

The Ultimate Guide To Using Ict Across The Curriculum For Primary Teachers Web Widgets Whiteboards And Beyond

Ever feel like you don't even own the hardware and software you paid dearly for? Ever get the impression that you have to ask for permission before installing or changing a program on your device? Ever feel like Facebook and Instagram are listening to your conversations to show you relevant ads? You're not alone.

Do you want to learn how machine learning and neural networks work quickly and simply? Do you want to know how to build a machine learning model, and you have no programming skills? Do you want to get started with learning data science? This book is going to guide you to the basics and the principles behind machine learning. Machine learning is an active research domain and includes several different approaches. This book is going to help you understand the various methods of machine learning and neural networks. It will guide you through the steps you need to build a machine learning model. Machine learning implies programming. This book will teach you Python programming. This book does not require any pre-programming skills. It will help to get you started in Python programming, as well as how to use Python libraries to analyze data and apply machine learning. Overall, this book is a go-to guide for getting started in machine learning modeling using Python programming. Once you get through the book, you will be able to develop your machine learning models using Python. Through this book, you will learn: - Principles of machine learning - Types of machine learning: supervised, unsupervised, semi-supervised, and reinforcement learning - Advantages of each type of machine learning - Principle and types of neural networks - Steps to develop and fit artificial neural network model - Getting started and installing Python - Tools and platforms for Python programming - How to use pandas, NumPy and matplotlib Python libraries - How to develop a simple linear and logistic machine learning model - How to build and train a multi-layer artificial neural network two ways: from scratch and using the Python libraries Even if you don't have any background in machine learning and Python programming, this book will give you the tools to develop machine learning models.

"Covering the latest and breaking news in Facebook advertising, this updated edition introduces revised, expanded, and new chapters covering fundamentals, Newsfeed ads, sidebar ads, and BIG data. In addition, advertisers are taken farther than just Facebook itself. Marshall and coauthors provide priceless insight into the audience, exploring what was happening before the visitor clicked on an ad and what needs to happen after - ten seconds later, ten minutes later, and in the following days and weeks. Presented in the same step-by-step format that made Marshall's Ultimate Guide to Google AdWords a top seller, this book guides online marketers with a potential audience of 1.11 billion people via a completely different, unbelievably powerful online advertising channel. Facebook presents enhanced tools and exciting opportunities to capture clicks and create brand-loyal customers"--

With The Ultimate Guide to Astrology, leading astrologer and Instagram star Tanaaz Chubb (@foreverconscious) presents a modern and accessible approach to astrology with an emphasis on the signs and the planets.

Covering the latest breaking news in Google AdWords, the fifth edition introduces revised, expanded and new chapters covering Enhanced Campaigns, Google AdWord's Express, Google's Product Listing Ads, and the introduction to Google's Universal Analytics. Nuances in Big Data advertising are also revealed and expanded sections and necessary updates have been added throughout. Updates specific to this edition include: Powerful bidding strategies using remarketing lists for search ads New ad extension features Automation capabilities using AdWords scripts Bonus Online Content that includes links to dozens of resources and tutorials covering: registering a domain name, setting up a website, selecting an email service, choosing a shopping cart service, finding products to sell, and starting up an Google AdWords account Readers are given the latest information paired with current screenshots, fresh examples, and new techniques. Coached by AdWords experts Perry Marshall, Mike Rhodes, and Bryan Todd advertisers learn how to build an aggressive, streamlined AdWords campaign proven to increase their search engine visibility, consistently capture clicks, double their website traffic, and increase their sales. Whether a current advertiser or new to AdWords, this guide is a necessary handbook.

Written by two of the leading voices in aromatherapy, Amy Galper and Jade Shutes, The Ultimate Guide to Aromatherapy is a progressive, comprehensive approach to using aromatherapy and essential oils for healing and wellness. Essentials oils have been used across all world cultures for thousands of years. While the popularity of aromatherapy has endured, the methods and applications of the craft have evolved. The Ultimate Guide to Aromatherapy is the modern practitioner's guide to working with aromatherapy and essential oils. Using techniques developed over decades of teaching, you will learn the science of aromatherapy and how essentials oils interact with our sense of smell, brain pathways, and skin. The guide also includes over 50 plant profiles, plus recipes and blends for health and beauty. Included are remedies for digestive health, immunity, women's health concerns, and more, such as Hand & Body Wash for Flu Recovery, Self-Love Botanical Perfume, and Tummy Massage Oil for Indigestion. Drawing on the authors' unique methodology and expertise as aromatherapists, herbalists, and healers, you will learn the art of blending formulations with great skill and discernment. The Ultimate Guide to... series offers comprehensive beginner's guides to discovering a range of mind, body, spirit topics, including tarot, divination, crystal grids, numerology, witchcraft, chakras, and more. Filled with beautiful illustrations and designed to give easy access to the information you're looking for, each of these references provides simple-to-follow expert guidance as you learn and master your practice.

Reel in the Profits with YouTube YouTube delivers more than a billion minutes of streaming content to 1.3 billion active users every day. That's equivalent to one-third of all internet users and at least a billion reasons to start creating videos that promote your business, brand, products, and services today. Entrepreneur Magazine's Ultimate Guide to YouTube for Business is the video marketing blueprint you need to create videos that educate, entertain, and inspire viewers to take action. You'll learn how to plan, edit, promote, and share your videos with the public, as well as how to leverage YouTube's tools to help spotlight your business and your products without spending a fortune. From video production to promotion, this guide shares the battle-tested strategies and tried-and-true advice from successful YouTube experts to help you: Set up your channel and become a YouTube Partner to start monetizing your videos Create a virtual community that uses and loves your products Cater your videos to your target audience at every stage—pre-production, production, post-production, and promotion Drive traffic to your channel,

website, or social media with optimized video titles, tags, playlists, and more Promote your YouTube videos using Facebook, Twitter, Google+, and other social sites Make a video go viral with the help of blogs, websites, and other online resources Find out what a YouTube channel can do for you as you learn to create your channel, leverage it as a marketing tool, and maximize your return on investment.

Become a LinkedIn power user and harness the potential of social selling With the impact of COVID, remote working has become big, and so has the use of digital/virtual sales tools. More sales teams want and need to understand how to use social media platforms like LinkedIn to sell, and most do not use it properly. The Ultimate LinkedIn Sales Guide is the go-to book and guide for utilizing LinkedIn to sell. It covers all aspects of social and digital selling, including building the ultimate LinkedIn profile, using the searching functions to find customers, sending effective LinkedIn messages (written, audio & video), creating great content that generates sales, and all the latest tips and tricks, strategies and tools. With the right LinkedIn knowledge, you can attract customers and generate leads, improving your sales numbers from the comfort and safety of your computer. No matter what you are selling, LinkedIn can connect you to buyers. If you're savvy, you can stay in touch with clients and generate more repeat sales, build trust, and create engaging content that will spread by word-of-mouth—the most powerful sales strategy around. This book will teach you how to do all that and more. In The Ultimate LinkedIn Sales Guide you will learn how to: Use the proven 4 Pillars of Social Selling Success to improve your existing LinkedIn activities or get started on a firm footing Create the Ultimate LinkedIn Profile, complete with a strong personal brand that could catapult you to industry leader status Generate leads using LinkedIn, then build and manage relationships with connected accounts to turn those leads into customers Utilize little-known LinkedIn “power tools” to grow your network, send effective messages, and write successful LinkedIn articles And so much more! The Ultimate LinkedIn Sales Guide is a must read for anyone wishing to utilise LinkedIn to improve sales.

Blogging can be tremendously valuable to both individuals and businesses. The benefits of blogging include business marketing, personal and professional development, business networking, making money online, and more. There has never been a better time to start a blog! Digital marketing is a new frontier and blogging is at the forefront. The Ultimate Guide to Blogging covers everything you need to know about starting a blog, growing and promoting your blog, making money blogging, and more. Specific topics covered in this book include:How to Market Your Business by Blogging How to Promote Your Blog How to Increase Blog TrafficWhat to Blog About Blog Topics and Blog Post IdeasHow to Make Money Blogging How to Start a BlogHot to Make a Blog How to Force Yourself to Start Blogging...and more!What is a Blog? A blog is website containing written “posts” or articles. Blogs are like miniature media companies. They can be on any on topic the author desires. Blogging is often used as a form of content marketing. Blog topics can range from personal to professional and everything in between. The Ultimate Guide to Blogging covers content marketing strategy, blog ideas, and more. Can you make money blogging? Yes. Ways to make money blogging include affiliate marketing, selling ebooks, premium content, additional products and services, and more. This book covers how to make money with a blog. Blogging has been tremendously beneficial to me professionally, personally, and financially, so I'm very excited to be sharing what I've learned with you. The contents of this book has been developed in response to questions people have asked me about blogging, It addresses the challenges that I, and many others, have faced in starting and growing a blog. I recommend blogging to almost everyone I meet. With this book, I can now do more than just recommend, I can provide all of my best advice. About the AuthorMike Fishbein is an entrepreneur in New York City, author of multiple books on entrepreneurship, and has advised both startups and fortune 500 companies on customer development and new product innovation. Mike is the Founder of stpcollege.com, an education technology company in New York City. With over 2,000 enrolled students, stpcollege.com's online courses help entrepreneurs start and grow their companies. Prior to stpcollege.com, Mike was a founding team member of a venture studio and corporate innovation firm founded by an accomplished serial entrepreneur. There Mike served as a lead product manager in launching three new consumer technology products. In addition, Mike advised some of the world's largest companies on new product innovation. Mike's expertise lies in customer development, Lean product strategy, and customer acquisition. His writings on startup marketing and strategy have been published in Huffington Post, Entrepreneur, and more. Mike has been starting companies since he was a teenager and serves as a resource and advisor to startups in New York City in abroad. You can learn more about Mike via his personal blog, mfishbein.com.

Revised edition of the author's Ultimate guide to search engine optimization.

Have you ever wondered how that Instagram model is able to afford the seemingly endless luxuries in all the photos she posts? Have you ever wished that it was you getting all those products and being paid all that money? Have you ever thought that you simply wish she was promoting your product?The Ultimate Guide to Influencer Marketing satisfies all three of these questions, by providing an in-depth look at the business world of influencers, how to use them for your business, and how to become one yourself. Written by digital marketing industry veteran Joe Sinkwitz, CEO of Intellifluence with a forward by Copypress CEO Dave Snyder, you'll learn how to create influencer campaigns for your brand or agency from scratch and how influencers can grow their audiences to full potential over 29 actionable chapters.

Ever wanted to get your business featured in publications like Forbes, National newspaper websites, magazines and trade journals? Perhaps you've noticed the rise of blogging and wondered how your business can tap into this ready-made network of highly influential people to boost your credibility and get in front of your perfect target audience? In this groundbreaking book, the superstar Digital PR team from Exposure Ninja break down step-by-step their process for getting any business in any market coverage in the most relevant online publications. Whether you want to build credibility to become an authority, drive traffic to your website or attract the sort of links that turbocharge ranking, this book will walk you through the process. You will discover: How businesses of all size - from 1 person to 100,000 people - can utilise Digital PR for free publicity. How to identify the perfect market to maximise the impact of your Digital PR. How to generate ideas and angles for stories that publications will bite your hand off for. The 'secret underworld' of Sponsored Content and how to utilise it for maximum profit. How to use Content Marketing to spread your reach through infographics, articles, and videos. How to find and connect with the most influential bloggers in your market and have them sing your praises publicly to their audience. How to use contests to boost your social media following (including one example that generated over 3,000 entries for less than the price of three cups of coffee). How and why to use live events to explode your online visibility (clue: the strategies in this section won't have even occurred to your competitors). How to create and manage a workable digital PR campaign in whatever time you have available, whether it's 20 minutes per week or 8 hours per day. How to use two hashtags on Twitter to 'unlock' a hidden world of journalists desperate to write about

you (clue: see an example of this strategy where we sent 3 tweets which got us featured in Forbes, The Telegraph, and The Guardian websites in less than 2 weeks). What most businesses don't realise is that journalists, editors, and bloggers are crying out for good stories to write about. Provided that you understand exactly what they are looking for and how to position your business in a way that makes you interesting, rather than have to push push push, these gatekeepers will be coming to you asking for more! About The Authors Charlie and Luke head up Exposure Ninja's Digital PR team. With years of experience running campaigns for businesses in every imaginable market (and even some unimaginable ones!), they have developed a set of simple, easy-to-follow systems that mean any business can get the sort of visibility online that previously seemed out of reach. Tim Cameron-Kitchen is a 5-time bestselling author and Head Ninja at Exposure Ninja. Having helped tens of thousands of businesses to improve their online visibility and attract more customers from the Internet, he is one of the UK's leading Digital Marketing authorities and now runs the 65-strong digital marketing company Exposure Ninja. Who Is This Book For? Whether you are a solopreneur looking for free advertising or a large multinational wanting to develop a Digital PR strategy to tap into the new generation of online authorities, this book will guide you through the processes that Exposure Ninja uses day in, day out to get coverage for their clients in any market. From e-commerce stores to tradesmen, the range of strategies covered in this book means that whatever you sell and to whomever you sell it, you'll find the perfect angle for you. Hidden Extras This book comes with FREE lifetime updates and a digital marketing review worth £198. Details inside.

SELL MORE WITH INSTAGRAM Are you ready to tap into Instagram's booming network of 600 million viable customers? With the Ultimate Guide to Instagram for Business, social media marketing expert Kim Walsh-Phillips gives you the tools you need to get your due return on investment out of Instagram. From cross-platform branding and marketing advice to practical blueprints for funneling followers, this guide unlocks the secrets successful entrepreneurs use to drive sales directly from Instagram, become experts in their field, and grow their business. Learn how to: Set up an Instagram marketing funnel that converts followers into customers Run effective, lead-generating campaigns with trending hashtags, exclusive contests, and product launches Grow your Instagram following with The 21-Day Blueprint Leverage your Instagram brand to reach celebrity status and gain a competitive advantage Post Instagram stories and live videos to grow your follower base and drive sales Build content with a Quick-Start Lead Magnet Blueprint that will attract your ideal customers Your followers are ready to take action -- give them a reason! Whether you're new to the Instagram world or you're not sure how to get more out of your profile, this guide is the perfect tool for entrepreneurs ready to promote themselves to millions of visual shoppers. With this guide's easy-to-use strategies, easy-to-adapt blueprints, and other great resources, you'll be ready to take the plunge!

Connect with your intuitive wisdom by exploring the key divination tools and techniques used throughout the ages: crystal casting and pendulums; runes; teacup, coffee cup, and salt readings; palmistry; playing cards and tarot cards; numerology; dice reading; crystal ball gazing; and more. With this guide, you'll learn time-honored methods for developing your intuition, accessing the unconscious, and parting the veils between the realms. Learn to understand the deeper meaning of ordinary events—and reveal what the future may hold. The Ultimate Guide to Divination presents to you the oracles of the ancients in a colorful, modern, and easy-to-use format. Step-by-step illustrations and color photos guide you through the methods, and helpful tables and reference charts show you how to understand and decipher common psychic symbols. Just a few of the valuable divinatory references within: A directory of crystals used in divination, each paired with a color photo of the stone and a guide to its interpretation A glossary of psychic symbols for tea, coffee, and salt readings An Illustrated guide to the meanings of hand and fingertip shapes, along with interpretations for each mount of the hand A complete review of the major and minor arcana cards of the tarot, including layouts for various spreads Numerology charts and keys for compatibility, auspicious numbers for occasions, and the meanings of your house and phone numbers There is an oracle for every purpose and question. The Ultimate Guide to Divination is the essential handbook to the mystic arts. The Ultimate Guide to... series offers comprehensive beginner's guides to discovering a range of mind, body, spirit topics, including tarot, crystal grids, numerology, witchcraft, chakras, aromatherapy, and more. Filled with beautiful illustrations and designed to give easy access to the information you're looking for, each of these references provides simple-to-follow expert guidance as you learn and master your practice.

Reveal the answers to life's questions by learning how to solve the hidden codes all around you, with The Ultimate Guide to Numerology. Numbers underpin our day-to-day lives. Our birthday, anniversaries, addresses, and bank accounts—these complex series of numbers all contain codes to where we may find fortune, and where cycles of opportunity reside for us in our careers, homes, relationships, and life events. You can even use numbers to determine your soul's purpose! The Ultimate Guide to Numerology is the first book to reveal this captivating subject in its entirety. Written by master numerologist Tania Gabrielle, this guide to the inner workings of numbers will teach you how to forecast outcomes, optimize timing on projects and events, take advantage of opportunities, and avoid pitfalls. This fascinating beginner's guide shows how to decipher your personal birth code and learn what messages the numbers in your life hold. The Ultimate Guide to Numerology is the codex to break the codes!

Everything you need to know before you take your four-legged friend on a run. When looking for a consistent running buddy, it's only natural that you look towards your dog. Who wouldn't want to share a workout with their loyal and energetic canine companion? Plus, there are numerous physical and mental benefits that both you and your four-legged friend can gain from running. But just like humans, dogs need to train properly and build up their fitness before tackling a longer run. Without physical cues to judge from, it can be hard to tell if your dog is ready for a run. Luckily, Bryan Barrera's book, The Ultimate Guide to Running with Your Dog contains all the information that you need to safely hit the pavement with your pet. Founder and owner of one of the nation's first dog-running companies, DC Dog Runner, Barrera is an expert on running with dogs. Weaving in personal experiences, The Ultimate Guide to Running with Your Dog provides a comprehensive look at dog running, including topics such as: Assessing your dog as a runner Running in different types of weather The best terrains to run on Running with multiple dogs The best collars and leashes for active dogs What to do if your dog gets injured How to hire a professional dog runner And more! So whether you and your canine are novice harriers or seasoned trail warriors, The Ultimate Guide to Running with Your Dog will help you make your future runs safer and more enjoyable.

With The Ultimate Guide to Chakras, tune in to your chakras, the power centers connecting your physical body and the world of energy. Your chakras are the power centers that translate between the seen world of the physical body and the unseen world of energy. First discussed in ancient Hindu texts and studied for thousands of years in numerous spiritual traditions, including acupuncture, meditation, and yoga, chakras hold the key to our well-being. By tapping into the power of our chakras, we can live healthier, balanced, and more abundant lives. Athena Perrakis, leading metaphysical teacher and creator of

the world's largest online metaphysical resource website, SageGoddess.com, addresses the nine major chakras we can tap into to balance, heal, and manifest. This guide explains how and why different crystals, essential oils, and sacred plants help to support each chakra. Each chapter of The Ultimate Guide to Chakras includes magical exercises for accessing the energy of each chakra, including meditations, journal exercises, and working with goddesses and spirit guides. Readers will even learn how to create a dedicated chakra altar. Lavishly photographed and illustrated, this guide promises to be an essential volume for beginners and experienced energy workers alike. The Ultimate Guide to... series offers comprehensive beginner's guides to discovering a range of mind, body, spirit topics, including tarot, divination, crystal grids, numerology, witchcraft, aromatherapy, and more. Filled with beautiful illustrations and designed to give easy access to the information you're looking for, each of these references provides simple-to-follow expert guidance as you learn and master your practice.

Can you make your own bread (sans bread machine)? Grow a garden all winter? What can you use instead of toilet paper? What if the power went out for a month? What if the grocery store closed? Can you make a solar oven? Store food without electricity? Raise a water buffalo? Make fine linen from stinging nettle? Make your own shampoo? Deliver a baby? Is it possible to be totally self-sufficient? This massive, full-color book answers all these questions and thousands more and includes checklists, diagrams, and instructions on how to buy a sheep. All of the information included meets these criteria: It is something that anyone can do, without special training. It can be done with relatively few supplies or with stuff you can make yourself. It has been tried and tested—either by the author, the military, doctors, or other homesteaders. The Ultimate Guide to Homesteading is not a storybook or a cookbook. It is a practical guide with nitty-gritty details on everything a homesteader can do, step-by-step with hundreds of color illustrations and pen and ink sketches. You can do it! This book can help.

With 4,000 percent growth in just six months, 17 million users, and a record for more referral traffic than YouTube, Google+, and LinkedIn combined, Pinterest delivers an unbelievable opportunity for marketers . . . if they know how to effectively use it. Karen Leland acquaints business owners with the newest social media kid on the block. She covers: the ins and outs of signing up and getting started; building boards that get noticed, drive traffic, and convert fans into customers; creating a Pinterest community through power connections, contests, social media outreach, and smart pinning strategies; strategies for becoming a power Pinterest user and creating an enthusiastic following; best practices for pins that promote, including image optimization, consistent branding, social media integration, and high-value content; and Pinterest etiquette. Business owners learn to expand their business and brand's success — one pin at a time.

Social media is a rapidly growing ecosystem that has developed as a strong platform for small businesses and influencers to make their impact on the world.

NEW CUSTOMERS ARE WAITING... FIND THEM ON FACEBOOK Facebook makes it easy for businesses like yours to share photos, videos, and posts to reach, engage, and sell to more than 1 billion active users. Advertising expert Perry Marshall is joined by co-authors Keith Krance and Thomas Meloche as he walks you through Facebook Advertising and its nuances to help you pinpoint your ideal audience and gain a ten-fold return on your investment. Now in its third edition, Ultimate Guide to Facebook Advertising takes you further than Facebook itself by exploring what happens before customers click on your ads and what needs to happen after—10 seconds later, 10 minutes later, and in the following days and weeks. You'll discover how to: Maximize your ad ROI with newsfeeds, videos, and branded content Create custom audiences from your contact lists, video views, and page engagement Use the Facebook Campaign Blueprint proven to generate your first 100 conversions Boost your Facebook ads using the Audience Network and Instagram Follow the three-step formula for successful video ads Maximize campaigns and increase conversions on all traffic to your website Track and retarget engaged users by leveraging the Power of the Pixel Make every page on your website 5-10 percent more effective overnight "If anybody can make practical sense of Facebook for marketers, it's Perry. He has his finger on its truth—as advertising media, not social media. He also realizes there is a short window of time during which it offers greatest opportunity. He identified this with Google AdWords. Now, this book shows how to capitalize on ideal timing with this media. Finally, he is a well-disciplined direct-response practitioner who holds this accountable for ROI. I bestow my 'No B.S.' blessing." —Dan S. Kennedy, legendary direct marketing advisor and author of the No B.S. series.

An absorbing, fast-paced, and comprehensive guide to surviving in the wild, with a particular focus on the animals you might encounter-and want to avoid!-while you're there. Whether you're lost in the mountains, stranded the desert, or adrift at sea, if you've read this book, you might just have a fighting chance at staying alive. Vivid photos, maps and other colorful graphics provide plenty to inspire armchair explorers. Chapters cover survival at sea, on a Pacific island, in the Outback, the Sahara Desert, the Amazon Rain forest, Polar wilderness, and in the Rocky Mountains. Readers are provided with information on what to do first, the key rules for survival, the animals in each habitat, and how to signal for help. Feature pages highlight real-life survivors who escaped these harsh environments to inspire young explorers.

Hello there crafty friends of mine! I'm Kristin - mama to the most incredible little human around, graphic designer, hand letterer, and creator of June & Lucy. I love the 4 C's in my life: cats, coffee, couches, and cooking, and as you can tell from my Instagram captions, I think I am much funnier than I probably am. My goal with this book is to help you avoid the countless months of research, trial and error, and mistakes that I made along the way, by giving you a straight forward, easy to understand explanation of the process behind hand lettering so that you can start your lettering journey with a strong foundation. **Take Control of ADHD: The Ultimate Guide for Teens With ADHD** helps teens take control of their disorder and find success in school and in life. By creating the "ADHD Attention Profile" discussed in the book, readers will recognize how ADHD affects them, discover coping strategies and technology tools to improve their focus, and develop a self-advocacy plan they can use immediately. The book presents the latest research and information on ADHD in a conversational style that teens can understand easily, allowing them to develop a better understanding of their disorder. By including suggestions from teens with ADHD, the authors offer tons of advice, information, and ideas for students, from students just like them. This handy guidebook is sure to help teens with ADHD learn to refocus their attention and find success in school and beyond! Ages 12-18

As the owner of one of the world's most elaborate sea glass collections, Mary Beth Beuke gets to talk about these prized ocean gems on a daily basis. Unfortunately, with each passing day, sea glass becomes more and more difficult to find, making the hunt more of a challenge to the seeker—especially one with limited experience in sea glass hunting. There are several reasons why the hunt is so important to the sea glass seeker. Some find their Zen moments in the solitude and beauty of the hunt. Some collect to add color to their life. The history, mystery, and discovery of sea glass are also strong forces that draw collectors to shorelines around the world, looking for these pieces of physically and chemically weathered frosted glass. Whatever your reason for wanting to learn about and start your own collection of sea glass, the window for doing so is closing as pieces are becoming more elusive due to a growth in sea glass popularity and a decrease in recent glass bottle production. In The Ultimate Guide to Sea Glass, Beuke provides information that will help first-time seekers start new collections and veteran hunters learn more about their current sets. Beuke shares her experiences in gathering her own collection via photographs of vibrant and rare pieces, as well.

Teaches the elements of good writing through the use of essential guidelines, literary techniques, and proper writing mechanics.

Find and Network with the Right Professionals You know it's smart to connect with over 500 million business professionals on LinkedIn, but you may not know how to do it without wasting tons of time and money. LinkedIn expert and trainer Ted Prodromou delivers a step-by-step guide to using LinkedIn to grow your business, find profitable clients and customers, and hire the perfect employees. With more than a decade of experience helping businesses and entrepreneurs grow using SEO, pay-per-click management, and LinkedIn, Prodromou shares the most effective ways to keep you and your business in front of decision makers and build strong referral networks. You'll learn how to: Make online connections that are as strong as those made in person Use content marketing to build and promote your thought leadership profile Build trust with prospective clients by exploring similar interests and groups Develop a closing process that convert connections to clients Leverage your LinkedIn presence to drive you and your business to the top of the results page on multiple search engines—even Google As the definitive social network for people doing business, entrepreneurs ignore LinkedIn at their own peril. Take the direct approach to reaching the movers and shakers by listening to what Ted has to say. —Joel Comm, New York Times bestselling author of Twitter Power 3.0: How to Dominate Your Market One Tweet at a Time If you want to know the behind-the-scenes, real-world strategies, you need to read this book filled with applicable tips and tricks to save you time and money, and to give you a roadmap to actually making money on LinkedIn. —Scott Keffer, bestselling author and founder of Double Your Affluent Clients®

Hundreds of online marketing books have been written about search engine optimization (SEO), search engine marketing (SEM) and pay-per-click advertising (PPC), this is the first to elaborate on the most fundamental marketing tactic of all: links and link building. The world's most recognized authority on link building, Eric Ward, clears the web today is comprised of trillions of links: links between websites, links within social media venues like Facebook and Twitter, and even links in email inboxes. Who links to a site and how they link to it is one of the most important factors that search engines rely on when ranking results. But how do marketers control this? Link building expert Eric Ward provides the answers. Sharing little-known techniques for link building via social media platforms, blogs, partnerships, public relations, articles, and more, Ward teaches marketers which link-building techniques will maximize the quality links that point to their site, allowing them to charm both search engines and customers and which methods to avoid. This one-of-a-kind guide details a variety of link building tools, tactics, and techniques illustrated by case studies, expert interviews, and resources. Ward leaves no opportunity unexplored, and no link-building questions unanswered.

Do you get nervous when presenting at work? Do you want to showcase your knowledge, influence people and accelerate your career? Would you like to learn the secrets of successful speaking, communicating and presenting? How to Present reveals how you can be a confident, clear and influential presenter every time. Presentation skills expert Michelle Bowden shares her internationally proven 13-step system to exceptional presenting, starting with analysis (plan what you would like to achieve), then design (put your presentation together) and delivery (communicate your message for results). Whether you're presenting or speaking to one person or thousands, this is the essential guide to becoming an outstanding presenter. How to Present will help you: maximise your impact in meetings, conferences and conversations manage your nerves so you feel calm and confident engage your audience and master the art of persuasion deliver your message clearly and with authority command attention and achieve your goals! There is no other book on the market like this that will take you step-by-step through the process of successful presenting. —Steve Weston, Managing Director of Retail Lending, UK Retail and Business Banking division, Barclays

EVERYTHING THERE IS TO KNOW ABOUT SURVIVING IN THE WILD “During my first years of learning survival I took a course in survival and primitive earth skills taught by John and Geri McPherson. I was excited by their unbelievable passion and their intrinsic understanding of survival. Their teachings took me from understanding basic skills to a full-blown love for the ancient technologies that humans developed to survive. John and Geri are the real deal. They don't just teach this stuff, they live it. I loved the experience with them so much I came back a second time a few years later. Now that I have traveled the world as Survivorman—experiencing and filming survival in every ecosystem there is—I can sit back and watch my shows and see John and Geri's teachings peek through in every situation. I have been able to understand survival because of John and Geri, and can highly recommend this book.” --Les Stroud, AKA Survivorman Packed with in-depth instruction and photos, Ultimate Guide to Wilderness Living teaches you the skills need to survive and live in the wild using only those things found in the woods. Learn how to: •Ignite a fire with a two-stick hand drill •Erect temporary and semi-permanent

Build your Machine Learning portfolio by creating 6 cutting-edge Artificial Intelligence projects using neural networks in Python Key Features Discover neural network architectures (like CNN and LSTM) that are driving recent advancements in AI Build expert neural networks in Python using popular libraries such as Keras Includes projects such as object detection, face identification, sentiment analysis, and more Book Description Neural networks are at the core of recent AI advances, providing some of the best resolutions to many real-world problems, including image recognition, medical diagnosis, text analysis, and more. This book goes through some basic neural network and deep learning concepts, as well as some popular libraries in Python for implementing them. It contains practical demonstrations of neural networks in domains such as fare prediction, image classification, sentiment analysis, and more. In each case, the book provides a problem statement, the specific neural network architecture required to tackle that problem, the reasoning behind the algorithm used, and the associated Python code to implement the solution from scratch. In the process, you will gain hands-on experience with using popular Python libraries such as Keras to build and train your own neural networks from scratch. By the end of this book, you will have mastered the different neural network architectures and created cutting-edge AI projects in Python that will immediately strengthen your machine learning portfolio. What you will learn Learn various neural network

architectures and its advancements in AI Master deep learning in Python by building and training neural network Master neural networks for regression and classification Discover convolutional neural networks for image recognition Learn sentiment analysis on textual data using Long Short-Term Memory Build and train a highly accurate facial recognition security system Who this book is for This book is a perfect match for data scientists, machine learning engineers, and deep learning enthusiasts who wish to create practical neural network projects in Python. Readers should already have some basic knowledge of machine learning and neural networks.

Who should you follow? How many people should you follow? How often should you tweet? Most people don't get Twitter. Longtime internet guru Ted Prodromou shows you how to become someone who does. Set to prove that 140 characters or less and a hashtag can dramatically grow your brand and your business, Prodromou takes you step by step into the Twitterverse and shows you how to tweet your way to the top of your industry.

Learning any new operating system can be challenging, but learning the process on the smaller screen of a smart phone can be even more so! "The Ultimate Guide to Using your Android Smart Phone" is designed to help users of Android smart phones to learn the basics of the Android platform in easy step by step processes. This step by step approach ensures that everyone - regardless of their current smart phone or Android experience - can perform the functions described in this book. Whether you are looking to start from scratch with your new smart phone, personalize your old Android phone or learn how to perform specific Android functions, "The Ultimate Guide to Using your Android Smart Phone" covers all of the basics and then some regardless of the brand, model or version of your current Android phone!

Growing your own food is a hot topic today because of the high cost of transporting food long distances, the heightened problem of diseases caused by commercially grown foods, and concerns of the overuse of chemicals in mass food production. Many people—from White House executives to inner-city kids—have recently discovered the benefits of homegrown vegetables and fruits. Community gardens, and even community canning centers, are increasingly popular and have turned roof-top gardening into a great and healthy food source. And on a smaller scale, some plants can even be grown in containers for the smallest backyard or patio. The possibilities for growing your own food are endless! The Ultimate Guide to Growing Your Own Food informs you how to grow all types of vegetables, fruits, and even grains on your own land or in any small space available to you and your family. Also included is information on specific health benefits, vitamins, and minerals for each food, as well as detailed instructions for fall and winter food growing. Learn how to grow for your family, harvest and store all types of home-grown produce, and find joy in eating foods planted with your own hands.

A business without a newsletter is like a sports car without wheels. It's nice to sit in and cool to look at, but for that car to have value, it must move forward. Similarly, a business without newsletters is just rusting in the garage. So if you want to continue using marketing tools that can't effectively drive growth, this book isn't for you. But if you want to know the TRUTH about newsletters - a marketing strategy that delivers consistent results, increases client retention, warms up cold leads, and brings in hundreds of new clients and referrals, then The Ultimate Guide to Newsletters is your solution! Forget all those marketing theories that haven't worked and hypotheticals that "don't apply to you." The Ultimate Guide to Newsletters takes you through the benefits of a custom newsletter campaign and how you can ... Increase retention and stay top of mind with clients and prospects. Use custom content and an original design for maximum impact. Build personal, powerful, and professional relationships with clients and prospects that are invaluable to your growth and success. Brought to you by the master of newsletter marketing, The Newsletter Pro himself, Shaun Buck, this book will show you how to get your custom print newsletter off the ground AND use it to maximize referrals and retention. Fresh off the success of the "No BS Guide to Maximum Referrals and Customer Retention," with marketing guru Dan S. Kennedy, Buck brings his 15 years of entrepreneurship to your business. Buck is the founder and CEO of The Newsletter Pro, a company that mails over 4 million newsletters annually. Now, with this book, he's sharing his secrets to direct mail success and accelerated business growth.

The Ultimate Guide to Using Influencer Marketing

How To Get Connected with More than 300 Million Customers This popular title delivers an in-depth guide to targeting, reaching, and gaining ideal customers using the latest updates on LinkedIn. LinkedIn expert Ted Prodromou offers a wealth of no- or low-cost methods for maximizing this dynamic resource. Following his lead, readers learn to link with the most effective connections for greater exposure. Updates in this edition include: Staying up-to-date with LinkedIn Contacts, Pulse, and Publisher programs Expansion of premium accounts to help optimize business profiles, stand out in search results, and track impact How to implement new features like Showcase and Company Updates pages for extended presence in newsfeeds and with followers Smarter LinkedIn Search that saves time and money with customized, comprehensive results Other important topics covered include: Techniques and tips to easily navigate LinkedIn's interface Time saving tips on finding and matching data from businesses and people Expert guidance on super-charging a business or individual profile Insider advice on getting found through LinkedIn and maximizing search Professional instruction on promoting a LinkedIn profile The latest information is illustrated with current snapshots, fresh examples, and case studies, along with new techniques to easily maneuver LinkedIn's interface.

THIS IS A UNIVERSAL USED CAR BUYING GUIDE. COVERS LOTS OF AREAS LIKE VEHICLE INSPECTION,TEST-DRIVING,GENERAL TO DO LIST, NOT FORGETTING IT LETS YOU IN ON SECRETS/TRICKS USED BY VEHICLE MANUFACTURERS AND CAR DEALERS TO SELL CARS.

A beautiful, comprehensive guide to going green and living sustainably. Permaculture is an important but often misunderstood method of growing food and building homes in a manner that works with nature, rather than against it, to create beautiful, healthy, and useful gardens. Blending ecology, organic agriculture, green home design, appropriate technology, and biology can be confusing and overwhelming, but The Ultimate Guide to Natural Farming and Sustainable Living simplifies this vast field for practical application. This is a hands-on guide, taking the beginner through each step of the design process, so that anyone can apply permaculture principles to his or her life. While the principles are simple, the in-depth topics cover every aspect of permaculture, including: • building green homes and passive solar design • growing edible plant communities and forest gardens • using no-till and natural farming methods • creating microclimates for extended growing seasons • raising livestock with ecological foraging techniques This is a common-sense approach to sustainable living that creates a self-sufficient and low-effort home for the people that live there, whether in the city or the country. The Ultimate Guide to Natural Farming and Sustainable Living isn't a philosophy book or a dissertation on theory. It is a step-by-step, complete guide to every aspect of permaculture.

Create Focused Social Media Campaigns Tailored to Your Business Ultimate Guide to Social Media Marketing takes readers through a 360-degree perspective of social media marketing in businesses, from strategy to tactics, from organic to paid, from B2B to B2C, encompassing all of the current networks. Topics include: Why businesses need to embrace social media marketing Understanding today's social networks from big ones like Facebook and YouTube to emerging platforms Learning how to craft your business's social media strategy using today's formats How to leverage images and video in your social media outreach Leveraging chat bots, paid social media, and influencer marketing Building your business social marketing team Measure your social media outreach progress and improve your performance over time

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