward new behavior. Rather, the research reveals that serious life turnaround usually happens in a moment, with a flash of inspiration. Epiphany arrives like a lightning strike, rapidly shifting the recipient of such enlightenment onto a new path that creates a better life.

Motivational psychology has traditionally focused on slow and steady—gradual improvement over time to reach a desired goal, whether it ' s weight loss, career change, battling addiction, or success in relationships. We ' ve been told since toddlerhood that

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the tortoise beats the hare. But, through compelling science and powerful stories, James Fell shows us that the hare has the edge; overwhelming desire can be awakened fast and furiously. When you learn to become attuned to that sensation of sudden awakening, a new path can be followed almost effortlessly, because it feels like destiny. Everyone has the ability to experience the lightning strike. The Holy Sh!t Moment will teach you how to create a life-changing epiphany and go directly from intention to action.

Canadian health and fitness expert James Fell

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shares his no-holds-barred approach to losing weight and staying in shape--based on science, straight talk and a healthy dose of humour.

Remember the story of the tortoise and the hare?

The tortoise--slow and steady--won the race, right?

So why, when it comes to weight loss and fitness, does everyone want to be the hare, speeding toward the finish line in a desperate attempt to drop pounds in record time? In *Lose It Right*, fitness consultant and writer James Fell offers the cold, hard truth about what you really need to do to lose weight and get fit. In his trademark irreverent style, Fell offers a

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slow, steady and science-based approach to improving health that will motivate and inspire readers. He explains the critical role of exercise in adopting healthy eating behaviours, and provides a step-by-step road map for integrating exercise and making dietary changes. Through the Virtuous Cycle, a leveled eating and exercise program, Fell shows you how to gradually transform your health, the way your body performs, and the way you look. With its big-picture approach to lifestyle planning, and its insistence that there are no quick fixes or miracle cures, *Lose It Right* will appeal to readers

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who suspect the tortoise was right: slow and steady really does win the race.

Could many churchgoing Christians be getting a diluted Christianity—one that diminishes the loving, giving, personal God who provides the believer everything in life? Author Steve McVey passionately but unwittingly taught from the pulpit the very lies he now exposes. Forthrightly but humbly, he shows how pastors and churches can end up distorting scriptural truths because of their preconceptions. Opening up the Scriptures freshly, Steve examines typical problems such as Leaving out half of the truth:

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“ Becoming a Christian means having your sins forgiven. ” (We also are made alive!) Using “ shorthand ” that promotes an unbiblical view: “ Our sins are under the blood of Jesus. ” (Far better, they ’ ve been taken away!) Confusing our role with God ’ s: “ Salvation is giving your life to Christ. ” (More important, He gives His life to us!) Readers will see that God ’ s undiluted truth is always best...and brings a fulfilling, close relationship with Him.

Discover the lost secrets of accomplishment and achievement! Do you want to do more, accomplish more? Of course you do, everyone does. So, what ’ s

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stopping you? Get Sh*t Done not only shows you what 's preventing you from daily achievement, it provides the tools and the strategies to help you get to where you want to be. Get Sh*t Done is much more than just the title of this book, it 's the method that unlocks the secrets of accomplishment and achievement—the GSD Secret Formula. In this book, you will learn to identify and implement the elements of superior productivity, eliminate the causes of procrastination, and achieve the best possible outcomes in business and in life. This valuable guide gives you a comprehensive, step-by-

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step plan for achieving maximum productivity. Bestselling author and "King of Sales" Jeffrey Gitomer guides you through each aspect of the GSD process, from attitude, desire, and determination, to goals, productivity, resilience, and fulfillment. Engaging and easy to read, this book shows you how to discover the best ways to invest your time into productive and profitable actions—and feel great about your achievements. Using the proven, immediately-actionable GSD Formula, you 're on your way to: Doubling your achievements, your work habits, and your income Implementing simple shifts

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and simple actions that increase positive outcomes
Recognizing the early warning signs of
procrastination and reluctance Eliminating the major
GSD distractions that hold you back Discovering
how to select, set, and achieve your goals Get Sh*t
Done: The Ultimate Guide to Productivity,
Procrastination, & Profitability is a must-have
resource for anyone who wants to never again say
"I'll do it later" and just get it done.
Back Road Lessons for Entrepreneurs, Executives
and Small Business Owners
Grace Rules

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Message Not Received

Six Decisions That Will Help You Take Back

Happiness and Create Unlimited Success

The Strategy Book

How to Start a Voip Business

Quick Guide for Creating Wordpress Online Store

and Online Magazine, Creating EPUB E-books

Using EPUB Editors and Converters, and Overview

of Some Internet Fax, Voice Over IP Calls and SMS

Verifications Services Providers

Thinking strategically is what separates managers

and leaders. Learn the fundamentals about how to

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create winning strategy and lead your team to deliver it. From understanding what strategy can do for you, through to creating a strategy and engaging others with strategy, this book offers practical guidance and expert tips. It is peppered with punchy, memorable examples from real leaders winning (and losing) with real world strategies. It can be read as a whole or you can dip into the easy-to-read, bite-size sections as and when you need to deal with a particular issue. The structure has been specially designed to make sections quick and easy to use – you'll find yourself referring back to them again and again.

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When Good Communication Skills Aren't Enough

Telling the story of your business is about more than writing grammatically correct proposals and emails or speaking to investors without using “ums” and “uhs.”

To get your message across, you have to find a dynamic way to reach your vast audience of stakeholders, consumers, and competitors. Business communication expert Jill Schiefelbein shows you how, delivering an education on how to build a communication-savvy business that retains employees, secures investors, and increases your bottom line. Taking a page from the playbooks of 27

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successful companies, entrepreneurs, and brands like Southwest Airlines, the Truth Initiative, Avocados from Mexico, Convince & Convert's Jay Baer, and primetime television host and speaker Jeffrey Hayzlett, you'll learn how to: Apply the four-stage listening matrix to drive your audience to action Use sales call outlines that facilitate buy-in to avoid death by sales script Create value-filled, magnetic marketing that educates and attracts buyers Add value to your products and services with videos and webinars Develop persuasive presentations with the TEMPTaction model So grab a highlighter, get a pen,

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or sharpen a pencil and start crafting your communication strategy today.

Rand Fishkin, the founder and former CEO of Moz, reveals how traditional Silicon Valley "wisdom" leads far too many startups astray, with the transparency and humor that his hundreds of thousands of blog readers have come to love. Everyone knows how a startup story is supposed to go: A young, brilliant entrepreneur has a cool idea, drops out of college, defies the doubters, overcomes all odds, makes billions, and becomes the envy of the technology world. This is not that story. It's not that things went

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badly for Rand Fishkin; they just weren't quite so Zuckerberg-esque. His company, Moz, maker of marketing software, is now a \$45 million/year business, and he's one of the world's leading experts on SEO. But his business and reputation took fifteen years to grow, and his startup began not in a Harvard dorm room but as a mother-and-son family business that fell deeply into debt. Now Fishkin pulls back the curtain on tech startup mythology, exposing the ups and downs of startup life that most CEOs would rather keep secret. For instance: A minimally viable product can be destructive if you launch at the wrong moment.

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Growth hacking may be the buzzword du jour, but initiatives can fizzle quickly. Revenue and growth won't protect you from layoffs. And venture capital always comes with strings attached. Fishkin's hard-won lessons are applicable to any kind of business environment. Up or down the chain of command, at both early stage startups and mature companies, whether your trajectory is riding high or down in the dumps: this book can help solve your problems, and make you feel less alone for having them.

Planning a security camera system that protects people, secures assets and increases productivity

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requires a specific process that has, for the first time, been simplified into 7 easy to follow steps. This is a planning guide even the most non-technical person can follow. This interactive ebook includes 27 audio tutorials and animated graphics for easy learning.

...And Why the Truth Is So Much Better

How Lasting Change Can Happen in an Instant
Death by Meeting

Communication Skills for Business Professionals

A Leadership Fable...About Solving the Most Painful
Problem in Business

Once a Trojan, Always a Trojan

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Crucial Conversations Tools for Talking When Stakes Are High, Second Edition

Este livro é indicado como material de apoio aos cursos de Informática e disciplinas afins dos demais cursos. Pode ser utilizado por professores (como uma diretriz básica para a disciplina), alunos (e de pesquisa para os principais conceitos) e profissionais de todas as áreas, que necessitem adquirir conhecimentos sobre informática. Aborda conceitos básicos de informática, características dos componentes que formam o hardware, definição e classificação dos

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softwares, redes, arquiteturas, infraestrutura e serviços de Internet, segurança de dados, autenticação, criptografia, antivírus e firewall. A velocidade com que as mudanças ocorrem na Informática é muito grande. Nesta quarta edição, foram atualizados dados sobre modelos e marcas de produtos e incluídos eventos recentes que se mostraram importantes. Algumas tecnologias que não permaneceram no mercado foram retiradas e outras, que se mostraram vitoriosas, foram acrescentadas, assim como suas empresas fornecedoras. This practical book sets out how to approach

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each stage of your research project, from choosing a research design and methodology to collecting and analysing data and communicating your results – and showcases best practice along the way. Packed with pragmatic guidance for tackling research in the real world, this fourth edition: Offers support for diving into a project using digital data, with how-to guidance on conducting online and social media research Empowers you to confidently disseminate your work and present with impact Helps you map out your research journey and put a plan in place with decision trees in every chapter

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Challenges you to be reflective and critical about the research you consume and undertake Zina O'Leary's detailed and down-to-earth approach gives you the research skills and momentum you need to successfully complete your research project.

The New York Times and Washington Post bestseller that changed the way millions communicate "[Crucial Conversations] draws our attention to those defining moments that literally shape our lives, our relationships, and our world. . . . This book deserves to take its place as one of the key thought leadership contributions of our time." –from

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the Foreword by Stephen R. Covey, author of The 7 Habits of Highly Effective People “The quality of your life comes out of the quality of your dialogues and conversations. Here’s how to instantly uplift your crucial conversations.” –Mark Victor Hansen, cocreator of the #1 New York Times bestselling series Chicken Soup for the Soul® The first edition of Crucial Conversations exploded onto the scene and revolutionized the way millions of people communicate when stakes are high. This new edition gives you the tools to: Prepare for high-stakes situations Transform anger and hurt feelings

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into powerful dialogue Make it safe to talk about almost anything Be persuasive, not abrasive

Go under the hood of an operating Voice over IP network, and build your knowledge of the protocols and architectures used by this Internet telephony technology. With this concise guide, you'll learn about services involved in VoIP and get a first-hand view of network data packets from the time the phones boot through calls and subsequent connection teardown. With packet captures available on the companion website, this book is ideal whether you're an instructor, student, or

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professional looking to boost your skill set. Each chapter includes a set of review questions, as well as practical, hands-on lab exercises. Learn the requirements for deploying packetized voice and video Understand traditional telephony concepts, including local loop, tip and ring, and T carriers Explore the Session Initiation Protocol (SIP), VoIP's primary signaling protocol Learn the operations and fields for VoIP's standardized RTP and RTCP transport protocols Delve into voice and video codecs for converting analog data to digital format for transmission Get familiar with

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Communications Systems H.323, SIP's widely used predecessor Examine the Skinny Client Control Protocol used in Cisco VoIP phones in networks around the world

Lost and Founder

Strategies for Building Successful Teams and Organizations

Developments in Information & Knowledge Management for Business Applications

Talent Makers

Volume 1

Conceitos e Aplicações

How Top Brands Create Engaging Experiences on Social Media