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091 - JAZMINE FREDDY

Today's Web 2.0 applications (think Facebook and Twitter) go far beyond the confines of the desktop and are widely used on mobile devices. The mobile Web has become incredibly popular given the success of the iPhone and BlackBerry, the importance of Windows Mobile, and the emergence of Palm Pre (and its webOS platform). At Apress, we are fortunate to have Gail Frederick of the well-known training site Learn the Mobile Web offer her expert advice in Beginning Smartphone Web Development. In this book, Gail teaches the web standards and fundamentals specific to smartphones and other feature-driven mobile phones and devices. Shows you how to build interactive mobile web sites using web technologies optimized for browsers in smartphones Details markup fundamentals, design principles, content adaptation, usability, and interoperability Explores cross-platform standards and best practices for the mobile Web authored by the W3C, dotMobi, and similar organizations Dives deeps into the feature sets of the most popular mobile browsers, including WebKit, Chrome, Palm Pre webOS, Pocket IE, Opera Mobile, and Skyfire By the end of this book, you'll have the training, tools, and techniques for creating robust mobile web experiences on any of these platforms for your favorite smartphone or other mobile device.

The highly anticipated new release from the groundbreaking, New York Times best-selling author of Medical Medium! Experience the next level of medical revelations. Packed with information you won't find anywhere else about the Unforgiving Four—the threats responsible for the rise of illness—and the miraculous power of food to heal, this book gives you the ability to become your own health expert, so you can protect yourself, friends, family, and loved ones from symptoms, suffering, and disease. Unleash the hidden powers of fruits and vegetables and transform your life in the process. ANTHONY WILLIAM, the Medical Medium, has helped tens of thousands of people heal from ailments that have been misdiagnosed or ineffectively treated—or that medical communities can't resolve. And he's done it all by listening to a divine voice that literally speaks into his ear, telling him what is at the root of people's pain or illness and what they need to do to be restored to health. In his first book, the New York Times bestseller Medical Medium, Anthony revealed how you can treat dozens of illnesses with targeted healing regimens in which nutrition plays a major role. Medical Medium Life-Changing Foods delves deeper into the healing power of over 50 fruits, vegetables, herbs and spices, and wild foods that can have an extraordinary effect on health. Anthony explains each food's properties, the symptoms and conditions it can help relieve or heal, and the emotional

and spiritual benefits it brings. And he offers delicious recipes to help you enjoy each food's maximum benefit, from sweet potatoes with braised cabbage stuffing to honey-coconut ice cream. YOU'LL DISCOVER: • Why wild blueberries are the "resurrection food," asparagus is the fountain of youth, and lemons can lift your spirits when you've had bad news • The best foods to eat to relieve gallstones, hypertension, brain fog, thyroid issues, migraines, and hundreds more symptoms and conditions • The particular healing powers of kiwis, cucumbers, cat's claw, coconut, and much more • Insight into cravings, how to use stress to your advantage, and the key role fruit plays in fertility Much of Anthony's information is dramatically different from the conventional wisdom of medical communities, so don't expect to hear the same old food facts rehashed here. Instead, expect to get a whole new understanding of why oranges offer more than just vitamin C—and a powerful set of tools for healing from illness and keeping yourself and your loved ones safe and well. Here are just a few highlights of what's inside: • Critical information about the specific factors behind the rise of illness and how to protect yourself and your family • Foods to repair your DNA, boost your immune system, improve your mental clarity, alkalize every body system, shield you from others' negative emotions, and so much more • Techniques to make fruits, vegetables, herbs and spices, and wild foods the most healing they can be for your individual needs Plus targeted foods to bring into your life for relief from hundreds of symptoms and conditions, including: • ANXIETY • AUTOIMMUNE DISORDERS • CANCER • DIABETES • DIGESTIVE PROBLEMS • FATIGUE • FOOD ALLERGIES • INFERTILITY • INFLAMMATION • INSOMNIA • LYME DISEASE • MEMORY LOSS • MIGRAINES • THYROID DISEASE • WEIGHT GAIN

THE NEW YORK TIMES AND USA TODAY BESTSELLER! The secret to successful word-of-mouth marketing on the social web is easy: BE LIKEABLE. A friend's recommendation is more powerful than any advertisement. In the world of Facebook, Twitter, and beyond, that recommendation can travel farther and faster than ever before. Likeable Social Media helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word. Praise for Likeable Social Media: Dave Kerpen's insights and clear, how-to instructions on building brand popularity by truly engaging with customers on Facebook, Twitter, and the many other social media platforms are nothing short of brilliant. Jim McCann, founder of 1-800-FLOWERS.COM and Celebrations.com Alas, common sense is not so common. Dave takes you on a (sadly, much needed) guided tour of how to be human in a digital world. Seth Godin, author of Poke the Box

Likeable Social Media cuts through the marketing jargon and technical detail to give you what you really need to make sense of this rapidly changing world of digital marketing and communications. Being human — being likeable — will get you far. Scott Monty, Global Digital Communications, Ford Motor Company Dave gives you what you need: Practical, specific how-to advice to get people talking about you. Andy Sernovitz, author of Word of Mouth Marketing: How Smart Companies Get People Talking

As the official publication for Windows Vista, we cover Microsoft's latest OS with more depth, passion and clarity than any other magazine on the market. Each issue is packed with tips, tricks and service elements on every page. We give you an insider's tour of the operating system and illustrate how to get the most out of your PC.

If the idea of starting an email marketing campaign overwhelms you, the authors of Email Marketing: An Hour a Day will introduce you to email marketing basics, demonstrate how to manage details and describe how you can track and measure results. Case studies, step-by-step guides, checklists, quizzes and hands-on tutorials will help you execute an email marketing campaign in just one hour a day. When you feel comfortable with the basics, learn how to use video and audio enabled email, implement tools like mobile devices and leverage social networks.

April 2017 Mobile devices on the market today are some of the most complex and capable computing devices ever created. Although many can now match the capabilities of desktops and are being marketed as desktop replacements, they have features and capabilities not available to any desktop. They also sit in the broader mobile ecosystem giving them significantly more exposure. This means they share many of the same security threats as traditional desktop and laptop computers and are also exposed to more threats brought about by their mobility, complexity, and additional sensors. The impact of many of these threats can be magnified by the unique attributes of mobile devices. Why buy a book you can download for free? First you gotta find it and make sure it's the latest version (not always easy). Then you gotta print it using a network printer you share with 100 other people - and its outta paper - and the toner is low (take out the toner cartridge, shake it, then put it back). If it's just 10 pages, no problem, but if it's a 250-page book, you will need to punch 3 holes in all those pages and put it in a 3-ring binder. Takes at least an hour. An engineer that's paid \$75 an hour has to do this himself (who has assistant's anymore?). If you are paid more than \$10 an hour and use an ink jet printer, buying this book will save you money. It's much more cost-effective to just order the latest version from Amazon.com This book is published by 4th Watch Books and includes copyright material. We publish compact, tightly-bound, full-size books (8 1/2 by 11 inches), with glossy covers. 4th Watch Books is a Service Disabled Veteran-Owned Small Business (SDVOSB), and is not affiliated with the National Institute of Standards and Technology. For more titles published by 4th Watch Books, please visit: cybah.webplus.net A full copy of all the pertinent cybersecurity standards is available on DVD-ROM in the CyberSecurity Standards Library disc which is available at Amazon.com. NIST SP 500-299 NIST Cloud Computing Security Reference Architecture NIST SP 500-291 NIST Cloud Computing Standards Roadmap Version 2 NIST SP 500-293 US Government Cloud Computing Technology Roadmap Volume 1 & 2 NIST SP 500-293 US Government Cloud Computing Technology Roadmap Volume 3 DRAFT NIST SP 1800-8 Securing Wireless Infusion Pumps NIST SP 7497 Security Architecture Design Process for Health Information Exchanges (HIEs) NIST SP

800-66 Implementing the Health Insurance Portability and Accountability Act (HIPAA) Security Rule NIST SP 1800-1 Securing Electronic Health Records on Mobile Devices NIST SP 800-177 Trustworthy Email NIST SP 800-184 Guide for Cybersecurity Event Recovery NIST SP 800-190 Application Container Security Guide NIST SP 800-193 Platform Firmware Resiliency Guidelines NIST SP 1800-1 Securing Electronic Health Records on Mobile Devices NIST SP 1800-2 Identity and Access Management for Electric Utilities NIST SP 1800-5 IT Asset Management: Financial Services NIST SP 1800-6 Domain Name Systems-Based Electronic Mail Security NIST SP 1800-7 Situational Awareness for Electric Utilities NIST SP 500-288 Specification for WS-Biometric Devices (WS-BD) NIST SP 500-304 Data Format for the Interchange of Fingerprint, Facial & Other Biometric Information NIST SP 800-32 Public Key Technology and the Federal PKI Infrastructure NIST SP 800-63-3 Digital Identity Guidelines NIST SP 800-63a Digital Identity Guidelines - Enrollment and Identity Proofing NIST SP 800-63b Digital Identity Guidelines - Authentication and Lifecycle Management NIST SP 800-63c Digital Identity Guidelines NIST SP 800-178 Comparison of Attribute Based Access Control (ABAC) Standards

The ultimate guide to branding and building your business in the era of the Social Web—revised and updated with a Foreword by Ashton Kutcher Engage! thoroughly examines the social media landscape and how to effectively use social media to succeed in business—one network and one tool at a time. It leads you through the detailed and specific steps required for conceptualizing, implementing, managing, and measuring a social media program. The result is the ability to increase visibility, build communities of loyal brand enthusiasts, and increase profits. Covering everything you need to know about social media marketing and the rise of the new social consumer, Engage! shows you how to create effective strategies based on proven examples and earn buy-in from your marketing teams. Even better, you'll learn how to measure success and ROI. Introduces you to the psychology, behavior, and influence of the new social consumer Shows how to define and measure the success of your social media campaigns for the short and long term Features an inspiring Foreword by actor Ashton Kutcher, who has more than 5 million followers on Twitter Revised paperback edition brings the book completely up to date to stay ahead of the lightning fast world of social media Today, no business can afford to ignore the social media revolution. If you're not using social media to reach out to your customers and the people who influence them, who is?

A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, Designing Brand Identity, Fourth Edition offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity

In 2009, BlackBerry controlled half of the smartphone market. Today that number is one percent. What went so wrong? Losing the Signal is a riveting story of a company that toppled global giants before succumbing to the ruthlessly competitive forces of Silicon Valley. This is not a conventional tale

of modern business failure by fraud and greed. The rise and fall of BlackBerry reveals the dangerous speed at which innovators race along the information superhighway. With unprecedented access to key players, senior executives, directors and competitors, *Losing the Signal* unveils the remarkable rise of a company that started above a bagel store in Ontario. At the heart of the story is an unlikely partnership between a visionary engineer, Mike Lazaridis, and an abrasive Harvard Business school grad, Jim Balsillie. Together, they engineered a pioneering pocket email device that became the tool of choice for presidents and CEOs. The partnership enjoyed only a brief moment on top of the world, however. At the very moment BlackBerry was ranked the world's fastest growing company internal feuds and chaotic growth crippled the company as it faced its gravest test: Apple and Google's entry in to mobile phones. Expertly told by acclaimed journalists, Jacquie McNish and Sean Silcoff, this is an entertaining, whirlwind narrative that goes behind the scenes to reveal one of the most compelling business stories of the new century.

Your comprehensive (and very friendly!) reference guide to Android phones and tablets You're used to hearing it said that the phone in your pocket or tablet by your bed has more computing power than the entire Apollo 11 space program in the 1960s (or something similarly impressive)—and this is no less true for Android devices than any other. Sounds great—but what does that actually mean you can do with them? The new edition of *Android For Dummies* reveals all for new and experienced users alike, making it easy to get the most out of the awesome computing power of Android smartphone and tablet devices—from communications and pictures and videos to the wonderful world of 2.8+ million Google apps! Cutting through the jargon, bestselling tech author Dan Gookin puts you in touch with all the Android features you'll need to know (and many more you'll be pleased to discover!), from setup and configuration to the major features, such as text, email, internet, maps, navigation, camera, and video, as well as syncing with your home computer. In addition to getting familiar with these and the latest Android 10 operating system (OS)—in both Google Pixel and Samsung versions—you'll become an expert on the best ways to share your thoughts, videos, and pictures on social media, navigate with Android Auto when driving, and maintain your files so they're orderly and easy to find. Explore Android devices, from physical functions to software and online features Communicate via email, social media, Google Duo video calls, and more Tweak your privacy settings to keep your information secure Use Android Auto when driving and see in the dark with Night Light and Dark Mode Androids may be able to land a spacecraft on the Moon (yet) but there's a whole universe waiting right there in the device at your fingertips—and this book is the perfect place to begin to explore!

The whirlwind of social media, online dating, and mobile apps can make life a dream—or a nightmare. For every trustworthy website, there are countless jerks, bullies, and scam artists who want to harvest your personal information for their own purposes. But you can fight back, right now. In *The Smart Girl's Guide to Privacy*, award-winning author and investigative journalist Violet Blue shows you how women are targeted online and how to keep yourself safe. Blue's practical, user-friendly advice will teach you how to: -Delete personal content from websites -Use website and browser privacy controls effectively -Recover from and prevent identity theft -Figure out where the law protects you—and where it doesn't -Set up safe online profiles -Remove yourself from people-finder websites Even if your privacy has already been compromised, don't panic. It's not too late to take control. Let

The Smart Girl's Guide to Privacy help you cut through the confusion and start protecting your online life.

If you've got your hands on this year's hottest new smartphone, you'll want the book that covers it inside and out: *Palm Pre: The Missing Manual*. This beautiful, full-color book from USA Today personal-technology columnist Ed Baig will help you go from newcomer to expert in no time. The maker of the legendary Palm Pilot is back on center stage with a smartphone that lets you browse the Web, listen to music, watch video, view pictures, and a lot more. *Palm Pre: The Missing Manual* provides you with everything you need to know to get the most out of this amazing mobile tool. Get to know the touchscreen, and learn to navigate by tapping, swiping, dragging, flicking, and pinching Link your contacts, merge calendars, combine email accounts, and more by syncing your phone over the Web Stay in touch with other people by using the Pre as a full-featured phone and organizer Use it for email, texting, chatting, and as an efficient web browser Take advantage of the Pre as a complete media center to store, sort, play, stream music and video, and sync with iTunes Take and view photos, import images, and share them with others

Maximum PC is the magazine that every computer fanatic, PC gamer or content creator must read. Each and every issue is packed with punishing product reviews, insightful and innovative how-to stories and the illuminating technical articles that enthusiasts crave.

Today's tech-savvy consumers are demanding a more personal customer experience from their banks, and banks are discovering that mobile services deliver individualized, tailored experiences better than any other technology. *The Power of Mobile Banking: How to Profit from the Revolution in Retail Financial Services* gives banking and financial professionals a well-researched guide for becoming transformational leaders. These leaders can convert their traditional retail "branch" banks into streamlined systems that deliver personalized services to their customers' laptops, tablets, and smartphones. Written by Sankar Krishnan—a career banker and noted financial services industry thought leader—*The Power of Mobile Banking* includes strategies for adapting mobile banking practices that suit the needs of both developed and emerging markets. Krishnan also shows how bankers can make their products and services relevant to a new generation of digital natives. Krishnan explores the expanding mobile payment systems that offer a wealth of financial opportunities for banking institutions and includes information on the growth of e-commerce, which holds the potential for new and profitable ways for banks to engage with consumers. *The Power of Mobile Banking* outlines the practical aspects of adapting to a mobile banking strategy and shows how to put the right players in place to ensure the technology works seamlessly. Once in place, a great mobile system delivers excellent service and benefits to users, as well as real value and unique features that cement customer loyalty. The book also offers advice for bankers who want to increase their bottom line by delving into the world-wide prepaid card market. Krishnan includes a discussion on the risks and hazards of mobile banking and reveals the critical investments that banks must be willing to make in order to avoid losing customers to telecoms, retailers, and technology providers. The time for retail banking to prepare for the new paradigm is now and *The Power of Mobile Banking* is the guide for professionals who want to adapt, evolve, and succeed in this new mobile-driven world.

THE TELECOMMUNICATIONS HANDBOOK THE TELECOMMUNICATIONS HANDBOOK ENGINEERING GUIDELINES FOR FIXED, MOBILE AND SATELLITE SYSTEMS Taking a practical approach, *The Telecom-*

munications Handbook examines the principles and details of all the major and modern telecommunications systems currently available to industry and to end-users. It gives essential information about usage, architectures, functioning, planning, construction, measurements and optimization. The structure of the book is modular, giving both overall descriptions of the architectures and functionality of typical use cases, as well as deeper and practical guidelines for telecom professionals. The focus of the book is on current and future networks, and the most up-to-date functionalities of each network are described in sufficient detail for deployment purposes. The contents include an introduction to each technology, its evolution path, feasibility and utilization, solution and network architecture, and technical functioning of the systems (signaling, coding, different modes for channel delivery and security of core and radio system). The planning of the core and radio networks (system-specific field test measurement guidelines, hands-on network planning advices and suggestions for parameter adjustments) and future systems are also described. With contributions from specialists in both industry and academia, the book bridges the gap between communications in the academic context and the practical knowledge and skills needed to work in the telecommunications industry.

Libraries have always played a special role in times of disaster by continuing to provide crucial information and services. The Stafford Act of 2011, a federal government directive, designates libraries as among the temporary facilities delivering essential services, making a Continuity of Operations Plan imperative for libraries. Peppared with informative first-person narratives from librarians recounting emergency situations, Halsted, Clifton, and Wilson cover such topics as: An eight-step approach to developing a risk assessment plan How to draft a one-page service continuity plan Information on how to use mobile devices and social media effectively in times of disaster Sample disaster plans, along with model exercises, manuals and customizable communications Published in cooperation with the Medical Library Association (MLA), this nuts-and-bolts resource will enable libraries of all kinds to do their best while planning for the worst.

Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

If you use the web to reach out beyond the confines of your office, cubicle, or home to connect and collaborate with others doing the same thing, you're a web worker. In this book you'll learn how to use new web tools, discover sites and services you might want to try, and meet the social web where people are as important as corporations. You'll learn how people are working in new ways because of the web, and how you can too.

The complete reference guide to the hot technology of cloud computing Its potential for lowering IT costs makes cloud computing a major force for both IT vendors and users; it is expected to gain momentum rapidly with the launch of Office Web Apps later this year. Because cloud computing involves various technologies, protocols, platforms, and infrastructure elements, this comprehensive reference is just what you need if you'll be using or implementing cloud computing. Cloud computing offers significant cost savings by eliminating upfront expenses for hardware and software; its growing popularity is expected to skyrocket when Microsoft introduces Office Web Apps This compre-

hensive guide helps define what cloud computing is and thoroughly explores the technologies, protocols, platforms and infrastructure that make it so desirable Covers mobile cloud computing, a significant area due to ever-increasing cell phone and smartphone use Focuses on the platforms and technologies essential to cloud computing Anyone involved with planning, implementing, using, or maintaining a cloud computing project will rely on the information in Cloud Computing Bible.

A Practical Guide to Computer Forensics Investigations introduces the newest technologies along with detailed information on how the evidence contained on these devices should be analyzed. Packed with practical, hands-on activities, students will learn unique subjects from chapters including Mac Forensics, Mobile Forensics, Cyberbullying, and Child Endangerment. This well-developed book will prepare students for the rapidly-growing field of computer forensics for a career with law enforcement, accounting firms, banks and credit card companies, private investigation companies, or government agencies.

This book will help readers comprehend technical and policy elements of telecommunication particularly in the context of 5G. It first presents an overview of the current research and standardization practices and lays down the global frequency spectrum allocation process. It further lists solutions to accommodate 5G spectrum requirements. The readers will find a considerable amount of information on 4G (LTE-Advanced), LTE-Advance Pro, 5G NR (New Radio); transport network technologies, 5G NGC (Next Generation Core), OSS (Operations Support Systems), network deployment and end-to-end 5G network architecture. Some details on multiple network elements (end products) such as 5G base station/small cells and the role of semiconductors in telecommunication are also provided. Keeping trends in mind, service delivery mechanisms along with state-of-the-art services such as MFS (mobile financial services), mHealth (mobile health) and IoT (Internet-of-Things) are covered at length. At the end, telecom sector's burning challenges and best practices are explained which may be looked into for today's and tomorrow's networks. The book concludes with certain high level suggestions for the growth of telecommunication, particularly on the importance of basic research, departure from ten-year evolution cycle and having a 20-30 year plan. Explains the conceivable six phases of mobile telecommunication's ecosystem that includes R&D, standardization, product/network/device & application development, and burning challenges and best practices Provides an overview of research and standardization on 5G Discusses solutions to address 5G spectrum requirements while describing the global frequency spectrum allocation process Presents various case studies and policies Provides details on multiple network elements and the role of semiconductors in telecommunication Presents service delivery mechanisms with special focus on IoT

For All Students Ideal for a variety of courses, this completely up-to-date, alphabetically organized handbook helps students understand how people from German-speaking nations think, do business, and act in their daily lives.

The first comprehensive guide to discovering and preventing attacks on the Android OS As the Android operating system continues to increase its share of the smartphone market, smartphone hacking remains a growing threat. Written by experts who rank among the world's foremost Android security researchers, this book presents vulnerability discovery, analysis, and exploitation tools for the good guys. Following a detailed explanation of how the Android OS works and its overall security architecture, the authors examine how vulnerabilities can be discovered and exploits developed for vari-

ous system components, preparing you to defend against them. If you are a mobile device administrator, security researcher, Android app developer, or consultant responsible for evaluating Android security, you will find this guide is essential to your toolbox. A crack team of leading Android security researchers explain Android security risks, security design and architecture, rooting, fuzz testing, and vulnerability analysis. Covers Android application building blocks and security as well as debugging and auditing Android apps. Prepares mobile device administrators, security researchers, Android app developers, and security consultants to defend Android systems against attack. Android Hacker's Handbook is the first comprehensive resource for IT professionals charged with smartphone security. Get the most out of your new BlackBerry Pearl 3G! Forfeiting the usual technical jargon, veteran authors Robert Kao and Dante Sarigumba present you with a straightforward-but-fun guide to unlocking the potential of this powerful mobile device. Covering a wide range of pragmatic and how-to topics, this practical guide shows you how to get the most from the features and basic applications of the BlackBerry Pearl 3G. The author duo understands that you may not be all that familiar with this new device—but that you're eager to get savvy—as they escort you through tips, tricks, and techniques for entering and maintaining your contacts, managing appointments and meetings, creating a to-do list, getting online, using e-mail, multitasking with the built-in phone, and more. Introduces the new and powerful mobile device: the BlackBerry Pearl 3G. Walks you through the basics of the BlackBerry Pearl 3G in a fun and friendly way, foregoing the technical jargon. Shows you how to create a to-do list, manage appointments, get online and surf the Web, manage e-mail, sync with your desktop, enter contacts, and more. Helps you download useful apps from BlackBerry App World and take full advantage of the multimedia features. You'll benefit from the pearls of wisdom that are shared throughout BlackBerry Pearl 3G For Dummies!

Google.com is one of the most popular sites on the Internet and is used around the world by millions of people every day. Sure, you know how to "Google it" when you're searching for something--anything!--on the Web. It's plenty fast and easy to use. But did you know how much more you could achieve with the world's best search engine by clicking beyond the "Google Search" button? While you can interface with Google in 97 languages and glean results in 35, you can't find any kind of instruction manual from Google. Lucky for you, our fully updated and greatly expanded second edition to the bestselling Google: The Missing Manual covers everything you could possibly want to know about Google, including the newest and coolest--and often most underused (what is Froogle, anyway?)--features. There's even a full chapter devoted to Gmail, Google's free email service that includes a whopping 2.5 GB of space). This wise and witty guide delivers the complete scoop on Google, from how it works to how you can search far more effectively and efficiently (no more scrolling through 168 pages of seemingly irrelevant results); take best advantage of Google's lesser-known features, such as Google Print, Google Desktop, and Google Suggest; get your website listed on Google; track your visitors with Google Analytics; make money with AdWords and AdSense; and much more. Whether you're new to Google or already a many-times-a-day user, you're sure to find tutorials, tips, tricks, and tools that take you well beyond simple search to Google gurudom.

The experts at Entrepreneur provide a two-part guide to success. First, learn how you can make money while making people look good with your own hair salon and day spa. Then, master the fundamentals of business startup including defining your business structure, funding, staffing and more. This

kit includes:

- Essential industry-specific startup essentials including industry trends, best practices, important resources, possible pitfalls, marketing musts, and more
- Entrepreneur Editors' Start Your Own Business, a guide to starting any business and surviving the first three years
- Interviews and advice from successful entrepreneurs in the industry
- Worksheets, brainstorming sections, and checklists
- Entrepreneur's Startup Resource Kit (downloadable)

More about Entrepreneur's Startup Resource Kit Every small business is unique. Therefore, it's essential to have tools that are customizable depending on your business's needs. That's why with Entrepreneur is also offering you access to our Startup Resource Kit. Get instant access to thousands of business letters, sales letters, sample documents and more - all at your fingertips! You'll find the following: The Small Business Legal Toolkit When your business dreams go from idea to reality, you're suddenly faced with laws and regulations governing nearly every move you make. Learn how to stay in compliance and protect your business from legal action. In this essential toolkit, you'll get answers to the "how do I get started?" questions every business owner faces along with a thorough understanding of the legal and tax requirements of your business. Sample Business Letters 1000+ customizable business letters covering each type of written business communication you're likely to encounter as you communicate with customers, suppliers, employees, and others. Plus a complete guide to business communication that covers every question you may have about developing your own business communication style. Sample Sales Letters The experts at Entrepreneur have compiled more than 1000 of the most effective sales letters covering introductions, prospecting, setting up appointments, cover letters, proposal letters, the all-important follow-up letter and letters covering all aspects of sales operations to help you make the sale, generate new customers and huge profits.

Proven security tactics for today's mobile apps, devices, and networks "A great overview of the new threats created by mobile devices. ...The authors have heaps of experience in the topics and bring that to every chapter." -- Slashdot Hacking Exposed Mobile continues in the great tradition of the Hacking Exposed series, arming business leaders and technology practitioners with an in-depth understanding of the latest attacks and countermeasures--so they can leverage the power of mobile platforms while ensuring that security risks are contained." -- Jamil Farshchi, Senior Business Leader of Strategic Planning and Initiatives, VISA Identify and evade key threats across the expanding mobile risk landscape. Hacking Exposed Mobile: Security Secrets & Solutions covers the wide range of attacks to your mobile deployment alongside ready-to-use countermeasures. Find out how attackers compromise networks and devices, attack mobile services, and subvert mobile apps. Learn how to encrypt mobile data, fortify mobile platforms, and eradicate malware. This cutting-edge guide reveals secure mobile development guidelines, how to leverage mobile OS features and MDM to isolate apps and data, and the techniques the pros use to secure mobile payment systems. Tour the mobile risk ecosystem with expert guides to both attack and defense Learn how cellular network attacks compromise devices over-the-air See the latest Android and iOS attacks in action, and learn how to stop them Delve into mobile malware at the code level to understand how to write resilient apps Defend against server-side mobile attacks, including SQL and XML injection Discover mobile web attacks, including abuse of custom URI schemes and JavaScript bridges Develop stronger mobile authentication routines using OAuth and SAML Get comprehensive mobile app development security guidance covering everything from threat modeling to iOS- and Android-specific tips Get start-

ed quickly using our mobile pen testing and consumer security checklists

MOBILE TERMINAL RECEIVER DESIGN MOBILE TERMINAL RECEIVER DESIGN LTE and LTE-Advanced India This all-in-one guide addresses the challenges of designing innovative mobile handset solutions that offer smaller size, low power consumption, low cost, and tremendous flexibility, with improved data rates and higher performance. Readers are introduced to mobile phone system architecture and its basic building blocks, different air interface standards and operating principles, before progressing to hardware anatomy, software and protocols, and circuits for legacy and next-generation smart phones, including various research areas in 4G and 5G systems. *Mobile Terminal Receiver Design* explains basic working principles, system architecture and specification details of legacy and possible next-generation mobile systems, from principle to practice to product; covers in detail RF transmitter and receiver blocks, digital baseband processing blocks, receiver and transmitter signal processing, protocol stack, AGC, AFC, ATC, power supply, clocking; features important topics like connectivity and application modules with different design solutions for tradeoff exploration; discusses multi-RAT design requirements, key design attributes such as low power consumption, slim form factors, seamless I-RAT handover, sensitivity, and selectivity. It will help software, hardware, and radio frequency design engineers to understand the evolution of radio access technologies and to design competitive and innovative mobile solutions and devices. Graduates, postgraduate students, and researchers in mobile telecommunications disciplines will also find this book a handy reference.

The price we pay for the new strategies in database marketing that closely track desirable customers, offering them benefits in return for personal information. We have all been to Web sites that welcome us by name, offering us discounts, deals, or special access to content. For the most part, it feels good to be wanted—to be valued as a customer. But if we thought about it, we might realize that we've paid for this special status by turning over personal information to a company's database. And we might wonder whether other customers get the same deals we get, or something even better. We might even feel stirrings of resentment toward customers more valued than we are. In *Niche Envy*, Joseph Turow examines the emergence of databases as marketing tools and the implications this may have for media, advertising, and society. If the new goal of marketing is to customize commercial announcements according to a buyer's preferences and spending history—or even by race, gender, and political opinions—what does this mean for the twentieth-century tradition of equal access to product information, and how does it affect civic life? Turow shows that these marketing techniques are not wholly new; they have roots in direct marketing and product placement, widely used decades ago and recently revived and reimagined by advertisers as part of "customer relationship management" (known popularly as CRM). He traces the transformation of marketing techniques online, on television, and in retail stores. And he describes public reaction against database marketing—pop-up blockers, spam filters, commercial-skipping video recorders, and other ad-evasion methods. Polls show that the public is nervous about giving up personal data. Meanwhile, companies try to persuade the most desirable customers to trust them with their information in return for benefits. *Niche Envy* tracks the marketing logic that got us to this uneasy impasse.

****55% OFF for Bookstores!! LAST DAYS**** Whiting all living beings are seven powerful centers of energy called chakras. Every chakra holds the potential for immense healing and restoration, and Chakra Healing can show you how to harness that power with a wide range of simple, begin-

er-friendly exercises that anyone can do. This book will put you on the path to healing pain, allergies, indigestion, headaches, fatigue, and even emotional turbulence like loneliness. With practical instruction and guidance, you'll learn how to identify what's ailing you and which chakra is causing it. Chakra Healing features: A variety of techniques—Connect with your chakras using everything from meditation to crystals, essential oils, yoga, focused breathing, and even diet. Helpful illustrations—Detailed photos and drawings make the tools and exercises even easier to understand. Beginner-friendly approach—Find accessible, bite-size advice that requires no previous knowledge. Discover the power of balancing your chakras to help you heal and feel your best.

"Annabel Dodd has cogently untangled the wires and switches and technobabble of the telecommunications revolution and explained how the introduction of the word 'digital' into our legislative and regulatory lexicon will affect consumers, companies and society into the next millennium." – United States Senator Edward J. Markey of Massachusetts; Member, U.S. Senate Subcommittee on Communications, Technology, Innovation, and the Internet "Annabel Dodd has a unique knack for explaining complex technologies in understandable ways. This latest revision of her book covers the rapid changes in the fields of broadband, cellular, and streaming technologies; newly developing 5G networks; and the constant changes happening in both wired and wireless networks. This book is a must-read for anyone who wants to understand the rapidly evolving world of telecommunications in the 21st century!" – David Mash, Retired Senior Vice President for Innovation, Strategy, and Technology, Berklee College of Music Completely updated for current trends and technologies, *The Essential Guide to Telecommunications*, Sixth Edition, is the world's top-selling, accessible guide to the fast-changing global telecommunications industry. Writing in easy-to-understand language, Dodd demystifies today's most significant technologies, standards, architectures, and trends. She introduces leading providers worldwide, explains where they fit in the marketplace, and reveals their key strategies. New topics covered in this edition include: LTE Advanced and 5G wireless, modern security threats and countermeasures, emerging applications, and breakthrough techniques for building more scalable, manageable networks. Gain a practical understanding of modern cellular, Wi-Fi, Internet, cloud, and carrier technologies Discover how key technical, business, and regulatory innovations are changing the industry See how streaming video, social media, cloud computing, smartphones, and the Internet of Things are transforming networks Explore growing concerns about security and privacy, and review modern strategies for detecting and mitigating network breaches Learn how Software Defined Networks (SDN) and Network Function Virtualization (NFV) add intelligence to networks, enabling automation, flexible configurations, and advanced networks Preview cutting-edge, telecom-enabled applications and gear—from mobile payments to drones Whether you're an aspiring network engineer looking for a broad understanding of the industry, or a salesperson, marketer, investor, or customer, this indispensable guide provides everything you need to know about telecommunications right now. This new edition is ideal for both self-study and classroom instruction. Register your product for convenient access to downloads, updates, and/or corrections as they become available.

Motorola Xoom is the first tablet to rival the iPad, and no wonder with all of the great features packed into this device. But learning how to use everything can be tricky—and Xoom doesn't come with a printed guide. That's where this Missing Manual comes in. Gadget expert Preston Gralla helps

you master your Xoom with step-by-step instructions and clear explanations. As with all Missing Manuals, this book offers refreshing, jargon-free prose and informative illustrations. Use your Xoom as an e-book reader, music player, camcorder, and phone. Keep in touch with email, video and text chat, and social networking apps. Get the hottest Android apps and games on the market. Do some work with Google Docs, Microsoft Office, or by connecting to a corporate network. Tackle power-user tricks, such as barcode scanning, voice commands, and creating a Wi-Fi hotspot. Sync your Xoom with a PC or a Mac.

Branding guru Aaker shows how to eliminate the competition and become the lead brand in your market. This ground-breaking book defines the concept of brand relevance using dozens of case studies—Prius, Whole Foods, Westin, iPad and more—and explains how brand relevance drives market dynamics, which generates opportunities for your brand and threats for the competition. Aaker reveals how these companies have made other brands in their categories irrelevant. Key points: When managing a new category of product, treat it as if it were a brand; By failing to produce what customers want or losing momentum and visibility, your brand becomes irrelevant; and create barriers to competitors by supporting innovation at every level of the organization. Using dozens of case studies, shows how to create or dominate new categories or subcategories, making competitors irrelevant. Shows how to manage the new category or subcategory as if it were a brand and how to create barriers to competitors. Describes the threat of becoming irrelevant by failing to make what customer are buying or losing energy. David Aaker, the author of four brand books, has been called the father of branding. This book offers insight for creating and/or owning a new business arena. Instead of being the best, the goal is to be the only brand around—making competitors irrelevant.

This report informs law enforcement, incident response team members, & forensic examiners about the capabilities of present day forensic software tools that have the ability to acquire information from cell phones operating over CDMA (Code Division Multiple access), TDMA (Time Division Multiple

Access), GSM (Global System for Mobile communications) networks & running various operating systems, including Symbian, Research in Motion (RIM), Palm OS, Pocket PC, & Linux. An overview of each tool describes the functional range & facilities for acquiring & analyzing evidence contained on cell phones & PDA phones. Generic scenarios were devised to mirror situations that arise during a forensic exam. of these devices & their assoc. media. III.

From their haunts in the shadowy corner of a bar, front and center at a convenience store, or reigning over a massive mall installation bursting with light, sound, and action, arcade games have been thrilling and addicting quarter-bearers of all ages ever since Pong first lit up its paddles. Whether you wanted a few minutes' quick-twitch exhilaration or the taste of three-initial immortality that came with topping the high score screen, you could get it from the diverse range of space shooters, dot-eating extravaganzas, quirky beat-'em-ups, and more that have helped define pop culture for more than four decades. In *Attract Mode: The Rise and Fall of Coin-Op Arcade Games*, author Jamie Lendino celebrates both the biggest blockbusters (Pac-Man, Star Wars: The Arcade Game) and the forgotten gems (Phoenix, Star Castle) of the Golden Age of coin-op gaming, and pulls back the curtain on the personalities and the groundbreaking technologies that brought them to glitzy, color-drenched life in the U.S., Japan, and all over the world. You'll start your journey exploring the electromechanical attractions and pinball games of the early 20th century. Next, you'll meet the earliest innovators, who used college computers and untested electronics to outline the possibilities of the emerging form, and discover the surprising history behind the towering megahits from Nintendo, Sega, and others that still inform gaming today. Then you'll witness the devastating crash that almost ended it all—and the rebirth no one expected. Whether you prefer the white-knuckle gameplay of *Robotron: 2084*, the barrel-jumping whimsy of Donkey Kong, or the stunning graphics and animation of *Dragon's Lair*, *Attract Mode* will transport you back to the heyday of arcade games and let you relive—or experience for the first time—the unique magic that transformed entertainment forever.