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Media Management in the Age of Giants Dennis F. Herrick 2012-08-15 The emergence of giant media corporations has created a new era in mass communications. The world of media giants—with a focus on the bottom line—makes awareness of business and financial issues critical for everyone in the industry. This timely new edition of a popular and successful textbook introduces basic business concepts, terminology, history, and management theories in the context of contemporary events. It includes up-to-date information on technology and addresses the major problem facing media companies today: How can the news regain profitability in the digital age? Focusing on newspaper, television, and radio companies, Herrick fills his book with real-life examples, interviews with media managers, and case studies. In a time when all the rules are changing because of digital technology, conglomeration, and shifting consumer habits, this text is a vital tool for students and working journalists.

The Fifth Witness Michael Connelly 2011-04-14 A blistering courtroom drama featuring The Lincoln Lawyer's Mickey Haller from the master of the genre. In tough times, crime is one of the few things that still pays, but even criminals are having to make cutbacks. So for defence lawyer Mickey Haller, most of his new business is not about keeping people out of jail; it's about keeping a roof over their heads as the foreclosure business is booming. Lisa Trammel has been a client of Mickey's for eight months, and so far he's stopped the bank from taking her house. But now the bank's CEO has been found beaten to death - and Lisa is about to be indicted for murder . . .

The Online Rules of Successful Companies Robin Miller 2003 PLEASE PROVIDE COURSE INFORMATION PLEASE PROVIDE

Abundance Peter H. Diamandis 2014-09-23 The authors document how four forces--exponential technologies, the DIY innovator, the Technophilanthropist, and the Rising Billion--are conspiring to solve our biggest problems. "Abundance" establishes hard targets for change and lays out a strategic roadmap for governments, industry and entrepreneurs, giving us plenty of reason for optimism.

Electronic Commerce Gary Schneider 2014-05-15 Packed with real-world examples and business cases, ELECTRONIC COMMERCE, 11E continues to lead the market with its cutting-edge coverage of all things e-commerce. Comprehensive coverage of emerging online business strategies, up-to-the-minute technologies, and the latest developments from the field equips readers with a solid understanding of the dynamics of this fast-paced industry. The new edition offers thorough discussions of e-commerce growth in China and the developing world, social media and online marketing strategies, technology-enabled outsourcing, online payment processing systems, and much more. In addition, Business Case Approaches and Learning From Failure boxes highlight the experiences of actual companies to illustrate real-world practice in action. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Henry Friendly, Greatest Judge of His Era David M. Dorsen 2012-04-10 Henry Friendly is frequently grouped with Oliver Wendell Holmes, Louis Brandeis, Benjamin Cardozo, and Learned Hand as the best American jurists of the twentieth century. In this first, comprehensive biography of Friendly, Dorsen opens a unique window onto how a judge of this caliber thinks and decides cases, and how Friendly lived his life.

Project to Product Mik Kersten 2018-11-20 As tech giants and startups disrupt every market, those who master large-scale software delivery will define the economic landscape of the 21st century, just as the masters of mass production defined the landscape in the 20th. Unfortunately, business and technology leaders are woefully ill-equipped to solve the problems posed by digital transformation. At the current rate of disruption, half of S&P 500 companies will be replaced in the next ten years. A new approach is needed. In Project to Product, Value Stream Network pioneer and technology business leader Dr. Mik Kersten introduces the Flow Framework—a new way of seeing, measuring, and managing software delivery. The Flow Framework will enable your company's evolution from project-oriented dinosaur to product-centric innovator that thrives in the Age of Software. If you're driving your organization's transformation at any level, this is the book for you.

Digital Rights Management Bill Rosenblatt 2002 "This book paints a complete picture of the overall DRM landscape in terms that novices can understand, without sacrificing the under-the-hood details that techies demand." --Mark Walter, Senior Analyst, The Seybold Report Protect Your Intellectual Property -- and Profit from Digital Media Digital rights management, or DRM, is a set of business models and technologies that enables you to protect -- and profit from -- your

text, image, music, or video content in today's digital world. In this unique guide, three digital media experts show you step-by-step how to find the right DRM solution for your organization, whether you're an IT decision-maker or an executive on the content side. After explaining DRM antecedents, paradigms, and legal foundations, the authors walk you through today's DRM technologies and standards -- and offer sound, practical advice on how to match your needs with the right DRM products, services, and vendors. Your Road Map for Today's DRM Technologies * Get the scoop on subscription, pay-per-view, superdistribution, metering, and other DRM business models * Understand what the Digital Millennium Copyright Act and other legal guidelines mean for DRM * Delve into watermarking, encryption, authentication, clearinghouses, and other DRM building blocks * Get up to speed on XrML, DOI, ICE, and other emerging standards * Zero in on key proprietary technologies, from InterTrust RightsSystem to Verance watermarking to products from Adobe, Microsoft, and many others * Match your needs with the right DRM solutions -- from custom-built systems to the best vendors and industry-specific products.

Digital Libraries Judith Andrews 2017-05-15 Digital Libraries: Policy, Planning and Practice brings together a wealth of international experience in the planning and implementation of digital and hybrid library projects, providing a stimulating and informative handbook and reference for library staff and information managers. It consists of chapters contributed by leading specialists from Europe, North America, South Africa and the Middle East, who offer their insight into the decision-making processes that have shaped a variety of different digitization programmes. Beginning with introductory overviews of the digital library context, the US Digital Library Program and the UK e-lib and hybrid library programmes, Digital Libraries then divides into two main sections on policy and planning, and implementation and practice. The first explores concerns such as financial and resource planning, digitized compared to born-digital content and related service issues, open access to scholarly research archives, policies for and against preservation and their justification, and evaluating electronic information services. The second section is based on case studies on major European and North American digital library projects, including the Glasgow Digital Library, UCEEL (University of Central England Electronic Library), the Networked Digital Library of Theses and Dissertations (discussed in the context of five international projects), the Indiana University music Variations and Variations2 Project, and the beginnings of the Library of Congress digital program and its integration into core library services. The concluding chapter discusses the way forward for digital libraries in the context of experiences at Tilburg University library, and possible enabling or limiting factors in the future. The result of drawing together these varied and illuminating experiences is a book that offers useful information and comparisons for all digital library project staff, institutional administrators, educators and developers of learning technology. It also provides useful pointers for researchers and project staff involved in archive and museum projects, as well as introducing students to the key ingredients of successful digital libraries.

Women and Men in Management Gary N. Powell 2010-05-27 "My students love this book. It is well written, communicates points clearly, and is informative." -

Mary E. Guy, University of Colorado Denver"This is by far the most authoritative text on the subject." - Paula Hooper Mayhew, Fairleigh Dickinson

UniversityThis bestseller provides a comprehensive survey and review of the literature on gender in organizations. Referencing the most recent employment and research data, the book covers employment decisions, work teams, leadership, sexual harassment, workplace romance, career development, and work and family. In a final chapter, Gary N. Powell provides specific research-based strategies for both the individual and the organization to promote an organizational culture of nondiscrimination, diversity, and inclusion.New to This EditionCompletely revised Chapter 1: A new section titled On the Psychology of Sex situates the book in the context of workplace issues in the first decade of the 21st century Thoroughly updated tables and statistics: One of the book's strengths is the comprehensive coverage and analysis of the latest available employment data Revised chapter-opening vignettes: Making the volume more current, new and additional vignettes enhance the coverage of today's workplace. More emphasis on the global workforce: Chapters carry additional examples as well as more references to international comparisons, such as Chinese family structures in Chapter 8 An Instructor Teaching Site: Available at www.sagepub.com/powell4einstr, the instructor materials contain a short-essay test bank, PowerPoint slides, and journal articles organized by chapter to enhance the topical coverage through the latest academic research This is a core text for gender and management or gender in organizations courses in departments of Business, Management, Public Administration and Policy, Women's Studies, Communication, and Sociology.

The Web Library Nicholas G. Tomaiuolo 2004 Describes how to create a digital library of documents, images, articles, indexes, and other free resources found

on the World Wide Web.

The Great Mental Models: General Thinking Concepts Farnam Street 2019-12-16 The old saying goes, "To the man with a hammer, everything looks like a nail." But anyone who has done any kind of project knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. The Great Mental Models: General Thinking Concepts is the first book in The Great Mental Models series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the world. You will discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today. AUTHOR BIOGRAPHY Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that history's brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers, politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning. AUTHOR HOME Ottawa, Ontario, Canada

The WSJ Guide to the 50 Economic Indicators That Really Matter Simon Constable 2011-05-03 A wonderfully irreverent and endlessly entertaining guide—with more than 80,000 copies sold worldwide in multiple languages—about the indicators most investors aren't following, but should be! In order to make the best possible investment decisions, savvy investors know that they must pay close attention to economic indicators. But while most are looking at conventional barometers like unemployment rates and housing statistics, the smartest investors are following the curious and often ignored indicators that offer a true sense of where the economy is and where it's heading. These factors have been proven to provide the vital information needed to beat the market. Dow Jones columnist Simon Constable and respected financial historian Robert E. Wright offer valuable tips and insight to help investors forecast and exploit sea changes in the global macroeconomic climate. Unlike other investment handbooks, Constable and Wright's guide explores the little-known economic indicators that the smartest investors watch closely in order to beat the stock market—from "Big Macs" to "zombie banks." This valuable and informative read entertains and enlightens while offering essential advice on navigating the global economic climate.

Using and Applying the Dow Jones Information Services Donald R. Woodwell 1986 Describes Dow Jones' thirty-five data bases, looks at the kinds of information they offer, and suggests applications in investment management, executive information services, and education

The Irwin Guide to Using the Wall Street Journal Michael B. Lehmann 1996 Shows how to use the Journal to understand the business cycle, federal fiscal policy, the stock market, and international transactions

The Intention Economy Doc Searls 2012-04-10 Caveat venditor—let the seller beware While marketers look for more ways to get personal with customers, including new tricks with "big data," customers are about to get personal in their own ways, with their own tools. Soon consumers will be able to: • Control the flow and use of personal data • Build their own loyalty programs • Dictate their own terms of service • Tell whole markets what they want, how they want it, where and when they should be able to get it, and how much it should cost And they will do all of this outside of any one vendor's silo. This new landscape we're entering is what Doc Searls calls The Intention Economy—one in which demand will drive supply far more directly, efficiently, and compellingly than ever before. In this book he describes an economy driven by consumer intent, where vendors must respond to the actual intentions of customers instead of vying for the attention of many. New customer tools will provide the engine, with VRM (Vendor Relationship Management) providing the consumer counterpart to vendors' CRM (Customer Relationship Management) systems. For example, imagine being able to change your address once for every company you deal with, or combining services from multiple companies in real time, in your own ways—all while keeping an auditable accounting of every one of your interactions in the marketplace. These tantalizing possibilities and many others are introduced in this book. As customers become more independent and powerful, and the Intention Economy emerges, only vendors and organizations that are ready for the change will survive, and thrive. Where do you stand?

Digital Product Management, Technology and Practice: Interdisciplinary Perspectives Strader, Troy J. 2010-09-30 "This book covers a wide range of digital product management issues and offers some insight into real-world practice and research findings on the technical, operational, and strategic challenges that face digital product managers and researchers now and in the next several decades"--Provided by publisher.

Content Licensing Michael Upshall 2014-01-23 Content Licensing is a wide-ranging and comprehensive guide to providing content for dissemination electronically. It outlines a step-by-step introduction to the why, how, and frequently asked questions of digital content and how to license it. In addition, it examines the context in which licensing takes place. What makes the book unique is that it examines licensing from a range of perspectives. Practical tips for cost-effective licensing Guidance on how to ensure the most effective use is made of electronic resources Invaluable for publishers, libraries and distributors

The Wall Street Journal Guide to Understanding Money & Investing Kenneth M. Morris 2004 Traces the history of money and discusses stocks, bonds, mutual funds, futures, and options.

Seven Games: A Human History Oliver Roeder 2022-01-25 A group biography of seven enduring and beloved games, and the story of why—and how—we play them. Checkers, backgammon, chess, and Go. Poker, Scrabble, and bridge. These seven games, ancient and modern, fascinate millions of people worldwide. In *Seven Games*, Oliver Roeder charts their origins and historical importance, the delightful arcana of their rules, and the ways their design makes them pleasurable. Roeder introduces thrilling competitors, such as evangelical minister Marion Tinsley, who across forty years lost only three games of checkers; Shusai, the Master, the last Go champion of imperial Japan, defending tradition against "modern rationalism"; and an IBM engineer who created a backgammon program so capable at self-learning that NASA used it on the space shuttle. He delves into the history and lore of each game: backgammon boards in ancient Egypt, the Indian origins of chess, how certain shells from a particular beach in Japan make the finest white Go stones. Beyond the cultural and personal stories, Roeder explores why games, seemingly trivial pastimes, speak so deeply to the human soul. He introduces an early philosopher of games, the aptly named Bernard Suits, and visits an Oxford cosmologist who has perfected a computer that can effectively play bridge, a game as complicated as human language itself. Throughout, Roeder tells the compelling story of how humans, pursuing scientific glory and competitive advantage, have invented AI programs better than any human player, and what that means for the games—and for us. Funny, fascinating, and profound, *Seven Games* is a story of obsession, psychology, history, and how play makes us human.

Your Money and Your Brain Jason Zweig 2007-09-04 Drawing on the latest scientific research, Jason Zweig shows what happens in your brain when you think about money and tells investors how to take practical, simple steps to avoid common mistakes and become more successful. What happens inside our brains when we think about money? Quite a lot, actually, and some of it isn't good for our financial health. In *Your Money and Your Brain*, Jason Zweig explains why smart people make stupid financial decisions—and what they can do to avoid these mistakes. Zweig, a veteran financial journalist, draws on the latest research in neuroeconomics, a fascinating new discipline that combines psychology, neuroscience, and economics to better understand financial decision making. He shows why we often misunderstand risk and why we tend to be overconfident about our investment decisions. *Your Money and Your Brain* offers some radical new insights into investing and shows investors how to take control of the battlefield between reason and emotion. *Your Money and Your Brain* is as entertaining as it is enlightening. In the course of his research, Zweig visited leading neuroscience laboratories and subjected himself to numerous experiments. He blends anecdotes from these experiences with stories about investing mistakes, including confessions of stupidity from some highly successful people. Then he draws lessons and offers original practical steps that investors can take to make wiser decisions. Anyone who has ever looked back on a financial decision and said, "How could I have been so stupid?" will benefit from reading this book.

Can Journalism be Saved? Rachel Davis Mersey 2010 This book challenges the once-dominant social responsibility model and argues that a new, "individual-first" paradigm is what will allow journalism to survive in today's crowded media marketplace. * Presents a chronological review of the top-down influence model, the timeline of the evolution of the definition of news, and the historical development of social responsibility of the press * Contains helpful illustrations of the proposed new models of journalism * Bibliography of academic and professional materials related to the state of the news media * Index of important institutions including nameplate news organizations, influential companies (e.g., Apple and Google), theoretical frameworks, media owners, and media startups **The Internet Is Not What You Think It Is** Justin E. H. Smith 2022-03-22 A history of the internet, uncovering its origins in nature and centuries-old dreams of improving the quality of human life by creating thinking machines and allowing for communication across vast distances. Looks at what the internet is, where it came from, and where it might be taking us.

The Story So Far Bill Grueskin 2011-06-01 Bill Grueskin, Ava Seave, and Lucas Graves spent close to a year tracking the reporting of on-site news organizations some of which were founded over a century ago and others established only in the past year or two and found in their traffic and audience engagement patterns, allocation of resources, and revenue streams ways to increase the profits of digital journalism. In chapters covering a range of concerns, from advertising models and alternative platforms to the success of paywalls, the benefits and drawbacks to aggregation, and the character of emerging news platforms, this volume identifies which digital media strategies make money, which do not, and which new approaches look promising. The most comprehensive analysis to date of digital journalism's financial outlook, this text confronts business challenges both old and new, large and small, suggesting news organizations embrace the unique opportunities of the internet rather than adapt web offerings to legacy business models. The authors ultimately argue that news organizations and their audiences must learn to accept digital platforms and their constant transformation, which demand faster and more consistent innovation and investment.

Unnatural Selection Mara Hvistendahl 2011 "Lianyungang, a booming port city, has China's most extreme gender ratio for children under four: 163 boys for every 100 girls. These numbers don't seem terribly grim, but in ten years, the skewed sex ratio will pose a colossal challenge. By the time those children reach adulthood, their generation will have twenty-four million more men than women. The prognosis for China's neighbors is no less bleak: Asia now has 163 million females "missing" from its population. Gender imbalance reaches far beyond Asia, affecting Georgia, Eastern Europe, and cities in the U.S. where there are significant immigrant populations. The world, therefore, is becoming increasingly male, and this mismatch is likely to create profound social upheaval. Historically, eras in which there have been an excess of men have produced periods of violent conflict and instability. Mara Hvistendahl has written a stunning,

impeccably-researched book that does not flinch from examining not only the consequences of the misbegotten policies of sex selection but Western complicity with them"--

Dividend Stocks For Dummies Lawrence Carrel 2010-04-26 Expert advice on a mature, reliable way to invest money According to Fortune magazine, investing in dividends is one of the top five ways to survive market instability. Dividend Stocks For Dummies gives you the expert information and advice you need to successfully add dividends to your investment portfolio, revealing how to make the most out of dividend stock investing--no matter the type of market. Explains the nuts and bolts of dividends, values, and returns Shows you how to effectively research companies, gauge growth and return, and the best way to manage a dividend portfolio Provides strategies for increasing dividend investments Weather a down market--reach for Dividend Stocks for Dummies!

The End of Craving Mark Schatzker 2021-11-09 The international bestseller from award-winning writer Mark Schatzker that reveals how our dysfunctional relationship with food began--and how science is leading us back to healthier living and eating. For the last fifty years, we have been fighting a losing war on food. We have cut fat, reduced carbs, eliminated sugar, and attempted every conceivable diet only to find that eighty-eight million American adults are prediabetic, more than a hundred million have high blood pressure, and nearly half now qualify as obese. The harder we try to control what we eat, the unhealthier we become. Why? Mark Schatzker has spent his career traveling the world in search of the answer. Now, in *The End of Craving*, he poses the profound question: What if the key to nutrition and good health lies not in resisting the primal urge to eat but in understanding its purpose? Beginning in the mountains of Europe and the fields of the Old South, Schatzker embarks on a quest to uncover the lost art of eating and living well. Along the way, he visits brain scanning laboratories and hog farms, and encounters cultural oddities and scientific paradoxes--northern Italians eat what may be the world's most delicious cuisine, yet are among the world's thinnest people; laborers in southern India possess an inborn wisdom to eat their way from sickness to good health. Schatzker reveals how decades of advancements in food technology have turned the brain's drive to eat against the body, placing us in an unrelenting state of craving. Only by restoring the relationship between nutrition and the pleasure of eating can we hope to lead longer and happier lives. Combining cutting-edge science and ancient wisdom, *The End of Craving* is an urgent and radical investigation that "charts a roadmap not just for healthy eating, but for joyous eating, too" (Dan Barber, New York Times bestselling author of *The Third Plate*).

The 100 Best Stocks You Can Buy 2010 Peter Sander 2009-09-18 "Never invest in a company you don't understand."- Warren Buffett With Wall Street in shambles, investors need all the help they can get. There's money to be made, but how? In this classic bestselling guide, Peter Sander and John Slatter offer informed, detailed advice about which stocks to buy in a time of financial chaos--and why. The 2010 edition of this classic guide features a new introduction discussing the current recession and how investors should cope with it as well as new stock picks and an updated listing of all recommended stocks by growth potential. Regardless of the economic climate, this guide remains the go-to guide for investors who want their money to work for them.

The Wall Street Journal 2009

The Wall Street Journal User's Guide 2000

One for the Books Joe Queenan 2012-10-25 One of America's leading humorists and author of the bestseller *Closing Time* examines his own obsession with books Joe Queenan became a voracious reader as a means of escape from a joyless childhood in a Philadelphia housing project. In the years since then he has dedicated himself to an assortment of idiosyncratic reading challenges: spending a year reading only short books, spending a year reading books he always suspected he would hate, spending a year reading books he picked with his eyes closed. In *One for the Books*, Queenan tries to come to terms with his own eccentric reading style--how many more books will he have time to read in his lifetime? Why does he refuse to read books hailed by reviewers as "astounding"? Why does he refuse to lend out books? Will he ever buy an e-book? Why does he habitually read thirty to forty books simultaneously? Why are there so many people to whom the above questions do not even matter--and what do they read? Acerbically funny yet passionate and oddly affectionate, *One for the Books* is a reading experience that true book lovers will find unforgettable.

Web Theory Robert Burnett 2003 Robert Burnett and David Marshall explore the key debates surrounding Internet culture, from issues of globalization and regulation to ideas of communication, identity and aesthetics.

Media Organizations and Convergence Gracie L. Lawson-Borders 2006-08-15 This volume offers a timely examination of technology's impact on media companies and the results of convergence among media industries, considering the effects on journalistic, business, and economic practices. *Media Organizations and Convergence: Case Studies of Media Convergence Pioneers* considers the many definitions of convergence and explores the changes in communication technologies. Author Gracie L. Lawson-Borders provides a brief history of media segments and their evolutions as they adapt to emerging technologies, media conglomeration, and the competitive and global changes that have occurred in the industry. She also examines the theoretical implications of technology and convergence in the operations and practices of media organizations. The case studies included here profile three media convergence

pioneers--Tribune Company in Chicago, Media General in Richmond, and Belo Corporation in Dallas--that have incorporated convergence into their journalistic practices. Lawson-Borders considers the social, cultural, and political implications of convergence, and presents issues and concerns for the future of convergence in the media industry. As a snapshot of media convergence at the current stage in its evolution, this book offers important insights into the business of media at a time of dramatic change. It will be a valuable resource for scholars and students in media management, mass media, and related areas of the media industry.

Ebook: Advertising and Promotion Belch 2014-09-16 Ebook: Advertising and Promotion

Kingdom of Characters Jing Tsu 2022-01-18 What does it take to reinvent a language? After a meteoric rise, China today is one of the world's most powerful nations. Just a century ago, it was a crumbling empire with literacy reserved for the elite few, as the world underwent a massive technological transformation that threatened to leave them behind. In *Kingdom of Characters*, Jing Tsu argues that China's most daunting challenge was a linguistic one: the century-long fight to make the formidable Chinese language accessible to the modern world of global trade and digital technology. *Kingdom of Characters* follows the bold innovators who reinvented the Chinese language, among them an exiled reformer who risked a death sentence to advocate for Mandarin as a national language, a Chinese-Muslim poet who laid the groundwork for Chairman Mao's phonetic writing system, and a computer engineer who devised input codes for Chinese characters on the lid of a teacup from the floor of a jail cell. Without their advances, China might never have become the dominating force we know today. With larger-than-life characters and an unexpected perspective on the major events of China's tumultuous twentieth century, Tsu reveals how language is both a technology to be perfected and a subtle, yet potent, power to be exercised and expanded.

Internet Publishing and Beyond University of California, Berkeley. School of Information Management and Systems 2000 New models for distributing, sharing, linking, and marketing information are appearing.

The State Against Blacks Walter Edward Williams 1982 Examines federal, state, and local laws that hinder the employment and economic progress of Blacks and, often, deny their right to work

Winning the Paper Chase David Lam 2004-04 Proprietors of home and small offices will learn how to streamline their electronics budget and boost computer productivity in this step-by-step guide to buying and managing low-cost, high-yield computer systems. The guide describes in plain English the kinds of hardware and software to buy, where to purchase them for less money, how to install and operate them, and how to integrate system components so that they work together as a seamless digital whole. With an enlightened understanding of their digital workspace, small business owners will boost business performance, save money, and free up time for more essential office tasks.

Presentation Zen Garr Reynolds 2009-04-15 FOREWORD BY GUY KAWASAKI Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and delivery on the Net -- presentationzen.com -- shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. *Presentation Zen* challenges the conventional wisdom of making "slide presentations" in today's world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

The Wall Street Journal. Complete Personal Finance Guidebook Jeff D. Opdyke 2010-05-05 From America's most authoritative source: the quintessential primer on understanding and managing your money Money courses through just about every corner of our lives and has an impact on the way we live today and how we'll be able to live in the future. Understanding your money, and getting it to work for you, has never been more important than it is today, as more and more of us are called upon to manage every aspect of our financial lives, from managing day-to-day living expenses to planning a college savings fund and, ultimately, retirement. From *The Wall Street Journal*, the most trusted name in financial and money matters, this indispensable book takes the mystery out of personal finance. Start with the basics, learn how they work, and you'll become a better steward of your own money, today and in the future. Consider *The Wall Street Journal Complete Personal Finance Guidebook* your cheat sheet to the finances of your life. This book will help you: • Understand the nuts and bolts of managing your money: banking, investing, borrowing, insurance, credit cards, taxes, and more • Establish realistic budgets and savings plans • Develop an investment strategy that makes sense for you • Make the right financial decisions about real estate • Plan for retirement intelligently Also available--the companion to this guidebook: *The Wall Street Journal Personal Finance Workbook*, by Jeff D. Opdyke Get your financial life in order with help from *The Wall Street Journal*. Look for: • *The Wall Street Journal Complete Money and Investing Guidebook* • *The Wall Street Journal Complete Identity Theft Guidebook* • *The Wall Street Journal Complete Real Estate Investing Guidebook*