

We Were Yahoo From Internet Pioneer To The Trillion Dollar Loss Of Google And Facebook

Educators have long struggled to teach students to be critical consumers of the information that they encounter. This struggle is exacerbated by the amount of information available thanks to the Internet and mobile devices. Students must learn how to determine whether or not the information they are accessing is reputable. *Fighting Fake News!* focuses on applying critical thinking skills in digital environments while also helping students and teachers to avoid information overload. According to a 2017 Pew Research report, we are now living in a world where 67% of people report that they get their “news” from social media. With the lessons and activities in this book, students will be challenged to look at the media they encounter daily to learn to deepen and extend their media literacy and critical thinking skills. Now more than ever, teachers need the instruction in *Fighting Fake News!* to teach students how to locate, evaluate, synthesize, and communicate information. Grades 4–6

Singapore’s leading tech magazine gives its readers the power to decide with its informative articles and in-depth reviews. *Practical JXTA II* is a revision of the first edition containing new and updated examples covering the latest delivered features. This book is an introduction to JXTA, JXSE and P2P. A new chapter about NAT traversal has been added.

For a full list of entries and contributors, a generous selection of sample entries, and more, visit the *The "Advertising Age" Encyclopedia of Advertising* website. Featuring nearly 600 extensively illustrated entries, *The Advertising Age Encyclopedia of Advertising* provides detailed historic surveys of the world’s leading agencies and major advertisers, as well as brand and market histories; it also profiles the influential men and women in advertising, overviews advertising in the major countries of the world, covers important issues affecting the field, and discusses the key aspects of methodology, practice, strategy, and theory. Also includes a color insert.

Everything You Need to Make Money Online
 Completing a Professional Practice Dissertation

Issues in News and Reporting
 Illusions of a Borderless World

Marissa Mayer and the Fight to Save Yahoo!

Design’s new role as artificial intelligence transforms into personal intelligence

Starting a Yahoo! Business For Dummies

Demonstrates surfing strategies developed by the experts at Yahoo! while describing over 1,000 outstanding Web sites selected specifically for usefulness, longevity, content, and special features.

An intriguing look at an Internet pioneer and global powerhouse Reaching sixty percent of all Net users, Yahoo! is one of the most popular Internet portals and one of the most successful companies in the world today. Inside Yahoo! takes readers on a fascinating journey through the thoughts and motivations behind the company. Revealing stories of on-again, off-again management, the race for innovation, and the constant focus on survival, this book will engage readers on many different levels. With access to Yahoo’s top executives, author Karen Angel describes the complementary, but different styles that have made Yahoo! one of the few surviving business models in the struggling Internet sector. An informed and astute narrative traces the company’s transformation from a twenty-something brainstorm to a sophisticated community to a onetime Wall Street darling that managed to ride-out the recent market shakeout. Along the way, readers will follow in the steps and missteps of this unique company and see how it keeps reinventing itself to keep ahead of a changing marketplace.

In September 2014, a Chinese company that most Americans had never heard of held the largest IPO in history – bigger than Google, Facebook and Twitter combined. Alibaba, now the world’s largest e-commerce company, mostly escaped Western notice for over ten years, while building a customer base more than twice the size of Amazon’s, and handling the bulk of e-commerce transactions in China. How did it happen? And what was it like to be along for such a revolutionary ride? In *Alibaba’s World*, author Porter Erisman, one of Alibaba’s first Western employees and its head of international marketing from 2000 to 2008, shows how Jack Ma, a Chinese schoolteacher who twice failed his college entrance exams, rose from obscurity to found Alibaba and lead it from struggling startup to the world’s most dominant e-commerce player. He shares stories of weathering the dotcom crash, facing down eBay and Google, negotiating with the unpredictable Chinese government, and enduring the misguided advice of foreign experts, all to build the behemoth that’s poised to sweep the ecommerce world today. And he analyzes Alibaba’s role as a harbinger of the new global business landscape—with its focus on the East rather than the West, emerging markets over developed ones, and the nimble entrepreneur over the industry titan. As we face this near future, the story of Alibaba—and its inevitable descendants—is both essential and instructive.

The internet emerged and evolved so rapidly that companies were faced with the need to adapt to a new environment. This early book focuses upon building communities on the Internet. It further provides information on establishing identity, motivation to succeed, and community. First published in 1995, many of the principles explained here still ring true.

Oil and Water
 Jerry Yang

Social Networks as the New Frontier of Terrorism

The Internet Business Resources Kit
 The Way of the Web

Fighting Fake News! Teaching Critical Thinking and Media Literacy in a Digital Age

Stories of Startups' Early Days

PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

Is the Internet erasing national borders? Will the future of the Net be set by Internet engineers, rogue programmers, the United Nations, or powerful countries? Who’s really in control of what’s happening on the Net? In this provocative new book, Jack Goldsmith and Tim Wu tell the fascinating story of the Internet’s challenge to governmental rule in the 1990s, and the ensuing battles with governments around the world. It’s a book about the fate of one idea—that the Internet might liberate us forever from government, borders, and even our physical selves. We learn of Google’s struggles with the French government and Yahoo’s capitulation to the Chinese regime; of how the European Union sets privacy standards on the Net for the entire world; and of eBay’s struggles with fraud and how it slowly learned to trust the FBI. In a decade of events the original vision is uprooted, as governments time and time again assert their power to direct the future of the Internet. The destiny of the Internet over the next decades, argue Goldsmith and Wu, will reflect the interests of powerful nations and the conflicts within and between them. While acknowledging the many attractions of the earliest visions of the Internet, the authors describe the new order, and speaking to both its surprising virtues and unavoidable vices. Far from destroying the Internet, the experience of the last decade has led to a quiet rediscovery of some of the oldest functions and justifications for territorial government. While territorial governments have unavoidable problems, it has proven hard to replace what legitimacy governments have, and harder yet to replace the system of rule of law that controls the unchecked evils of anarchy. While the Net will change some of the ways that territorial states govern, it will not diminish the oldest and most fundamental roles of government and challenges of governance. Well written and filled with fascinating examples, including colorful portraits of many key players in Internet history, this is a work that is bound to stir heated debate in the cyberspace community.

The Digital Shift is changing the world as we know it. The rise of Artificial Intelligence will create new business models, products and services – and ultimately change the way we live our lives. But in order to establish a new global prosperity paradigm, industry must finally start thinking radically from a human perspective. Currently a tool used only by the elite, Artificial Intelligence must become a tool for everyone. It must become personalised and transition to what we call Personal Intelligence. How? Predominantly through the discipline of design. In this fascinating book, Christian von Reventlow and Philipp Thesen have developed a series of radically new human-centric, design-led methods and models that will help corporations adjust to this new personalised technology and the increasingly digitised future.

Two hundred entries offer profiles of key figures; essays on such topics as cookies, content filtering, and digital libraries; and a chronology beginning with the prehistory of the Internet from 1843-1956 and concluding with the 2004 presidential campaign.

Africa 2.0

Copyright Arbitration Royalty Panel (CARP) Structure and Process

Through Angela’s Eye

Grades 4-6

How the Internet Happened: From Netscape to the iPhone

The Advertising Age Encyclopedia of Advertising

Inside Yahoo!

Can News Outlets Regain the Public’s Confidence? Can Governments Control the Press in the Internet Age? Should Americans Have a Right “To Be Forgotten”? Written by award-winning CQ Researcher journalists, this collection of non-partisan reports focuses on 12 hot-button issues facing journalists and news organizations. With reports ranging from perceptions of media bias and threats to free speech, *Issues in News and Reporting* promotes in-depth discussion, facilitates further research, and helps you formulate your own positions on crucial issues. And because it’s CQ Researcher, the reports are expertly researched and written, presenting you with all sides of an issue. **Key Features: Chapters follow a consistent organization, beginning with a summary of the issue, then exploring a number of key questions around the issue, next offering background to put the issue into current context, and concluding with a look ahead. A pro/con debate box in every chapter offer you the opportunity to critically analyze and discuss the issues by exploring a debate between two experts in the field. All issues include a chronology, a bibliography, photos, charts, and figures to offer you a more complete picture of the issue at hand.**

Through Angela’s Eye is the untold, inside story of Operation Firewall.” After a series of unfortunate changes in circumstances, my life took an unwelcomed turn. What started out as my personal battle against those terrorizing me by stealing my identity through my personal computer turned into the largest case of identity theft in United States history! Not only did the computer hackers cause me financial distress, but they threatened my life! Not only did I get mad, but now I was determined to get justice. Little did I realize that my journey would lead to the exposing of corruption within our own government up to the vice president and president of the US and continued right up to the UN! Once the first domino fell, a series of events began to unfold. Operation Firewall began in July 2003 as an investigation into access device fraud before expanding into an investigation of global credit card fraud and identity theft. This case led to the inception of many laws being placed on the books to prosecute those who were perpetuating the crimes. The removal of spyware, malware, and malicious web sites that were trafficking in stolen identities, spam, hacking and even pornography are some of the positive results. My account of “Operation Firewall” will make Watergate look like child’s play. It has led to over 4,000 cases and well over 64,000 arrests as of December 2005. The ramifications of this case will go on for years to come. As a result of the investigation, over \$260 billion per year is being saved by taking these criminals off the streets. It was a war that was fought without weapons but used computers coupled with a woman’s intuition and common sense! Here is the inside story of “Operation Firewall,” case number SSC_2003R01260 as told by someone who is seeking Divine Justice.

We Were Yahoo!From Internet Pioneer to the Trillion Dollar Loss of Google and FacebookPost Hill Press

For anyone paying attention, the beginning of the end for Yahoo! began with decisions made by the first team of executives while the company was on its way up, which set the stage for horrific decisions made by subsequent generations of Yahoo! leadership. Most decisions were either pure incompetence or just lack of vision by CEOs from 2001 to the present. Twenty-one years after its incorporation and sixteen years after its stock peak, Yahoo sold for 96% less than its value on January 3, 2000, when it had closed at an all-time high of \$118.75 per share, resulting in a market capitalization of \$120 billion. Wall Street valued Yahoo!, at that time in business less than six years, higher than it did Disney, News Corporation, and Comcast combined. Also on that day, the iPhone was more than seven years away from launch, Google was four years from its IPO, Amazon was hemorrhaging money, and Mark Zuckerberg was still in high school! At the end of 2016, the top seven businesses on the list of the highest-valued companies in the world by market capitalization include Apple at #1, Alphabet (Google’s Parent Company) at #2, Amazon.com at #5, and Facebook at #7. Those companies combined are valued in excess of \$2 trillion more than the price Verizon paid to acquire Yahoo! Yahoo!’s story is one of missed strategies, failed opportunities, and poor execution. Early decisions to de-emphasize search features, undervalue Google, and overplay Yahoo’s hand in the Facebook negotiations haunted the rest of the company’s existence. In addition, factors outside of Yahoo’s control—most notably how irrational expectations of Wall Street created an environment where short-term decisions were made at the expense of the long-term good. The story of Yahoo! is a cautionary tale not intended for the faint of heart.

The Ultimate 2002 Reference to the Web

The Internet

Unexpected Lessons on Risk, Growth, and Success in Business

HWM

Media Lessons from Hurricane Katrina and the Deepwater Horizon Disaster

Competition on the Internet

Reinvention and the Road Ahead

Africa wired up provides an important history of how two technologies – mobile calling and internet – were made available to millions of Sub-Saharan Africans and the impact they have had on their lives. The book deals with the political challenges of liberalization and privatization that needed to be in place to get these technologies built. It analyses how the mobile phone fundamentally changed communications in Sub-Saharan Africa and the ways Africans have made these technologies part of their lives. It examines critically the technologies’ impact on development practices and the key role development actors played in accelerating things like regulatory reform, fibre roll-out and mobile money. The book considers how corruption in the industry is a prism through which patronage relationships in Government can be understood. The arrival of a start-up ecosystem has the potential to break these relationships and offer a new wave of investment opportunities. The author seeks to go beyond the hype to make a provisional assessment of the kinds of changes that have happened over three decades. It examines how and why these technologies became transformative and seem to have opened out a very different future for Sub-Saharan Africa.

Written by experts on the frontlines, Investigating Internet Crimes provides seasoned and new investigators with the background and tools they need to investigate crime occurring in the online world. This invaluable guide provides step-by-step instructions for investigating Internet crimes, including locating, interpreting, understanding, collecting, and documenting online electronic evidence to benefit investigations. Cybercrime is the fastest growing area of crime as more criminals seek to exploit the speed, convenience and anonymity that the Internet provides to commit a diverse range of criminal activities. Today’s online crime includes attacks against computer data and systems, identity theft, distribution of child pornography, penetration of online financial services, using social networks to commit crimes, and the deployment of viruses, botnets, and email scams such as phishing. Symantec’s 2012 Norton Cybercrime Report stated that the world spent an estimated \$110 billion to combat cybercrime, an average of nearly \$200 per victim. Law enforcement agencies and corporate security officers around the world with the responsibility for enforcing, investigating and prosecuting cybercrime are overwhelmed, not only by the sheer number of crimes being committed but by a lack of adequate training material. This book provides that fundamental knowledge, including how to properly collect and document online evidence, trace IP addresses, and work undercover. Provides step-by-step instructions on how to investigate crimes online Covers how new software tools can assist in online investigations Discusses how to track down, interpret, and understand online electronic evidence to benefit investigations Details guidelines for collecting and documenting online evidence that can be presented in court

Along the Gulf Coast, history is often referenced as pre-Katrina or post-Katrina. However, the natural disaster that appalled the world in 2005 has been joined by another catastrophe, this one man-made—the greatest environmental and maritime accident of all time, the Deepwater Horizon Oil Spill. In less than five years, the Gulf Coast has experienced two colossal disasters, very different, yet very similar. And these two equally complex crises have resulted in a steep learning curve for all, but especially the journalists covering these enduring stories. In *Oil and Water*, the authors show how Katrina journalists have reluctantly had to transform into oil spill journalists. The authors look at this process from the viewpoints not only of the journalists, but also of the public and of the scientific community. This book assesses the quality of journalism and the effects that quality may have on the public. The authors argue that regardless of the type of journalism involved or the immensity of the events covered, successful reportage still depends on the fundamentals of journalism and the importance of following these tenets consistently in a crisis atmosphere, especially when confronted with enduring crises that are just years apart.

New York Times Notable Book: “A well-told business yarn . . . A fly-on-the-wall look at how eBay got to be eBay.” –Chicago Tribune When Pierre Omidyar launched a clunky website from a spare bedroom over Labor Day weekend of 1995, he wanted to see if he could use the Internet to create a perfect market. He never guessed his old-computer parts and Beanie Baby exchange would revolutionize the world of commerce. In this fascinating book, Adam Cohen, the first journalist ever to get full access to the company, tells the remarkable story of eBay’s rise. He describes how eBay built the most passionate community ever to form in cyberspace and forged a business that triumphed over larger, better-funded rivals. And he explores the ever-widening array of enlistees in the eBay revolution, from a stay-at-home mom who had to rent a warehouse for her thriving business selling bubble-wrap on eBay to the young MBA who started eBay Motors (which within months of its launch was on track to sell \$1 billion in cars a year), to collectors nervously bidding thousands of dollars on antique clothing-irons. “Skillfully synthesizes the story of eBay’s corporate evolution with profiles of more peripheral figures.” –The Washington Post Book World “The definitive history of eBay—a strange and exhilarating tale.” –Jeffrey Toobin, New York Times–bestselling author of True Crimes and Misdemeanors

Investigating Internet Crimes

PC Mag

Hearing Before the Task Force on Competition Policy and Antitrust Laws of the Committee on the Judiciary, House of Representatives, One Hundred Tenth Congress, Second Session, July 15, 2008

The Internet in China

A Tool for Freedom Or Suppression? : Joint Hearing Before the Subcommittee on Africa, Global Human Rights, and International Operations and the Subcommittee on Asia and the Pacific of the Committee on International Relations, House of Representatives, One Hundred Ninth Congress, Second Session, February 15, 2006

A Historical Encyclopedia

In this, the fourth edition of *Private International Law and the Internet*, Professor Dan Svantesson provides a detailed and insightful account of what has emerged as the most crucial current issue in private international law: that is, how the Internet affects and is affected by the five fundamental questions: When should a lawsuit be entertained by the courts? Which state’s law should be applied? When should a court that can entertain a lawsuit decline to do so? How wide ‘scope of jurisdiction’ should be afforded to a court with jurisdiction over a dispute? And will a judgment rendered in one country be recognized and enforced in another? Professor Svantesson identifies and investigates twelve characteristics of Internet communication that are relevant to these questions and then proceeds with a detailed discussion of what is required of modern private international law rules. Focus is placed on several issues that have far-reaching practical consequences in the Internet context, including the following: cross-border defamation; cross-border business contracts; cross-border consumer contracts; and cross-border intellectual property issues. A wide survey of private international law solutions encompasses insightful and timely analyses of relevant laws adopted in a variety of jurisdictions, including Australia, England, Hong Kong SAR, the United States, Germany, Sweden, and China, as well as in a range of

international instruments. There is also a chapter on advances in geo-identification technologies and their special value for legal practice. The book concludes with two model international conventions, one on cross-border defamation and one on cross-border contracts, as well as a set of practical checklists to guide legal practitioners faced with cross-border matters within the discussed fields. Professor Svantesson's book brings together a wealth of research findings in the overlapping disciplines of law and technology that will be of particular utility to practitioners and academics working in this complex and rapidly changing field. His thoughtful analysis of the interplay of the developing Internet and private international law will also be of great value, as will the tools he offers with which to anticipate the future. Private International Law and the Internet provides a remarkable stimulus to continue working towards globally acceptable private international law rules for communication via the Internet.

A page-turning narrative about Marissa Mayer's efforts to remake Yahoo as well as her own rise from Stanford University undergrad to CEO of a \$30 billion corporation by the age of 38. When Yahoo hired star Google executive Mayer to be its CEO in 2012 employees rejoiced. They put posters on the walls throughout Yahoo's California headquarters. On them there was Mayer's face and one word: HOPE. But one year later, Mayer sat in front of those same employees in a huge cafeteria on Yahoo's campus and took the beating of her life. Her hair wet and her tone defensive, Mayer read and answered a series of employee-posed questions challenging the basic elements of her plan. There was anger in the room and, behind it, a question: Was Mayer actually going to be able to do this thing? **MARISSA MAYER AND THE FIGHT TO SAVE YAHOO!** is the inside story of how Yahoo got into such awful shape in the first place, Marissa Mayer's controversial rise at Google, and her desperate fight to save an Internet icon. In August 2011 hedge fund billionaire Daniel Loeb took a long look at Yahoo and decided to go to war with its management and board of directors. Loeb then bought a 5% stake and began a shareholder activist campaign that would cost the jobs of three CEOs before he finally settled on Google's golden girl Mayer to unlock the value lurking in the company. As Mayer began to remake Yahoo from a content company to a tech company, an internal civil war erupted. In author Nicholas Carlson's capable hands, this riveting book captures Mayer's rise and Yahoo's missteps as a dramatic illustration of what it takes to grab the brass ring in Silicon Valley. And it reveals whether it is possible for a big lumbering tech company to stay relevant in today's rapidly changing business landscape.

Mystery of Making IT destroys all the myths learned in art school that have been passed down from generation to generation and will transform your career. Written for the seasoned pro as well as those just starting to market their art. Over a thousand artists have read this book and say it has dramatically changed their lives. Learn the secrets guarded by the professionals and find the path to your own success. Jack White has been a successful artist for over 40 years and freely shares his experience.

A Library Journal Best Book of the Year Tech-guru Brian McCullough delivers a rollicking history of the internet, why it exploded, and how it changed everything. The internet was never intended for you, opines Brian McCullough in this lively narrative of an era that utterly transformed everything we thought we knew about technology. In *How the Internet Happened*, he chronicles the whole fascinating story for the first time, beginning in a dusty Illinois basement in 1993, when a group of college kids set off a once-in-an-epoch revolution with what would become the first ".dotcom." Depicting the lives of now-famous innovators like Netscape's Marc Andreessen and Facebook's Mark Zuckerberg, McCullough also reveals surprising quirks and unknown tales as he tracks both the technology and the culture around the internet's rise.

Cinematic in detail and unprecedented in scope, the result both enlightens and informs as it draws back the curtain on the new rhythm of disruption and innovation the internet fostered, and helps to redefine an era that changed every part of our lives.

#Terror

We Were Yahoo!

Seventh Report of Session 2005-06

Reg's Practical Guide to Understanding Windows 7

Who Controls the Internet?

The Perfect Store

Inside a continent's communications revolution

Terrorism. Why does this word grab our attention so? Propaganda machines have adopted modern technology as a means to always have their content available. Regardless of the hour or time zone, information is being shared by somebody, somewhere. Social media is a game changer influencing the way in which terror groups are changing their tactics and also how their acts of terror are perceived by the members of the public they intend to influence. This book explores how social media adoption by terrorists interacts with privacy law, freedom of expression, data protection and surveillance legislation through an exploration of the fascinating primary resources themselves, covering everything from the Snowden Leaks, the rise of ISIS to Charlie Hebdo. The book also covers lesser worn paths such as the travel guide that proudly boasts that you can get Bounty and Twix bars mid-conflict, and the best local hair salons for jihadi brides. These vignettes, amongst the many others explored in this volume bring to life the legal, policy and ethical debates considered in this volume, representing an important part in the development of understanding terrorist narratives on social media, by framing the legislative debate. This book represents an invaluable guide for lawyers, government bodies, the defence services, academics, students and businesses.

East Asia : Seventh report of session 2005-06, Vol. 2: Oral and written Evidence

Have you always wanted to know how to download pictures to your computer from your digital camera or scanner to E-Mail, crop or repair photos, or to download music from your CD's to your computer to put on your newly purchased MP3 Player or Apple IPod?Reg's Practical Guide's Making Sense Of Downloading Pictures And Music To Your Computer will teach you how to do both of these things using Google's Picasa and Windows Media Player programs. This book will cover:1. Getting acquainted to the Google Picasa and Windows Media Player programs2. Downloading Pictures from your digital camera or scanner and organizing them into albums on your computer3. How to crop, correct red eye, lighting and other issues with your pictures4. How to E-Mail your pictures to your friends and family5. How to transfer your music from your music CD's to your computer6. Creating a playlist of songs to transfer to a CD or your MP3 Player for music on the go

Now available in paperback—with a new preface and interview with Jessica Livingston about Y Combinator! Founders at Work: Stories of Startups' Early Days is a collection of interviews with founders of famous technology companies about what happened in the very earliest days. These people are celebrities now. What was it like when they were just a couple friends with an idea? Founders like Steve Wozniak (Apple), Caterina Fake (Flickr), Mitch Kapor (Lotus), Max Levchin (PayPal), and Sabeer Bhatia (Hotmail) tell you in their own words about their surprising and often very funny discoveries as they learned how to build a company. Where did they get the ideas that made them rich? How did they convince investors to back them? What went wrong, and how did they recover? Nearly all technical people have thought of one day starting or working for a startup. For them, this book is the closest you can come to being a fly on the wall at a successful startup, to learn how it's done. But ultimately these interviews are required reading for anyone who wants to understand business, because startups are business reduced to its essence. The reason their founders become rich is that startups do what businesses do—create value—more intensively than almost any other part of the economy. How? What are the secrets that make successful startups so insanely productive? Read this book, and let the founders themselves tell you.

Yahoo!

Inside Ebay

Founders at Work

An Introduction to Solving Crimes in Cyberspace

Reg's Practical Guide to Understanding Window

A Guide for Doctoral Students and Faculty

Alibaba's World

Turn browsers into buyers, boost traffic, and more Build your store from scratch, or make the one you have more profitable His online business has been paying his mortgage for years. Now Rob Snell is sharing his Yahoo! Store secrets for planning, building, and managing an online store that delivers the goods! Here's how to profit from keywords, handle credit-card payments, find out what's hot in other stores, maximize your marketing efforts, and much more. Discover how to Use the Yahoo! Store Editor and Manager Plan effective store navigation Use better images to sell more products Build successful advertising strategies Generate more traffic from search engines

Dave Hitz likes to solve fun problems. He didn't set out to be a Silicon Valley icon, a business visionary, or even a billionaire. But he became all three. It turns out that business is a mosaic of interesting puzzles like managing risk, developing and reversing strategies, and looking into the future by deconstructing the past. As a founder of NetApp, a data storage firm that began as an idea scribbled on a placemat and now takes in \$4 billion a year, Hitz has seen his company go through every major cycle in business—from the Jack-of-All-Trades mentality of a start-up, through the tumultuous period of the IPO and the dot-com bust, and finally to a mature enterprise company. NetApp is one of the fastest-growing computer companies ever, and for six years in a row it has been on Fortune magazine's list of Best Companies to Work For. Not bad for a high school dropout who began his business career selling his blood for money and typing the names of diseases onto index cards.

With colorful examples and anecdotes, *How to Castrate a Bull* is a story for everyone interested in understanding business, the reasons why companies succeed and fail, and how powerful lessons often come from strange and unexpected places. Dave Hitz co-founded NetApp in 1992 with James Lau and Michael Malcolm. He served as a programmer, marketing evangelist, technical architect, and vice president of engineering. Presently, he is responsible for future strategy and direction for the company. Before his career in Silicon Valley, Dave worked as a cowboy, where he got valuable management experience by herding, branding, and castrating cattle.

A growing number of both established and newly developed doctoral programs are focusing on the preparation of practitioners rather than career researchers. Professional doctorates such as the Doctor of Nursing Practice (DNP), Doctor of Education (EdD), Doctor of Pharmacy (PharmD), Doctor of Professional Studies (DProf or DPS), and the Doctor of Psychology (PsyD) are, in fact, just a few of the professional doctorates being offered today. Professional doctorates are the fastest growing segment of doctoral education. The nature of the dissertation and the process of completing a dissertation can be quite different in a professional practice doctoral program but there are few resources for both students and faculty involved in completing and mentoring such dissertations. This book was written specifically for students and faculty involved in professional practice dissertation work. It addresses both the tasks and procedures that professional practice dissertations have in common with dissertations in "research" doctoral programs as well as the tasks and issues that are more common in professional practice doctoral programs. For example, negotiating entry into applied settings and securing the cooperation of practicing professionals is covered, as are alternative models for the dissertation (e.g., the "three article dissertation" or "TAD"). The book also covers tasks such as getting IRB approval for applied dissertation research conducted in the field and how to propose and carry out studies based on applied and professional models of research. This book, written by three experienced mentors of professional practice dissertation students, is the comprehensive guide for both students and faculty.

How to Castrate a Bull

How a Remarkable Chinese Company is Changing the Face of Global Business

Hearing Before the Subcommittee on Courts, the Internet, and Intellectual Property of the Committee on the Judiciary, House of Representatives, One Hundred Seventh Congress, Second Session, June 13, 2002

Mystery of Making It: Reveals the Secrets of Marketing Art-How Artist Senkarik Sold the First Piece in 1980 and has Exceeded \$7 Million in Sales

Selections from CQ Researcher

Practical JXTA II

From Internet Pioneer to the Trillion Dollar Loss of Google and Facebook