

HTML5 Guida Tascabile Al Linguaggio E Agli Elementi Di Una Pagina Web

Demonstrates the basics of HTML while explaining how to design Web sites, format text, add multimedia effects, and create forms, tables, lists, and style sheets.

Young readers will love to feel the different textures and hear the truck sounds in this interactive, sturdy board book designed for children ages 3 and up. Includes an on/off switch on the back cover to extend battery life. Touch, feel, and hear the trucks on every page of this sturdy board book. Engaging photographs and appealing textures encourage young readers to touch-and-feels to hear five realistic truck sounds, with a button on the last page to play all five sounds again!

C++ was written to help professional C# developers learn modern C++ programming. The aim of this book is to leverage your existing C# knowledge in order to expand your skills. Whether you need to use C++ in an upcoming project, or simply want to learn a new language (or reacquaint yourself with it), this book will help you learn all of the fundamental pieces of C++ programs.This updated and expanded second edition of Book provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of C++ concepts. This book is a required reading for all those interested in the subject .We hope you find this book useful in shaping your future career & Business.

In this exquisitely written journal-turned-journey of self-discovery, international bestselling author Paolo Cognetti examines our universal desire for connection through a voyage in the Himalayas. Why climb a mountain without ever reaching the summit? In 2017, Paolo Cognetti returned to Nepal, not to conquer the mountains but to journey through the high valleys of the Himalayas. In the company of his friend, a local hermit, he spent months in the mountains, and in the process, he discovered the beauty of local sherpas, the trio started out in the remote Dolpo region of Nepal. From there, a journey of self-discovery shaped by illness, human connection, and empathy was born. Without Ever Reaching the Summit features line illustrations drawn by the author.

guida tascabile al linguaggio e agli elementi di una pagina web

Experimental Photography

HTML and XHTML Pocket Reference

Love and Survival by Raft on the Amazon's Relentless Madre de Dios

A Journey

Canvas Pocket Reference

Long-term monitoring programs are fundamental to understanding the natural environment and managing major environmental problems. Yet they are often done very poorly and ineffectively. This second edition of the highly acclaimed Effective Ecological Monitoring describes what makes monitoring programs successful and how to ensure that long-term monitoring studies persist. The book has been fully revised and updated but remains concise, illustrating key aspects of effective monitoring with case studies and examples. It includes new sections comparing surveillance-based and question-based monitoring, analysing environmental observation networks, and provides examples of adaptive monitoring. Based on the authors' 80 years of collective experience in running long-term research and monitoring programs, Effective Ecological Monitoring is a valuable resource for the natural resource management, ecological and environmental science and policy communities.

Need to learn HTML and CSS fast? This best-selling reference's visual format and step-by-step, task-based instructions will have you up and running with HTML in no time. In this updated edition author Bruce Hyslop uses crystal-clear instructions and friendly prose to introduce you to all of today's HTML and CSS essentials. The book has been refreshed to feature current web design best practices. You'll learn how to design, structure, and format your website. You'll learn about the new elements and form input types in HTML5. You'll create and use images, links, styles, and forms; and you'll add video, audio, and other multimedia to your site. You'll learn how to add visual effects with CSS3. You'll understand web standards and learn from code examples that reflect today's best practices. Finally, you will test and debug your site, and publish it to the web. Throughout the book, the author covers all of HTML and offers essential coverage of HTML5 and CSS techniques.

Il linguaggio HTML è la lingua franca del Web. La versione 5 è l'ultima versione stabile e ufficiale, che sostituisce dopo 15 anni HTML 4.01. Apprenderne le basi è quindi imprescindibile per chiunque, programmatore o solo autore di contenuti, abbia la necessità di pubblicare in Rete. Questo agile manuale si rivolge agli utenti alle prime armi e introduce tutta la grammatica di base di HTML5: dall'ossatura di una pagina web alla formattazione del testo; dalla strutturazione dei contenuti in titoli, sezioni, intestazioni, paragrafi, note fino alla definizione di indici di navigazione; dai controlli per i form alla gestione di immagini, audio e video. Alla fine il lettore sarà in grado di creare documenti HTML5 validi e perfettamente funzionanti.

A guide for experienced programmers demonstrates the core JavaScript language, offers examples of common tasks, and contains an extensive reference to JavaScript commands, objects, methods, and properties.

HTML5 Step by Step

HTML for the World Wide Web

Guerre À la Guerre!

A Modern Approach

I Loved a Rogue

Build Quickly with Proven JavaScript Techniques

Reevaluates representations of race, sex, nation, and modernity in the work of a celebrated early 20th-century Japanese filmmaker and critic

This is the ninth in the 300 series of circuit design books, again contains a wide range of circuits, tips and design ideas. The book has been divided into sections, making it easy to find related subjects in a single category. The book not only details DIY electronic circuits for home construction but also inspiring ideas for projects you may want to design from the ground up. Because software in general and microcontroller programming techniques in particular have become key aspects of modern electronics, a number of items in this book deal with these subjects only. Like its predecessors in the 300 series, "308 Circuits" covers the following disciplines and interest fields of modern electronics: test and measurement, radio and television, power supplies and battery chargers, general interest, computers and microprocessors, circuit ideas and audio and hi-fi.

JavaScript—the powerful, object-based scripting language that can be embedded directly into HTML pages—has earned its place in the web developer's toolkit, to the extent that it's now considered required knowledge for web developers. You can use JavaScript to create dynamic, interactive applications that run completely within a web browser.

JavaScript is also the language of choice for developing Dynamic HTML content. Because its syntax is based on the popular programming languages C, C++, and Java, JavaScript is familiar and easy to learn for experienced programmers. At the same time, it's an interpreted scripting language, providing a flexible, forgiving programming environment for new programmers. The JavaScript Pocket Reference, 2nd Edition, provides a complete overview of the core JavaScript language and client-side scripting environment, as well as quick-reference material on core and client-side objects, methods, and properties. The new edition has been revised to cover JavaScript 1.5, and is particularly useful for developers working with the standards-compliant web browsers, such as Internet Explorer 6, Netscape 7, and Mozilla. Ideal as an introduction for beginners and a quick reference for advanced developers, this pocket-sized book is easy to take anywhere and serves as the perfect companion volume to the bestselling JavaScript: The Definitive Guide, 4th Edition. O'Reilly's Pocket References have become a favorite among developers everywhere. By providing a wealth of important details in a concise, well-organized format, these handy books deliver just what you need to complete the task at hand. When you've reached a sticking point and need to get to the answer quickly, the new JavaScript Pocket Reference is the book you'll want close at hand.

Are you fascinated by the look and design of Web pages? Do you wish that you had the knowledge and skills to create a great looking Web site? Whether you're an up-and-coming Web designer or just an enthusiastic hobbyist, you are probably using HTML, the standard authoring language for the Internet. HTML 4 For Dummies, now in its 5th edition, will show you the basics of working with this language as well as advanced skills for all-around knowledge. HTML is used to create Web documents. As a standard issued by the World Wide Web Consortium, it is used by almost everyone to create and edit Web pages. HTML is capable of: Creating a Web site Inserting designs to a Web page Running on both PCs and Macs The new edition of HTML 4 For Dummies contains nearly 50% more content than its previous editions, and covers a wide range of material, including: Planning a Web site to avoid underperformance Creating and viewing a Web page Working with text, tables, lists, and links Adding style to your page with images, colors, and fonts Managing layout Controlling positioning and appearance using CSS Integrating scripts with HTML Designing an eBay auction page Helpful advices and tips, as well as warnings about pitfalls Complete with a 6-page tear-out colored reference sheet, HTML 4 For Dummies is the most comprehensive HTML guide yet. Written by a computer expert and author of over 120 books, including the previous editions of the bestselling HTML 4 For Dummies, this straightforward, fun guide will aid you through making and editing beautiful Web pages.

Defining Dulcie

AMAZONIA

HTML & XHTML. Guida pocket

The Years That Followed

The Prince Catchers

Digital Skills and Life-long Learning: Digital Learning as a New Insight of Enhanced Learning by the Innovative Approach Joining Technology and Cognition

" Amazonia " – A few syllables that arouse feelings of charm and mystery in our collective imagination raised to the nth degree. If you've been there you will never forget its scents and intricate ethno-botanical tangles; otherwise it will be curiosity that will not abandon you every time its name echoes. ...The knowledge of our ancestors is immeasurable and as such must be preserved... In the few pages of this publication you will not find miraculous potions but anecdotes, recipes and beliefs of some indigenous communities in relation to the plants and herbs of Selva Central in the Peruvian Amazon. Populations who struggle to keep their traditions alive and who perhaps know many remedies even for modern diseases such as the "mysterious" COVID-19 which is infecting the body and brain of our societies.

Inspired by Greek mythology, The Years That Followed is a compelling tale of two women, thousands of miles apart, whose lives are thrown into turmoil by the power of love - and the desire for revenge. Revenge is sweeter than regret . . . It is 1966. Calista is seventeen, beautiful and headstrong. She meets the handsome Alexandros, and in an instant her whole life changes. Alexandros is magnetic, much older - and rich. He sweeps Calista off her feet. She leaves her safe, affluent Dublin home for a different life in Cyprus alongside her new husband. But his family treat her with suspicion. Meanwhile, Pilar is desperate to leave the grinding poverty of her life in rural Extremadura, so she moves to Madrid. There, she meets a man who offers her excitement and opportunity. Petros charms Pilar, and she begins to imagine a future with him - although she knows it's impossible for them to be together. Unknown to both women, tragic events are unfolding that will inextricably link their lives in a way that neither could have imagined - events that will change them and their families forever.

After years of using spacer GIFs, layers of nested tables, and other improvised solutions for building your web sites, getting used to the more stringent "standards-compliant" design that is de rigueur among professionals today can be intimidating. With standards-driven design, keeping style separate from content is not just a possibility but a reality. You no longer use HTML and XHTML as design tools, but strictly as ways to define the meaning and structure of web content. And Cascading Style Sheets (CSS) are no longer just something interesting to tinker with, but a reliable method for handling all matters of presentation, from fonts and colors to page layout. When you follow the standards, both the site's design and underlying code are much cleaner. But how do you keep all those HTML and XHTML tags and CSS values straight? Jennifer Niederst-Robbins, the author of our definitive guide on standards-compliant design, Web Design in a Nutshell, offers you the perfect little guide when you need answers immediately: HTML and XHTML Pocket Reference. This revised and updated new edition takes the top 20% of vital reference information from her Nutshell book, augments it judiciously, cross-references everything, and organizes it according to the most common needs of web developers. The result is a handy book that offers the bare essentials on web standards in a small, concise format that you can use carry anywhere for quick reference. This guide will literally fit into your back pocket. Inside HTML and XHTML Pocket Reference, you'll find instantly accessible alphabetical listings of every element and attribute in the HTML 4.01 and XHTML 1.0 Recommendations. This is an indispensable reference for any serious web designer, author, or programmer who needs a fast on-the-job resource when working with established web standards.

One of Mark Cuban ' s top reads for better understanding A.I. (inc.com, 2021) Your comprehensive entry-level guide to machine learning While machine learning expertise doesn ' t quite mean you can create your own Turing Test-proof android—as in the movie Ex Machina—it is a form of artificial intelligence and one of the most exciting technological means of identifying opportunities and solving problems fast and on a large scale. Anyone who masters the principles of machine learning is mastering a big part of our tech future and opening up incredible new directions in careers that include fraud detection, optimizing search results, serving real-time ads, credit-scoring, building accurate and sophisticated pricing models—and way, way more. Unlike most machine learning books, the fully updated 2nd Edition of Machine Learning For Dummies doesn't assume you have years of experience using programming languages such as Python (R source is also included in a downloadable form with comments and explanations), but lets you in on the ground floor, covering the entry-level materials that will get you up and running building models you need to perform practical tasks. It takes a look at the underlying—and fascinating—math principles that power machine learning but also shows that you don't need to be a math whiz to build fun new tools and apply them to your work and study. Understand the history of AI and machine learning Work with Python 3.8 and TensorFlow 2.x (and R as a download) Build and test your own models Use the latest datasets, rather than the worn out data found in other books Apply machine learning to real problems Whether you want to learn for college or to enhance your business or career performance, this friendly beginner's guide is your best introduction to machine learning, allowing you to become quickly confident using this amazing and fast-developing technology that's impacting lives for the better all over the world.

Anzio Beachhead, 22 January - 25 May 1944

HTML5

European Strategy for the Conservation of Invertebrates

JavaScript Pocket Reference

Without Ever Reaching the Summit

308 Circuits

Web page programming isn't dominated by professional programmers. Many casual computer and Internet users create their own personal Web sites. Tittel explains the basics of HTML and shows how to create a Web page from start to finish.

Neldoraillin, The land of Elves, Dwarves, Orcs, Humans, Horse Lords and Knights holds the key to Rose's past and to her future. A chance encounter with a dying sailor yields a letter and a key, propelling Rose to discover the mystery behind her heritage. Follow Rose on her fantastical journey fraught with danger and intrigue as she rushes headlong toward her destiny.

"A Key of Hope" is Amanda Redhead's exciting introduction to the land of Nelderailin, where many fantastic tales yearn to be told.

Landing of U.S. VI Corps at Anzio in an attempt to bypass German defenses blocking the approach to Rome, January6May 1944.

A stunning debut; a Departures original publication. The ultimate survival story; a wild ride—the wildest—down a South American river in the thick of the Amazon Basin; a true and thrilling adventure of a young married couple who survive a plane crash only to later raft hundreds of miles across Peru and Bolivia, ending up in a channel to nowhere, a dead end so flooded there is literally no land to stand on. Their raft—a mere four logs—separates them from the piranha-and-caiman-infested water until they finally realize that there is no way out but to swim. Vintage Original. Holly FitzGerald and her husband, Fitz—married less than two years—set out on a yearlong honeymoon adventure of a lifetime, backpacking around the world. Five months into the trip their plane crash lands in Peru at a penal colony walled in by jungle, and their blissfully romantic journey turns into a terrifying nonstop labyrinth of escape and survival. On a small, soon-ravaged raft that quickly becomes their entire universe through dangerous waters alive with deadly animals and fish, their only choice: to continue on, despite the rush of insects swarming them by day, the sounds of encroaching predators at night. Without food or means of communication, with no one to hear their cries for help or on a search-and-rescue expedition to find them, the author and her husband make their way, fighting to conquer starvation and navigate the brute force of the river, their only hope for survival, in spite of hunger and weakening resolve, to somehow, miraculously hang on and find their way east to a large riverside town, before it is too late. . . .

Interactive History of Our Ashaninka-Yanesha Native Community

A Handbook of Techniques

HTML 4 For Dummies

C Programming

JavaScript

An Introduction to Computer Science & Programming

The Canvas element is a revolutionary feature of HTML5 that enables powerful graphics for rich Internet applications, and this pocket reference provides the essentials you need to put this element to work. If you have working knowledge of JavaScript, this book will help you create detailed, interactive, and animated graphics -- from charts to animations to video games -- whether you're a web

designer or a programmer interested in graphics. Canvas Pocket Reference provides both a tutorial that covers all of the element's features with plenty of examples and a definitive reference to each of the Canvas-related classes, methods, and properties. You'll learn how to: Draw lines, polygons, and curves Apply colors, gradients, patterns, and transparency Use transformations to smoothly rotate and resize drawings Work with text in a graphic environment Apply shadows to create a sense of depth Incorporate bitmapped images into vector graphics Perform image processing operations in JavaScript Experience learning made easy—and quickly teach yourself how to create Web pages with the HTML5 specification. With Step by Step, you set the pace—building and practicing the skills you need, just when you need them! Use a division-based layout to structure your Web pages Include menu bars and hyperlinks for clear navigation Apply colors, font sizes, and other formatting with CSS Add graphics, sound, and video to your pages Use the Canvas tag to render visual images on the fly Build user-input forms with buttons, boxes, and menus Your Step by Step digital content includes: All the book's practice files—ready to download and put to work. See "Using the Practice Files," inside. Fully searchable online edition of this book—with unlimited access on the Web. Free online account required; see inside book.

JavaScript is at the heart of almost every modern Web application, whether it's Google Apps, Twitter, or the newest browser-based game. Though it's simple for beginners to pick up and play with, JavaScript is not a toy—it's a flexible and complex language that can be used to build full-scale applications. Eloquent JavaScript dives into this flourishing language and teaches you to write code that's beautiful and effective. By immersing you in example code and encouraging experimentation right from the start, the author quickly gives you the tools you need to build your own programs. As you follow along with examples like an artificial life simulation and a version of the classic game Sokoban, you'll learn to: –Understand the essential elements of programming: syntax, control, and data –Use object-oriented and functional programming techniques to organize and clarify your programs –Script the browser and make basic Web applications –Work with tools like regular expressions and XMLHttpRequest objects And since programming is an art that's best learned by doing, all example code is available online in an interactive sandbox for you to experiment with. With Eloquent JavaScript as your guide, you can tweak, expand, and modify the author's code, or throw it away and build your own creations from scratch. Before you know it, you'll be fluent in the language of the Web.

From a debut author comes a story of finding oneself in a place all too familiar. After Dulcie Morrigan Jones's dad dies, her mom decides they need to find a new life in California. But Dulcie doesn't understand what's wrong with her old life back in Newbury, Connecticut. So she heads across country and back home in her father's red 1968 Chevy pickup truck. When she arrives, she meets Roxanne, a girl whose home life makes Dulcie see that her own situation may not be all that bad after all. And as the summer comes to an end, Dulcie realizes that maybe it's necessary to leave a place in order to come back and find out who you really are.

Learning Web App Development
Ruthless River
The Definitive Guide
Machine Learning For Dummies

Essentials of Economics
Best-selling author, Walter Savitch, uses a conversational style to teach programmers problem solving and programming techniques with Java. Readers are introduced to object-oriented programming and important computer science concepts such as testing and debugging techniques, program style, inheritance, and exception handling. It includes thorough coverage of the Swing libraries and event driven programming. The Java coverage is a concise, accessible introduction that covers key language features. Thorough early coverage of objects is included, with an emphasis on applications over applets. The author includes a highly flexible format that allows readers to adapt coverage of topics to their preferred order. Although the book does cover such more advanced topics as inheritance, exception handling, and the Swing libraries, it starts from the beginning, and it teaches traditional, more basic techniques, such as algorithm design. The volume provides concise coverage of computers and Java objects, primitive types, strings, and interactive I/O, flow of control, defining classes and methods, arrays, inheritance, exception handling, streams and file I/O, recursion, window interfaces using swing objects, and applets and HTML. For Programmers.

Now readers can master the basics of economics with the help of the most popular introductory book in economics today that is widely used around the world -- Mankiw's ESSENTIALS OF ECONOMICS, 8E. With its clear and engaging writing style, this book emphasizes only the key material that readers are likely to find most interesting about the economy, particularly if they are studying economics for the very first time. Reader discover interesting coverage of the latest relevant economic developments with real-life scenarios, useful economic facts, and clear explanations of the many ways essential economic concepts play a role in the decisions that individuals make every day. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Experience learning made easy—and quickly teach yourself how to build your own database with Access 2013. With Step by Step, you set the pace—building and practicing the skills you need, just when you them! Includes downloadable practice files and a companion eBook. Build a database from scratch or ready templates Create easy-to-use data-entry forms Write queries to extract and manipulate data Design reports to summarize data in effective ways Import data from other databases and documents

Recently, technology and aging have been key research areas in human cognition. The Research Topic “Digital Skills and Life-long Learning: Digital Learning as a New Insight of Enhanced Learning by the Innovative Approach Joining Technology and Cognition” investigated technology's impact on cognitive and intellectual processes, highlighting how intensively technology can change and/or enhance the cognitive functioning throughout one's lifespan. The aim of this Research Topic was to provide an outlook through multidisciplinary research and development while addressing the dynamic intersection of cognition, mind, and technology. Our scope was 1) to favor the cognitive technology debate, 2) to overcome the dichotomies of technology and psychology, 3) to emphasize the advances in knowledge and well-being. This Research Topic comprises review studies and original articles, focused on digital skills that enhance human potential. Transversal approaches and cross-sectorial analysis were encouraged, leading to investigation areas related to cognitive and mental processing—in educational, rehabilitation, clinical settings—across aging. Articles of high relevance to the Research Topic were submitted on the subjects of a) research in human performance and human factors, b) new research and technologies addressing the needs of a growing populace, and c) cognitive aging and cognitive rehabilitation research.

Microeconomics. Exercises
Communication and Channel Systems in Tourism Marketing
HTML 4 for Dummies

A subtle line
Eloquent JavaScript

A Modern Introduction to Programming

Grasp the fundamentals of web application development by building a simple database-backed app from scratch, using HTML, JavaScript, and other open source tools. Through hands-on tutorials, this practical guide shows inexperienced web app developers how to create a user interface, write a server, build client-server communication, and to deploy the application. Each chapter includes practice problems, full examples, and mental models of the development workflow. Ideal for a college-level course, this book helps you get started with web app development by providing you with a solid grounding in the process. Set up a basic workflow with a text editor, version control system, and a user interface with HTML, and include styles with CSS Use JQuery and JavaScript to add interactivity to your application Link the client to the server with AJAX, JavaScript objects, and JSON Learn the basics of server-side programming with Node.js Store data outside your application with Redis and MongoDB Share your application by uploading to CloudFoundry Get basic tips for writing maintainable code on both client and server

This book born after nine months of visits and is based on the stories of the members of the San Jerónimo native community of the Ashaninka-Yanesha of Puerto Yurinaki in Peru consists of 296 pages with over 80 topics on their origins, dances, cooking recipes, music, traditions, crafts ecological and many other curiosities. The interactive version also includes 75 videos and 10 sound clips. Special thanks to the leaders Raúl Vasquez, Galindo Ampicha and to all those who participated without whom the book could not have existed.

Photography has always been about experimentation, and anyone who thinks the advent of digital imaging might have stopped photographers from inventing new ways to impress their film is in for a big surprise. Experimental Photography presents the most interesting and creative modifications for low-cost film cameras, manual printing techniques, and the use of the medium. The book accompanies the reader through the world of photography special effects and manipulations documenting techniques, approaches, experimenters, camera makers and their extraordinary creations. One picture at a time, Experimental Photography compiles a manifesto against visual homogenization.

HTML5guida tascabile al linguaggio e agli elementi di una pagina webApogeo Editore

Abridged Decimal Classification and Relativ Index for Libraries, Clippings, Notes, Etc
MAPINIKI

Indigenous Communities and Ancestral Remedies

Scripted Graphics for HTML5

Personality: Classic Theories And Modern Research, 3/E

Shadows on the Screen

Invertebrate animals make up the greater part of the world's biological diversity and are present in all habitats, where they perform essential ecological functions. Their survival is fundamental to the maintenance of life as we know it. Large numbers of invertebrate species are under severe threat of extinction in Europe, or are already extinct due to the extreme transformations that European habitats have suffered due to human activities. The European Strategy for the conservation of invertebrates, adopted by the Council of Europe (Bern Convention) in 2006, addresses the loss of invertebrate biodiversity and promotes their conservation and the services they provide in terrestrial and non-marine aquatic environments. The Strategy offers appropriate guidance to European governments, other decision-makers, land managers, scientists and teachers that have potential influence on invertebrate conservation.

A Legal Thriller about two lawyers working on opposite sides of the Channel, whose destinies are fatally intertwined. A pharmaceutical patent worth billions, a brutally murdered man and a trial that appears impossible to win. These are the facts at the centre of two young lawyers' lives. The lives of men from two contrasting worlds whose paths criss-cross in a game of shadows and reflections. Where money and revenge mark the boundaries where enemies become allies; where there is no certainty, only doubt and suspicion. A subtle line which separates ordinary lives, from those destroyed by fear; it will be up to the two adversaries on either side of the legal fence to rise above an international plot which could endanger their careers and, perhaps, their very lives... A gripping legal thriller from the very first page. PUBLISHER: TEKTIME

In the third in Katharine Ashe's Prince Catchers series, the eldest of three very different sisters must fulfill a prophecy to discover their birthright. But if Eleanor is destined to marry a prince, why can't she resist the scoundrel who seduced her? She can pour tea, manage a household, and sew a modest gown. In short, Eleanor Caulfield is the perfect vicar's daughter. Yet there was a time when she'd risked everything for a black-eyed gypsy who left her brokenhearted. Now he stands before her—dark, virile, and ready to escort her on a journey to find the truth about her heritage. Leaving eleven years ago should have given Taliesin freedom. Instead he's returned to Eleanor, determined to have her all to himself, tempting her with kisses and promising her a passion she's so long denied herself. But if he was infatuated before, he's utterly unprepared for what will happen when Eleanor decides to abandon convention—and truly live. . . .

What sources of information do tourists consult when choosing a travel destination? How can communication channels be used to reach the tourist market for a specific region? This resource provides new insight into these important questions and more on developing tourism marketing strategies using the key factors of communication and channel systems. Communication and Channel Systems in Tourism Marketing features both conceptual and applied research which provides an excellent base for tourism marketers and destination planners to evaluate and improve their overall tourism marketing programs. Tourism and hospitality scholars discuss communication distribution channels, media selection, information needs and sources, importance of travel brochures and slogans, brochure design, and the effectiveness of communication messages in tourism marketing. The advantages and disadvantages of a wide variety of communication channels are explored including word-of-mouth, brochures/pamphlets, travel agents, magazines, radio, television, and slogans. Some of the topics covered in this book that demonstrate the use of communication and channel systems in tourism marketing are: building repeat visitor relationships image formation distribution channels communication messages and their effectiveness design of destination- and attraction-specific brochures communicating unique selling propositions in slogans This groundbreaking book presents original, empirical research that incorporates communications and channels systems as integral components of tourism marketing. The diversity and originality of these tourism research cases will be helpful to destination promoters, tourism decisionmakers, and tourism planners worldwide. Communication and Channel Systems in Tourism Marketing is also a valuable supplementary text for students in courses on leisure, recreation, hospitality, tourism, and marketing.

Microsoft Access 2013 Step by Step

Effective Ecological Monitoring
Visual QuickStart Guide

Java

A Key of Hope

Tanizaki Jun ichir on Cinema and "oriental" Aesthetics