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Switching to the Mac: The Missing Manual, Yosemite Edition David Pogue, 2015-01-22 What makes Windows

refugees decide to get a Mac Enthusiastic friends The Apple Stores Great looking laptops A halo effect from the popularity of iPhones and iPads The absence of viruses and spyware The freedom to run Windows on a Mac In any case there s never been a better time to switch to OS X and there s never been a better more authoritative book to help you do it The important stuff you need to know Transfer your stuff Moving files from a PC to a Mac by cable network or disk is the easy part But how do you extract your email address book calendar Web bookmarks buddy list desktop pictures and MP3 files Now you ll know Recreate your software suite Many of the PC programs you ve been using are Windows only Discover the Mac equivalents and learn how to move data to them Learn Yosemite Apple s latest operating system is faster smarter and more in tune with iPads and iPhones If Yosemite has it this book covers it Get the expert view Learn from Missing Manuals creator David Pogue author of OS X Yosemite The Missing Manual the 1 bestselling Mac book on earth *The Oxford Encyclopedia of Food and Drink in America* Andrew Smith,2013-01-31 Home cooks and gourmets chefs and restaurateurs epicures and simple food lovers of all stripes will delight in this smorgasbord of the history and culture of food and drink Professor of Culinary History Andrew Smith and nearly 200 authors bring together in 770 entries the scholarship on wide ranging topics from airline and funeral food to fad diets and fast food drinks like lemonade Kool Aid and Tang foodstuffs like Jell O Twinkies and Spam and Dagwood hoagie and Sloppy Joe sandwiches **Book Marketing Strategies:** Jonathan K. Hari,2025-06-23 Book Marketing Strategies How to Promote and Sell Your Book Successfully Proven Techniques for Self Published and Traditional Authors Every author dreams of seeing their book in the hands of eager readers But in today s crowded market simply writing a great book isn t enough it needs to be strategically marketed to stand out Whether you re a self published writer navigating the digital landscape or a traditionally published author seeking to maximize your reach this guide provides the ultimate blueprint for success Inside This Book You ll Discover Understanding the Book Market Identifying Your Target Audience Building an Author Brand Crafting a Winning Book Launch Plan The Power of Social Media Marketing Email Marketing for Authors Leveraging Book Reviews and Testimonials Packed with actionable strategies insider insights and proven marketing techniques this book will equip you with the knowledge to promote your book effectively and generate consistent sales Don t let your book fade into obscurity take control of your marketing journey Scroll Up and Grab Your Copy Today *The Look of the Book* Peter Mendelsund,David J. Alworth,2020-10-06 Why do some book covers instantly grab your attention while others never get a second glance Fusing word and image as well as design thinking and literary criticism this captivating investigation goes behind the scenes of the cover design process to answer this question and more NAMED ONE OF THE BEST BOOKS OF THE YEAR BY THE NEW YORK TIMES BOOK REVIEW As the outward face of the text the book cover makes an all important first impression The Look of the Book examines art at the edges of literature through notable covers and the stories behind them galleries of the many different jackets of bestselling books an overview of book cover trends throughout history and insights from dozens of literary and design luminaries Co authored by celebrated designer and

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necessary for making new information relevant to their experience One way to do this is through the use of mobile devices in curricula This integration can make education accessible anywhere and to anyone personalized to each student s schedule and needs The Handbook of Research on Mobile Learning in Contemporary Classrooms expounds the current research on m learning and strategies to leverage mobile devices in educational contexts It also addresses the importance of communication community and mobility in modern classrooms while offering a comprehensive overview of the theory and pedagogy associated with this new technology Nonprofit organizers K 12 educators administrators policy makers students of education and developers will find this book to be an important research companion Digital Tools for Computer Music Production and Distribution Politis, Dionysios,Tsalighopoulos, Miltiadis,Iglezakis, Ioannis,2016-06-27 It is clear that the digital age has fully embraced music production distribution and transcendence for a vivid audience that demands more music both in quantity and versatility However the evolving world of digital music production faces a calamity of tremendous proportions the asymmetrically increasing online piracy that devastates radio stations media channels producers composers and artists severely threatening the music industry Digital Tools for Computer Music Production and Distribution presents research based perspectives and solutions for integrating computational methods for music production distribution and access around the world in addition to challenges facing the music industry in an age of digital access content sharing and crime Highlighting the changing scope of the music industry and the role of the digital age in such transformations this publication is an essential resource for computer programmers sound engineers language and speech experts legal experts specializing in music piracy and rights management researchers and graduate level students across disciplines Handbook of Research on Computational Intelligence Applications in Bioinformatics Dash, Sujata,Subudhi, Bidyadhar,2016-06-20 Developments in the areas of biology and bioinformatics are continuously evolving and creating a plethora of data that needs to be analyzed and decrypted Since it can be difficult to decipher the multitudes of data within these areas new computational techniques and tools are being employed to assist researchers in their findings The Handbook of Research on Computational Intelligence Applications in Bioinformatics examines emergent research in handling real world problems through the application of various computation technologies and techniques Featuring theoretical concepts and best practices in the areas of computational intelligence artificial intelligence big data and bio inspired computing this publication is a critical reference source for graduate students professionals academics and researchers Focus On: 100 Most Popular American Internet Celebrities Wikipedia contributors, **2013 Guide to Literary Agents** Chuck Sambuchino,2012-08-08 The Best Resource Available for Finding a Literary Agent No matter what you re writing fiction or nonfiction books for kids or adults you need a literary agent to secure a book deal The 2013 Guide to Literary Agents is your essential resource for finding that literary agent without fear of being scammed and getting your book published This new updated edition of GLA includes Completely updated contact and submission information for more than 1 000 literary agents seeking new clients Craft and business

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Intelligent Analysis of Multimedia Information Bhattacharyya, Siddhartha, Bhaumik, Hrishikesh, De, Sourav, Klepac, Goran, 2016-07-13 Multimedia represents information in novel and varied formats One of the most prevalent examples of continuous media is video Extracting underlying data from these videos can be an arduous task From video indexing surveillance and mining complex computational applications are required to process this data Intelligent Analysis of Multimedia Information is a pivotal reference source for the latest scholarly research on the implementation of innovative techniques to a broad spectrum of multimedia applications by presenting emerging methods in continuous media processing and manipulation This book offers a fresh perspective for students and researchers of information technology media professionals and programmers

Gaming and Technology
Addiction: Breakthroughs in Research and Practice Management Association, Information Resources, 2016-08-05
Addiction is a powerful and destructive condition impacting large portions of the population around the world While typically

associated with substances such as drugs and alcohol technology and gaming addiction have become a concern in recent years as technology use has become ubiquitous Gaming and Technology Addiction Breakthroughs in Research and Practice explores the social and psychological implications of technology and gaming addiction in addition to ways to manage and treat this unique form of addiction Focusing on emerging research case studies and future outlooks this comprehensive publication is an essential resource for psychologists counselors graduate level students and researchers studying psychology and technology use

Global Place Branding Campaigns across Cities, Regions, and Nations Bayraktar, Ahmet, Uslay, Can, 2016-07-22 Place branding has made it possible for international destinations to be able to compete within the global economy Through the promotion of different cities natural beauty and local culture or heritage many regions have been able to increase their revenue and international appeal by attracting tourists and investments Global Place Branding Campaigns across Cities Regions and Nations provides international insights into marketing strategies and techniques being employed to promote global tourism competitiveness and exploration Featuring case studies and emergent research on place branding as well as issues and challenges faced by destinations around the world this book is ideally suited for professionals researchers policy makers practitioners and students

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