Dropbox It Just Works Case Book

SprintCrossing the ChasmSoapUI CookbookThe Fifth RiskA Bad Case of StripesCustomer SuccessCase Interview SecretsThe Lean StartupTextile WorldStart-Up Guide for the TechnopreneurThe Ultimate iPadInnovation EquityiPad 2 Made SimpleThe Administration and Supervision of Reading Programs, Fifth EditionSURVIVAL TO THRIVALEntering StartUpLandFever 1793The Napping HouseOrg Design for Design OrgsEducating Everybody's ChildrenThe Fifth WitnessInternet Business ModelsHighways + Public WorksThe Ultimate Mac User BookEngineeringInnovation And Other Useless ThingsGrowth Hacker MarketingGirls Who Run the World: 31 CEOs Who Mean BusinessCase Interview Questions for Tech CompaniesThe Freelance ManifestoLeading ChangeTake Control of iOS 13 and iPadOS 13Mac OS X Snow Leopard for Power UsersAbusing ScienceTractionFreeThe EngineerThe Librarian's Yellow PagesBeginning Mobile Application Development in the CloudJust In Case

Sprint

Mickey Haller has fallen on tough times. He expands his business into foreclosure defense, only to see one of his clients accused of killing the banker she blames for trying to take away her home. Mickey puts his team into high gear to exonerate Lisa Trammel, even though the evidence and his own suspicions tell him his client is guilty. Soon after he learns that the victim had black market dealings of his own, Haller is assaulted, too--and he's certain he's on the right trail. Despite the danger and uncertainty, Haller mounts the best defense of his career in a trial where the last surprise comes after the verdict is in. Connelly proves again why he "may very well be the best novelist working in the United States today" (San Francisco Chronicle).

Crossing the Chasm

Most startups don't fail because they can't build a product. Most startups fail because they can't get traction. Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but Traction is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building a successful company is hard. For every startup that grows to the point where it can go public or be profitably acquired, hundreds of others sputter and die. Smart entrepreneurs know that the key to success isn't the originality of your offering, the brilliance of your team, or how much money you raise. It's how consistently you can grow and acquire new customers (or, for a free service, users). That's called traction, and it makes everything else easier—fund-raising, hiring, press, partnerships, acquisitions. Talk is cheap, but traction is hard evidence that you're on the right path. Traction will teach you the nineteen channels you can use to build a

customer base, and how to pick the right ones for your business. It draws on inter-views with more than forty successful founders, including Jimmy Wales (Wikipedia), Alexis Ohanian (reddit), Paul English (Kayak), and Dharmesh Shah (HubSpot). You'll learn, for example, how to: ·Find and use offline ads and other channels your competitors probably aren't using ·Get targeted media coverage that will help you reach more customers ·Boost the effectiveness of your email marketing campaigns by automating staggered sets of prompts and updates ·Improve your search engine rankings and advertising through online tools and research Weinberg and Mares know that there's no one-size-fits-all solution; every startup faces unique challenges and will benefit from a blend of these nineteen traction channels. They offer a three-step framework (called Bullseye) to figure out which ones will work best for your business. But no matter how you apply them, the lessons and examples in Traction will help you create and sustain the growth your business desperately needs. From the Hardcover edition.

SoapUI Cookbook

Learn how to build apps for mobile devices on Cloud platforms The marketplace for apps is ever expanding, increasing the potential to make money. With this guide, you'll learn how to build cross-platform applications for mobile devices that are supported by the power of Cloud-based services such as Amazon Web Services. An introduction to Cloud-based applications explains how to use HTML5 to create cross-platform mobile apps and then use Cloud services to enhance those apps. You'll learn how to build your first app with HTML5 and set it up in the Cloud, while also discovering how to use jQuery to your advantage. Highlights the skills and knowledge you need to create successful apps for mobile devices with HTML5 Takes you through the steps for building web applications for the iPhone and Android Details how to enhance your app through faster launching, touch vs. click, storage capabilities, and a cache Looks at how best to use JSON, FourSquare, jQuery, AJAX, and more Shares tips for creating hybrid apps that run natively If you're interested in having your application be one of the 200,000+ apps featured in the iPhone store or the 50,000+ in the Android store, then you need this book.

The Fifth Risk

This book is aimed at developers and technical testers who are looking for a quick way to take their SoapUI skills and understanding to the next level. Even if you are new to SoapUI but have basic Java skills and a reasonable grasp of RESTFul and Soap web services, then you should have no problem making use of this book.

A Bad Case of Stripes

Outlines a revisionist approach to management while arguing against common perceptions about the inevitability of startup

failures, explaining the importance of providing genuinely needed products and services as well as organizing a business that can adapt to continuous customer feedback.

Customer Success

From three design partners at Google Ventures, a unique five-day process--called the sprint--for solving tough problems using design, prototyping, and testing ideas with customers.

Case Interview Secrets

The Lean Startup

Use Your iPad to Simplify, De-Clutter, Improve, and De-Stress Your Life! Your iPad. You already know it's fun. But did you know it can save you hours every single week? Did you know it can help you get rid of clutter, annoyances, and stress—both paper and digital? Do you know the tricks and shortcuts for doing more with your iPad than you ever did with your PC or Mac? With The Ultimate iPad, you will—and it'll be easy! One simple step at a time, James Floyd Kelly will help you pick and use the best apps and services to pull together all your content, media, and knowledge: email, Internet, books, movies, TV, personal and work documents, magazines, financial data, and more. Packed with large full-color photos, The Ultimate iPad teaches dozens of amazingly useful techniques you won't find in any other iPad book. You'll discover how to: Totally de-clutter yourself in less than 30 days Use Evernote to organize all your documents on your iPad Set up your "always-available" cloud storage service with 30x to 50x or even unlimited storage space Store your DVD movies in the cloud for anytime/anywhere viewing Inexpensively and legally convert your existing print library to digital Use Dropbox for file transfers and other tasks iTunes can't handle Get rid of print magazine stacks and make your magazines searchable Automate home security with low-cost webcams and your iPad Build a personal reference library with the GoodReader and Pocket apps: never lose a web article again Store an official digital signature you can add to any PDF document Set up Quick-Fix shortcuts that deliver the information you want right now—even if you're offline Create a painless backup system that really works for you—finally!

Textile World

Start-Up Guide for the Technopreneur

The online economy offers challenges to traditional businesses as well as incredible opportunities. Chris Anderson makes the compelling case that in many instances businesses can succeed best by giving away more than they charge for. Known as "Freemium," this combination of free and paid is emerging as one of the most powerful digital business models. In Free, Chris Anderson explores this radical idea for the new global economy and demonstrates how it can be harnessed for the benefit of consumers and businesses alike. In the twenty-first century, Free is more than just a promotional gimmick: It's a business strategy that is essential to a company's successful future. Download the audiobook of Free for free! Details inside the book.

The Ultimate iPad

Innovation Equity

Here is the bestselling guide that created a new game plan for marketing in high-tech industries. Crossing the Chasm has become the bible for bringing cutting-edge products to progressively larger markets. This edition provides new insights into the realities of high-tech marketing, with special emphasis on the Internet. It's essential reading for anyone with a stake in the world's most exciting marketplace.

iPad 2 Made Simple

If you are an entrepreneur anywhere on the enterprise startup journey, Survival to Thrival is for you. In the beginning, it is simply about Survival -- how not to die? With luck and hard work, it becomes about Thrival -- how do we win? This first book is about the company journey. Building enterprise startups is different. Products take longer. Go-To-Market strategies are more complex. Common wisdom on product market fit is not enough to unlock growth. There is a missing link that we call Go-To-Market Fit. Then, growth happens, and everything changes. The startup suddenly shifts from Survival mode to Thrival mode. Maddeningly, what used to work no longer works for the company and for the people. Becoming a market leader depends on everyone, including the CEO, unlearning the very things that made them successful. Survival to Thrival is a mind-meld of a three-time entrepreneur, a longtime venture capitalist, and other enterprise entrepreneurs, which demystifies building enterprise startups. Our mission is to help you succeed, to anticipate what is next, and most importantly, to let you know that you are not alone.

The Administration and Supervision of Reading Programs, Fifth Edition

SURVIVAL TO THRIVAL

The iPad 2 is thinner, more powerful, intuitive and very fun for users of all ages. Your iPad can be used for reading, surfing the web, emailing, watching TV and movies, getting work done and much more. And with over 65,000 apps just for the iPad, as well as the ability to run over 30,000 iPhone apps, the possibilities are endless. iPad 2 Made Simple clarifies all of the key features on the iPad, introduces what's new, and also reveals dozens of time-saving shortcuts and techniques. The book has over 1,000 screen shots that are carefully annotated with step-by-step instructions. Clear instructions on how to set up and use the iPad Illustrated explanations of all the key features Hundreds of graphics as well as tips and tricks

Entering StartUpLand

It's late summer 1793, and the streets of Philadelphia are abuzz with mosquitoes and rumors of fever. Down near the docks, many have taken ill, and the fatalities are mounting. Now they include Polly, the serving girl at the Cook Coffeehouse. But fourteen-year-old Mattie Cook doesn't get a moment to mourn the passing of her childhood playmate. New customers have overrun her family's coffee shop, located far from the mosquito-infested river, and Mattie's concerns of fever are all but overshadowed by dreams of growing her family's small business into a thriving enterprise. But when the fever begins to strike closer to home, Mattie's struggle to build a new life must give way to a new fight-the fight to stay alive.

Fever 1793

New York Times Bestseller What are the consequences if the people given control over our government have no idea how it works? "The election happened," remembers Elizabeth Sherwood-Randall, then deputy secretary of the Department of Energy. "And then there was radio silence." Across all departments, similar stories were playing out: Trump appointees were few and far between; those that did show up were shockingly uninformed about the functions of their new workplace. Some even threw away the briefing books that had been prepared for them. Michael Lewis's brilliant narrative takes us into the engine rooms of a government under attack by its own leaders. In Agriculture the funding of vital programs like food stamps and school lunches is being slashed. The Commerce Department may not have enough staff to conduct the 2020 Census properly. Over at Energy, where international nuclear risk is managed, it's not clear there will be enough inspectors to track and locate black market uranium before terrorists do. Willful ignorance plays a role in these looming disasters. If your ambition is to maximize short-term gains without regard to the long-term cost, you are better off not knowing those costs. If you want to preserve your personal immunity to the hard problems, it's better never to really understand those problems. There is upside to ignorance, and downside to knowledge. Knowledge makes life messier. It makes it a bit more difficult for a person who wishes to shrink the world to a worldview. If there are dangerous fools in this book, there are also

heroes, unsung, of course. They are the linchpins of the system—those public servants whose knowledge, dedication, and proactivity keep the machinery running. Michael Lewis finds them, and he asks them what keeps them up at night.

The Napping House

Case Interview Questions for Tech Companies provides 155 practice questions and answers to conquer case interviews for the following tech roles: Marketing Operations Finance Strategy Analytics Business Development Supplier or Vendor Management and Product Management -- QUESTIONS COVERED IN THE BOOK Here are some of the questions covered in the book: Marketing Create a marketing campaign for Microsoft Office 365. Write a media statement to respond to Uber mischaracterizations voiced in a taxi leader's newspaper op-ed. Operations Describe how Apple's supply chain works. What challenges does Apple face on a day-to-day basis? What's the bottleneck for an Amazon Robot Picker? And what is the capacity of the assembly line, in units per hour? During the holiday season, Amazon customers shipped 200 orders per second. Amazon's data science team discovered that the average number of orders waiting to be shipped was 20,650. How long did the average Amazon order wait to be shipped? Finance What should Apple consider before implementing a shop-in-shop store inside Best Buy? If you projected a $500M expense and the variance came in at $1M, what are some of the explanations for why that is happening? Be prepared to give more than three scenarios. Business Development A car dealer partner wants to stop doing business with Uber. What should you do? How would you identify university faculty to source content for an online university? Strategy If you could open a Google store anywhere, where would it be and why? Give your analysis of several recent acquisitions that Google has made. Analytics What top metrics would you track for the Tinder online dating app? If 1,000 people opened the Uber app during one hour, how many cars do you need? Product Management Let's say we wanted to implement an Amazon Mayday-like feature in Gmail. How would that work? How would you any Microsoft product to a restaurant? AUTHOR BIO Lewis C. Lin, former Google and Microsoft executive, has trained thousands of candidates to get ready for tech interviews, using his proven interview techniques. Lewis' students have received offers from the most coveted firms including Google, Facebook, Uber, Amazon, Microsoft, IBM, Dell and HP. Lewis has a bachelor's in computer science from Stanford University and an MBA from Northwestern University's Kellogg School of Management. He's the author of several bestsellers including Interview Math, Rise Above the Noise as well as Decode and Conquer. HERE'S WHAT PEOPLE SAY ABOUT THE AUTHOR "Got the Amazon offer, with an initial package that was $100K more than what I currently make at [a top 5 tech company]. It's a dream job for the role of Principal Product Manager for a [special project]. - Q.K. "Just signed the offer for a Google product marketing manager role. Your tips helped me relax and concentrate, so the time went by quickly even though it was really a tough interview." - D.E. "I had my in-person interviews down at Facebook last week and got my offer letter the next day! You were definitely a huge help in preparing for the interviews." - L.S.

Org Design for Design Orgs

Educating Everybody's Children

From drones to wearable technology to Hyperloop pods that can potentially travel more than seven hundred miles per hour, we're fascinated with new products and technologies that seem to come straight out of science fiction. But, innovations are not only fascinating, they're polarizing, as, all too quickly, skepticism regarding their commercial viability starts to creep in. And while fortunes depend on people's ability to properly assess their prospects for success, no one can really agree on how to do it, especially for truly radical new products and services. In Innovation Equity, Elie Ofek, Eitan Muller, and Barak Libai analyze how a vast array of past innovations performed in the marketplace—from their launch to the moment they became everyday products to the phase where consumers moved on to the "next big thing." They identify key patterns in how consumers adopt innovations and integrate these with marketing scholarship on how companies manage their customer base by attracting new customers, keeping current customers satisfied, and preventing customers from switching to competitors' products and services. In doing so, the authors produce concrete models that powerfully predict how the marketplace will respond to innovations, providing a much more authoritative way to estimate their potential monetary value, as well as a framework for making it possible to achieve that value.

The Fifth Witness

Design has become the key link between users and today's complex and rapidly evolving digital experiences, and designers are starting to be included in strategic conversations about the products and services that enterprises ultimately deliver. This has led to companies building in-house digital/experience design teams at unprecedented rates, but many of them don't understand how to get the most out of their investment. This practical guide provides guidelines for creating and leading design teams within your organization, and explores ways to use design as part of broader strategic planning. You'll discover: Why design's role has evolved in the digital age How to infuse design into every product and service experience The 12 qualities of effective design organizations How to structure your design team through a Centralized Partnership Design team roles and evolution The process of recruiting and hiring designers How to manage your design team and promote professional growth

Internet Business Models

Innovation is a fairly bold topic to talk about. It is mentioned in all media today and is considered a key component of the

'human experience". Without it, no progress, no competitive advantage, and perhaps no survival. Therefore people attach to the notion easily and want to engage in discussions. This book gives you a jump-start so you can enter such discussions with a more prolific vocabulary and navigational map. The book takes a somewhat business-centric view, however, you find plenty of questions and reflections that create a much wider context for Innovation. You learn to tackle the inescapable question Why innovate in the first place and how to define Innovation. Resistance to innovation is as old as Innovation itself and this book helps you to understand and untangle motives behind it. You get an introduction to the Lead-User Theory as developed by the research team of Prof. Eric. v. Hippel at MIT. This is an excellent path to move into the field of Innovation.At several stages you will find sections with questions and reflections. These are places in the book where you can stretch the tentacles of your thoughts, provoke and be provoked; sink yourself into reflection for a while and pick up new knowledge and navigation points.Along the way you will learn about: the Forbes induced Fad, perceptual maps with sweet spots, the hierarchy of needs, Mr. Rumbolds' strategy, high-reliability organizations, the Teece matrix, complementary assets, sole owners of a market that doesn't exist, an addendum to Darwins law, a universal scale for innovation, the agent problem, corporate governance, firm value, Cargo Cult Culture, the Peter-principle, the product development pipeline, management theory X and Y, the Lead-User theory, the role of what we don't see, the power-law, traditional markets, dimensions of merit, sticky information, active communication, solution approaches to fulfill customer needs, and more. At the end of the book you will have established a beachhead from which you are free to launch your adventures. At that point, the book gives you a roadmap with possible avenues you can take in your exploration of Innovation.

Highways + Public Works

Designed to promote reflection, discussion, and action among the entire learning community, Educating Everybody's Children encapsulates what research has revealed about successfully addressing the needs of students from economically, ethnically, culturally, and linguistically diverse groups and identifies a wide range of effective principles and instructional strategies. Although good teaching works well with all students, educators must develop an extensive repertoire of instructional tools to meet the varying needs of students from diverse backgrounds. Those tools and the knowledge base behind them are the foundation of this expanded and revised second edition of Educating Everybody's Children. Each strategy discussed in the book includes classroom examples and a list of the research studies that support it. The most important thing we have learned as a result of the education reform movement is that student achievement stands or falls on the motivation and skills of teachers. We must ensure that all teachers are capable of delivering a standards-based curriculum that describes what students should know and be able to do, and that these standards are delivered by means of a rich and engaging "pedagogy of plenty." By these two acts we can ensure that all schools will be ready and able to educate everybody's children.

The Ultimate Mac User Book

Learn how to make the most of Apple's mobile operating systems! Updated 6/25/2020 Whether you use an iPad, iPhone, or iPod touch, you'll find lots to explore in *Take Control of iOS 13 and iPadOS 13* by TidBITS Managing Editor Josh Centers. Learn about what's new in iOS 13 and iPadOS 13—and how to customize them to fit your needs. The latest annual update to iOS features the usual selection of new features, improved user interface, and security enhancements. It also marks the split of Apple's mobile operating system into iOS (for iPhone and iPod touch) and iPadOS (for iPad only). This is more than just a name change; with iPadOS 13, the iPad gets huge improvements that bring it much closer to the computing power and flexibility we expect from conventional computers. TidBITS Managing Editor Josh Centers is back to guide you through all the major capabilities of both operating systems in this new book. Take Control of iOS 13 and iPadOS 13 goes far beyond the new features, providing anextensive guide to getting the most out of iOS 13 and iPadOS 13. Among other things, you'll learn how to: • New! Discover all the major changes in iOS and iPadOS • New! Use activity views (which replace Share sheets and are for more than just sharing) • New! Enable Dark Mode on your mobile device • Updated! Use the new Find My app • New! Make the most of improved text editing tools • Updated! Use Siri and Shortcuts to do even more than before, thanks to significantly expanded capabilities • New! Use accessibility improvements, including voice control and mouse support • Updated! Discover the new (and existing) capabilities of Apple's upgraded apps—including Files, Mail, Maps, Messages, Notes, and Reminders • Updated! Use Screen Time to make better choices about when and how you use your device • New! Work with the updated iPad Home screen, Dock, and onscreen keyboard • New! Learn about the new iPad multitasking capabilities, including more ways to split the screen, use multiple windows, and drag & drop between apps • New! Browse the web with ease using the desktop-class Safari for iPadOS • New! Use the significantly updated Camera and Photos apps to take photos and videos, apply camera effects, and organize your media • Make sense of the Lock screen, Home screen, and Control Center—and customize them to meet your needs • Search with Spotlight • Switch between apps and use Handoff to transfer your work • Navigate the App Store • Understand the ins and outs of Family Sharing • Manage your data—both locally on your device and in the cloud • Make calls and use FaceTime and Voicemail • Organize your Wallet and use Apple Pay • Protect your privacy • Improve your battery life • …and much more! Anyone with a compatible iPhone, iPad, or iPod touch will benefit from Josh's in-depth explanations.

Engineering

Designing beautiful boards and making smooth animation come naturally to us Motion Designers. It's what we're good at. However, designing the career we want, with the freedom, flexibility, and pay we crave, that's more difficult. All of the above is within your grasp if you're willing to take the plunge into freelancing. School of Motion founder Joey Korenman worked in every kind of Motion Design role before discovering that freelancing offered him not only more autonomy but also

higher pay, less stress, and more creativity. Since then, he's taught hundreds of School of Motion students his playbook for becoming a six-figure freelancer. Now he shares his experience and advice on breaking out of the nine-to-five mold in this comprehensive and tactical handbook. The Freelance Manifesto offers a field guide for Motion Design professionals looking to make the leap to freelance in two clear and concise parts. The first examines the goals, benefits, myths, and realities of the freelance lifestyle, while the second provides future freelancers with a five-step guide to launching and maintaining a solo business, including making contact, selling yourself, closing the deal, being indispensable, and becoming a lucrative enterprise. If you're feeling stifled by long hours, low-paying gigs, and an unfulfilling career, make the choice to redesign yourself as a freelancer-and, with the help of this book and some hard work, reclaim your time, independence, and inspiration for yourself.

Innovation And Other Useless Things

A primer on the future of PR, marketing and advertising — now revised and updated with new case studies "Forget everything you thought you knew about marketing and read this book. And then make everyone you work with read it, too." —Jason Harris, CEO of Mekanism Megabrands like Dropbox, Instagram, Snapchat, and Airbnb were barely a blip on the radar years ago, but now they're worth billions—with hardly a dime spent on traditional marketing. No press releases, no TV commercials, no billboards. Instead, they relied on growth hacking to reach users and build their businesses. Growth hackers have thrown out the old playbook and replaced it with tools that are testable, trackable, and scalable. They believe that products and businesses should be modified repeatedly until they're primed to generate explosive reactions. Bestselling author Ryan Holiday, the acclaimed marketing guru for many successful brands, authors, and musicians, explains the new rules in a book that has become a marketing classic in Silicon Valley and around the world. This new edition is updated with cutting-edge case studies of startups, brands, and small businesses. Growth Hacker Marketing is the go-to playbook for any company or entrepreneur looking to build and grow.

Growth Hacker Marketing

Delightful cumulative rhyme leads up to the consequences of piling too many sleepy people and animals in a cozy bed. "Don Wood's paintings endow Audrey's familiar plot with beauty and newness, conveying atmosphere as well as illustrating the story."--Publishers Weekly

Girls Who Run the World: 31 CEOs Who Mean Business

Cheng, a former McKinsey management consultant, reveals his proven, insider'smethod for acing the case interview.

Case Interview Questions for Tech Companies

Mac OS X Snow Leopard for Power Users: Advanced Capabilities and Techniques is for Mac OS X users who want to go beyond the obvious, the standard, and the easy. If want to dig deeper into Mac OS X and maximize your skills and productivity using the world's slickest and most elegant operating system, then this is the book for you. Written by Scott Granneman, an experienced teacher, developer, and consultant, Mac OS X for Power Users helps you push Mac OS X to the max, unveiling advanced techniques and options that you may have not known even existed. Create custom workflows and apps with Automator, run Windows programs and even Windows itself without dual-booting, and sync data on your hard drive, on your phone, and in the cloud—learn all of these techniques and more. This is not a book that talks down to you; Mac OS X for Power Users is an essential book for experienced Mac users who are smart enough to know there is more to be known, and are ready to become power users.

The Freelance Manifesto

Offers advice on how to lead an organization into change, including establishing a sense of urgency, developing a vision and strategy, and generating short-term wins.

Leading Change

Now in its fifth edition, this popular textbook is still the most comprehensive resource available on the oversight of literacy programs (pre-K–12). Focusing on what literacy leaders need to know and do to meet today's mandates, experts in the field offer new insights that reflect the nation's changing policies related to the new Common Core State Standards for English Language Arts and Literacy in History/Social Studies, Science, and Technical Subjects. It also addresses forthcoming assessments aligned to the common core standards, and new mandates for evaluating teachers and principals. Literacy luminaries provide specific guidelines for all levels of instruction, including selecting and using materials and new technologies, promoting writing, assessing students, evaluating teachers, providing professional development, working with linguistically diverse and struggling learners, working with parents and the community, and evaluating school-wide literacy programs. Book Features: Chapters written by experts who have years of experience working in schools. Real-life examples demonstrate how theories have been applied. Reflective questions and project assignments in each chapter allow readers to relate ideas to their own situations. Connections across chapters and directions for future considerations help summarize and synthesize information. Contributors: Moises Aguirre, Kathryn H. Au, Rita M. Bean, M. Susan Burns, Jill Castek, Patricia A. Edwards, Douglas Fisher, Elena Forzani, Nancy Frey, Jennifer L. Goeke, James V. Hoffman, Barbara Kapinus, Clint Kennedy, Julie K. Kidd, Diane Lapp, Donald J. Leu, Maryann Mraz, Jeanne R. Paratore, Taffy E. Raphael, Kristen D. Ritchey,

Adrian Rodgers, Emily M. Rodgers, Misty Sailors, Elizabeth V. Strode, Jacquelyn S. Sweeney, Jo Anne L. Vacca, Richard T. Vacca, Jaime Madison Vasquez, Jean Payne Vintinner, MaryEllen Vogt "Only the most valuable of academic texts gets to a fifth edition. . . . If I were to do a column 'What's Hot in Literacy/Reading Texts,' this volume would undoubtedly be at the top of the list." —From the Foreword by Jack Cassidy, past president, International Reading Association "This fifth edition is a timely and most welcome addition to my professional library. This book is a 'must' in a time when it is essential for literacy leaders to keep up with the fast pace of what is happening in the field of reading. Wepner, Strickland, and Quatroche are exceptional educators and researchers who bring together some of the leading literacy experts to address issues that are so critical in this age of common core state standards. This is a 'must-have' book for anyone involved in overseeing literacy programs at school, district, and state levels." —Linda Gambrell, Distinguished Professor of Education, Clemson University and co-editor of Reading Research Quarterly Shelley B. Wepner is a dean and professor in the School of Education of Manhattanville College. Dorothy S. Strickland is the Samuel DeWitt Proctor Professor of Education, emerita, at Rutgers University. Diana J. Quatroche is a professor and chair of the Department of Elementary, Early, and Special Education in the Bayh College of Education at Indiana State University.

Take Control of iOS 13 and iPadOS 13

Abusing Science is a manual for intellectual self-defense, the most complete available for presenting the case against Creationist pseudo-science. It is also a lucid exposition of the nature and methods of genuine science. The book begins with a concise introduction to evolutionary theory for non-scientists and closes with a rebuttal of the charge that this theory undermines religious and moral values. It will astonish many readers that this case must still be made in the 1980s, but since it must, Philip Kitcher makes it irresistibly and forcefully. Not long ago, a federal court struck down an Arkansas law requiring that "scientific" Creationism be taught in high school science classes. Contemporary Creationists may have lost one legal battle, but their cause continues to thrive. Their efforts are directed not only at state legislatures but at local school boards and textbook publishers. As Kitcher argues in this rigorous but highly readable book, the integrity of science is under attack. The methods of inquiry used in evolutionary biology are those which are used throughout the sciences. Moreover, modern biology is intertwined with other fields of science--physics, chemistry, astronomy, and geology. Creationists hope to persuade the public that education in science should be torn apart to make room for a literal reading of Genesis. Abusing Science refutes the popular complaint that the scientific establishment is dogmatic and intolerant, denying "academic freedom" to the unorthodox. It examines Creationist claims seriously and systematically, one by one, showing clearly just why they are at best misguided, at worst ludicrous.

Mac OS X Snow Leopard for Power Users

Justin Case is convinced fate has in for him. And he's right. After finding his younger brother teetering on the edge Jof his balcony, fifteen-year-old David Case realizes the fragility of life and senses impending doom. Without looking back, he changes his name to Justin and assumes a new identity, new clothing and new friends, and dares to fall in love with the seductive Agnes Day. With his imaginary dog Boy in tow, Justin struggles to fit into his new role and above all, to survive in a world where tragedy is around every corner. He's got to be prepared, just in case.

Abusing Science

"What we have here is a bad case of stripes. One of the worst I've ever seen!" Camilla Cream loves lima beans, but she never eats them. Why? Because the other kids in her school don't like them. And Camilla Cream is very, very worried about what other people think of her. In fact, she's so worried that she's about to break out ina bad case of stripes!

Traction

Master a Mac without jargon and complications. Once you go Mac, you never go back. And if you have this book, you'll be more than happy to never go back. In The Ultimate Mac User Book, we've made a bold attempt to unveil an ideal Mac setup that works for anyone. Whether you're switching from Windows or want to upgrade your knowledge of macOS, this is for you Here's what you'll learn from the book: - The anatomy of Mac's interface. How to set up your new Mac for years of use. - Basic and advanced shortcuts for all jobs on Mac. - Alternatives to popular Windows apps. - Ready-to-use workflows for writers, designers, developers, students, as well as people of any profession who want to hit new productivity milestones on Mac. - 20 hacks every seasoned Mac user should be using (but only a few actually do) in the bonus chapter. Reliable and intuitive, Macs still require a certain level of tech fluency. The family of Apple's Macintosh operating systems is very versatile, with tons of features and enhancements built on top of each other. Navigating through all of them can be complicated. Especially if you're a new user. Especially if you have no time to figure out how things work — you just want them to work. Hope we'll solve the problem for you with this book.

Free

"Customer Success will become the authoritative book of the emerging Customer Success industry and target any business that is trying to focus, or re-focus, on customers and will be applicable to all customer management roles such as Account Manager, Customer Advocacy, Client Relationship Manager, and Customer Success Manager along with the leadership of those organizations. Customer Success will address the pains of how to start creating a customer-centric company and how to think strategically about Customer Success - how to organize, compensate, find a leader, measure, etc. Customer

Success has exploded as one of the hottest B2B movements since the advent of the subscription business model"--

The Engineer

Many professionals aspire to work for startups. Executives from large companies view them as models to help them adapt to today's dynamic innovation economy, while freshly minted MBAs see magic in founding something new. Yes, startups look magical, but they can also be chaotic and inaccessible. Many books are written for those who aspire to be founders, but a company only has one or two of those. What's needed is something that deconstructs the typical startup organization for the thousands of employees who join a fledgling company and do the day-to-day work required to grow it into something of value. Entering StartUpLand is a practical, step-by-step guide that provides an insider's analysis of various startup roles and responsibilities--including product management, marketing, growth, and sales--to help you figure out if you want to join a startup and what to expect if you do. You'll gain insight into how successful startups operate and learn to assess which ones you might want to join--or emulate. Inside this book you'll find: A tour of typical startup roles to help you determine which one might be the best fit for you Profiles of startup executives across many different functions who share their stories and describe their responsibilities A methodology to identify and evaluate startups and position yourself to find the opportunity that's right for you Written by an experienced venture capitalist, entrepreneur, and Harvard Business School professor, Entering StartUpLand will guide you as you seek your ideal entry point into this popular, cutting-edge organizational paradigm.

The Librarian's Yellow Pages

A comprehensive guide to financial planning and venture fundraising for tech entrepreneurs As technology progresses, impacting our daily lives in more and greater ways, technology start-ups come and go at a dizzying pace. There are plenty of opportunities out there for anyone with a great idea, but it takes much more than a great idea to make your tech start-up a success. In addition to creativity and new ideas, being a successful tech entrepreneur requires strategic decision-making in terms of business planning, financial planning, negotiations, and corporate governance. This book serves as a thought-provoking guide that helps tech entrepreneurs avoid the dangers inherent in business start-ups in general and the treacherous realm of venture capital in particular. This book is the ideal reference for anyone who wants to overcome the challenges of running a start-up from incubation to exit. Excellent advice for tech entrepreneurs written in layman's terms Written by an author with more than fifteen years of experience as a founder and co-founder of tech start-ups in the U.S. and Asia Designed to fill the role of an experienced mentor for tech entrepreneurs For first-time founders of tech start-ups requiring venture capital, Start-Up Guide for the Technopreneur is the perfect resource.

Beginning Mobile Application Development in the Cloud

Just In Case

Part biography, part business how-to, and fully empowering, this book is the perfect gift for future entrepenuersbecause you're never too young to dream BIG! With colorful portraits, fun interviews and DIY tips, Girls Who Run the World features the success stories of 31 leading ladies today of companies like Rent the Runway, PopSugar, and Soul Cycle. Girls run biotech companies. Girls run online fashion sites. Girls run environmental enterprises. They are creative. They are inventive. They mean business. Girls run the world. This collection gives girls of all ages the tools they need to follow their passions, turn ideas into reality and break barriers in the business world. INCLUDES: Jenn Hyman, Rent the Runway Sara Blakely, Spanx Emma Mcilroy, Wildfang Katrina Lake, Stitch Fix Natasha Case, Coolhaus Diane Campbell, The Candy Store Kara Goldin, Hint Water Anne Wojcicki, 23andMe Rachel Haurwitz, Caribou Bioscience Nina Tandon, EpiBone Jessica Matthews, Uncharted Power Jane Chen, Embrace Emily Núñez Cavness, Sword & Plough Hannah Lavon, Pals Leslie Blodgett, Bare Escentuals/Bare Minerals Katia Beauchamp, Birchbox Emily Weiss, Glossier Christina Stembel, Farmgirl Flowers Mariam Naficy, Minted Maci Peterson, On Second Thought Stephanie Lampkin, Blendoor Sarah Leary, Nextdoor Amber Venz, RewardStyle Lisa Sugar, Pop Sugar Beatriz Acevedo, MiTu network Julie Rice and Elizabeth Cutler, Soul Cycle Suzy Batiz, Poo-Pourri Tina Sharkey, Brandless Jesse Genet, Lumi Tracy Young, Plan Grid

ROMANCE ACTION & ADVENTURE MYSTERY & THRILLER BIOGRAPHIES & HISTORY CHILDREN'S YOUNG ADULT FANTASY HISTORICAL FICTION HORROR LITERARY FICTION NON-FICTION SCIENCE FICTION