

Windows 8 1 For Seniors In Easy Steps

Drive your content marketing campaign toward success Blogs and social platforms are all the rage right now—especially for strategists looking to cultivate influence among target audience members through content marketing. Content Marketing Strategies For Dummies explains how you can use content marketing to gain an edge over your competition, even in the most crowded of marketplaces. This timely text introduces you to the Five C Cycle: Company Focus, Customer Experience, Content Creation, Channel Promotion, and Closed-Loop Analysis. The Five C Cycle drives the creation and documentation of a targeted content marketing strategy, and allows you to approach your content marketing campaign with confidence. By helping you determine your company's focus, uncover your customers' experience with data, develop channel promotions across social platforms, create actionable online content, and use closed-loop analysis to build on previous success, this will become your go-to content marketing guide. Content marketing entails creating and curating content online via blog posts, social media platforms, and more. The goal is to acquire and retain customers by creating content that brings value to their lives, and that encourages them to engage with your brand. This easy-to-understand guide will help you do just that. Analyze customer data to better understand your target audience's journey Leverage social platforms, such as Facebook and Twitter, to develop channel promotions Create and curate intelligent, engaging content that leads to action Build upon your previous success with closed-loop analysis Whether you work for a large corporation, are part of a small business, are a solo thought leader, or are an educator, Content Marketing Strategies For Dummies tells you how to gain a critical, competitive advantage through targeted content marketing strategies.

The reassuring guide to a happy, healthy pregnancy This new edition offers soon-to-be moms and dads detailed, friendly information on preparing and planning for pregnancy. You'll find guidance on the basics, as well as special considerations like age, multiple births, complications, illness, labor and delivery, postpartum care, and everything in between. Now in a portable, handy trim size that makes it easy to keep with you on the go, Pregnancy For Dummies, 4th Edition is your go-to guide on everything you'll encounter during the first, second, and third trimesters—and beyond. Packed with new information and the latest developments in medical technology, it puts your mind at ease by offering straightforward answers to all the questions you may have about pregnancy, including health risks during pregnancy, fertility problems and solutions, "on demand" cesarean

sections, weight gain during pregnancy, the correlation between mercury and autism, ways to stay emotionally and physically healthy during pregnancy, and much more. Includes a complete guide to pregnancy, through all three trimesters and beyond, including a week-by-week account of what to expect during pregnancy Covers the latest information related to healthcare and pregnancy, including the latest on vaccinations, fertility problems, and prenatal diagnoses Offers advice on picking a doctor, planning prenatal visits, and designing a birthing plan Explains the stages of labor and how to care for yourself and your newborn after childbirth If you're an expectant parent, Pregnancy For Dummies, 4th Edition covers everything mom and baby experience before, during, and after childbirth.

The host of MSN's Focus on Feeling Better provides a weight-training resource that lays out examples and instructions for 20-minute routines, discusses specific health or orthopedic conditions, covers High Intensity Interval Training (HIIT) and much more. Original.

Everything you need to know about WordPress! Take your WordPress experience to the next level with the information packed inside this All-in-One. From the basics of setting up your account, to choosing a host and theme, to keeping your site secure, the 8 books of expert information will help you take the WordPress community by storm.

Inside: Build your site foundation Choose a server Become a site admin pro Use SEO and social media to extend your site Personalize your site with themes and plugins Read and understand site analytics

Word 2013 eLearning Kit For Dummies

SAT For Dummies 2015 Quick Prep

Branding For Dummies

Business Analysis For Dummies

1,001 Accounting Practice Problems For Dummies

Take your photos from "meh" to "wow!" with Photoshop Elements 13 and this expert guide Photoshop Elements 13 For Dummies is your guide to picture perfection using Adobe's Photoshop Elements. This full-color manual walks you through the process of photo editing, from basic color corrections to advanced filter effects, drawing, and more. Work through from beginning to end for a complete lesson, or keep it handy as a quick reference for unfamiliar tools and techniques. Designed for beginner and intermediate Photoshop Elements users, this book provides straightforward instruction in a fun, richly illustrated, easy-to-read style that makes learning feel like play. Combining powerful tools with a user-friendly interface has made Photoshop Elements the number-one selling photo editing software. Photoshop Elements 13 For Dummies shows you how to take advantage of everything the software has to offer, helping you create high-quality images for print, e-mail, and the web. Even with no digital image editing experience at all, you'll learn how to take your photos from bland to beautiful and have a blast along the way. Adjust resolutions, color modes, and file formats to best suit the project Work with layers, filters, effects, styles, type, and more Correct color, contrast and clarity for a

simple photo makeover Optimize for print, or share on Facebook, Flickr, and other social networks The power and simplicity of Photoshop Elements makes it the perfect solution for amateurs seeking an affordable digital editing platform. The quicker you learn the tools, the sooner you'll be turning out photos to brag about – and Photoshop Elements 13 For Dummies will get you there in a flash.

Take an inward journey for a happier, healthier life Meditation has been used for centuries to reduce stress, increase energy, and enhance overall health and well-being—so it's no wonder more and more people in today's fast-paced and stress-centric world are adopting this age-old practice. If you want to achieve a greater state of calmness, physical relaxation, and psychological balance, Meditation For Dummies is your life raft. Covering the latest research on the health benefits of meditation, this new edition explains in plain English how you can put meditation into practice today and start reaping the benefits of living a more mindful life. Whether you're new to meditation or a seasoned practitioner coming back for a refresher course, this plain-English guide provides a wealth of tips and techniques for sitting (or lying) down with your mind to meditate successfully. From preparing your body for meditation to focusing your awareness and being open to the present moment, it covers everything you need to put distractions to rest and open yourself up to a meditation practice that works for you. Provides the latest research on the causes of happiness and how meditation can improve your mood Includes a new chapter on the growing trend of meditation in the workplace Explains how meditation and other mindfulness practices have made their way into hospitals, schools, prison, and military groups Illustrates the benefits of taking time to consciously cultivate mindfulness through meditation If you're ready to find some zen and benefit from all meditation has to offer, this friendly guide sets you up for success.

The definitive, easy-to-use guide to the popular BeagleBone board BeagleBone For Dummies is the definitive beginner's guide to using the popular BeagleBone board to learn electronics and programming. Unlike other books that require previous knowledge of electronics, Linux, and Python, this one assumes you know nothing at all, and guides you step-by-step throughout the process of getting acquainted with your BeagleBone Original or BeagleBone Black. You'll learn how to get set up, use the software, build the hardware, and code your projects, with plenty of examples to walk you through the process. You'll move carefully through your first BeagleBone project, then get ideas for branching out from there to create even better, more advanced programs. The BeagleBone is a tiny computer board – about the size of a credit card – that has all the capability of a desktop. Its affordability and ease of use has made it popular among hobbyists, hardware enthusiasts, and programmers alike, and it's time for you to join their ranks as you officially dive into the world of microcomputers. This book removes the guesswork from using the popular BeagleBone board and shows you how to get up and running in no time. Download the operating system and connect your BeagleBone Learn to navigate the desktop environment Start programming with Python and Bonescript Build your first project, and find plans for many more To learn BeagleBone, you could spend hours on the Internet and still never find the information you need, or you can get everything you need here. This book appeals to all new and inexperienced hobbyists, tinkerers, electronics gurus, hackers, budding programmers, engineers, and hardware geeks who want to learn how to get the most out of their powerful

BeagleBone.

Provides information on using digital SLR cameras, covering such topics as memory cards, choosing exposure, lenses, sharing photographs online, using the flash, composing a photograph, and image editing.

Coding For Dummies

with Online Practice Tests

Explore Window 8.1, Metro Style Apps, Controls, Windows All Apps, Tips & Trick, Registry, Services, Group Policy & More

Beekeeping For Dummies

Salesforce.com For Dummies

The ultimate starting point for seniors who want to learn how to use a personal computer, this reference guides users through the basics of the Windows 8 operating system with easy-to-read large print and copious screenshots.

Windows 8 was a revolutionary update of the popular operating system from Microsoft. With a brand new interface, new ways of getting around and accessing items and new possibilities for mobile devices, Windows 8 took the computing experience to the next level. However, there were still a few areas for improvement and these have been addressed with Window 8.1. Windows 8.1 for Seniors in easy steps shows you how to get up to speed with this latest version of Windows and begins by detailing how to get to grips with the Windows 8.1 interface. It deals with the basics such as accessing items, personalizing your screen and using additional controls that are available from the sides of the screen. The books includes the new features that have been added since Windows 8: the return of the Start button; options for booting up to the Desktop; viewing up to four apps on screen at the same time; an enhanced SkyDrive feature for online storage and sharing; and a unified search facility that enables you to search over your computer and the Web. A lot of the functionality of Windows 8.1 is aimed at touchscreen devices, whether they are desktop computers, laptops or tablets. This is dealt with in terms of navigating around, as well as showing how everything can still be done with a traditional mouse and keyboard. Apps are at the heart of Windows 8.1 and the newly designed Windows Store has an app for almost everything you could want to do. The book shows how to access and download apps and then how to work with them, and organize them, when you have them. As well as the new features that are covered, all of the old favourites are looked at in detail, such as working with folders and files, accessing the Internet, using email, working with photos and video, networking with Windows and system security. Windows 8.1 will open your eyes to a new way of computing and Windows 8.1 for Seniors in easy steps will help you see clearly so that you can quickly feel comfortable and confident with this exciting new operating system. It is presented with the Senior reader in mind, using larger type, in the familiar In Easy Steps style. Covers Windows 8.1, Update 1.

Explains how to use the Web programming language to create interactive Web applications.

An easy-to-follow Nikon D5600 photography class—in a book! Your Nikon

D5600 is a powerful tool equipped to take top-notch photos. But unless you know how to use it to its full potential, your professional-grade camera will produce underwhelming amateur-grade photos. And that's where Nikon D5600 For Dummies comes in! Packed with all the expert tips and tricks you need to get your Nikon to live up to its name, this guide shows you how to use it to get truly striking shots—in a flash. Written by an expert on all things Nikon—and brimming with inspiring full-color photos—the step-by-step instruction offered inside arms shutterbugs of all skill levels with the know-how to turn any scene into a beautiful work of art. Whether you're looking to capture a cozy low-light shot or forever memorialize an awesome action scene, Nikon D5600 For Dummies will take your photography skills to picturesque new heights. Discover all your camera's features and capabilities Get better photos in auto or manual mode Adjust focus on the fly Start speaking photography lingo like a pro Even Leonardo da Vinci had to learn to work with paints and brushes before he could create the Mona Lisa. Before you let your frustration get the best of you, take heed in the friendly guidance in Nikon D5600 For Dummies.

WordPress All-in-One For Dummies

Currency Trading For Dummies

GED Test For Dummies

Getting a Big Data Job For Dummies

Windows 8. 1 Apps with XAML and C# Sams Teach Yourself in 24 Hours

Get the most out of your Google Chromebook Are you the proud new owner of a Google Chromebook and a little—or a lot—intimidated by the technology? You've come to the right place! Chromebook For Dummies walks you through setting up the device, transitioning from traditional computers and working in the cloud, customizing Chromebook to suit your needs, navigating the apps and their uses, and applying advanced settings and features. Fear not: with the step-by-step guidance and helpful information inside, there's no reason to break a sweat. Chromebooks are affordable, fast, and sleek—and with Google driving the initiative, they're impossible to ignore. So it's no wonder they're gaining popularity and enticing people from all walks of life to make the switch from a traditional PC or laptop. If you're one of those people and want to make the most of your experience, this book is a practical user's guide to all things Chromebook. Covers all Chromebooks on the market Provides coverage of all Chromebook features in an easy-to-follow manner Serves as the go-to reference for successfully using a Chromebook Includes step-by-step coverage of everything you'll encounter with your Chromebook If you're a new or inexperienced user who wants to maximize the performance of your Google Chromebook, you'll turn to this friendly guide time and again. Additional author given on cover: Kenneth Boyd.

Your plain-English guide to currency trading Currency Trading For Dummies is a hands-on, user-friendly guide that explains how the foreign exchange (Forex) market works and how you can become a part of it. Currency trading has many benefits, but it also has fast-changing financial-trading avenues. Forex markets are always moving. So how do you keep up? With

this new edition of Currency Trading For Dummies, you'll get the expert guidance you've come to know and expect from the trusted For Dummies brand—now updated with the latest information on the topic. Inside, you'll find an easy-to-follow introduction to the global/Forex market that explains its size, scope, and players; a look at the major economic drivers that influence currency values; and the lowdown on how to interpret data and events like a pro. Plus, you'll discover different types of trading styles and make a concrete strategy and game plan before you act on anything. Covers currency trading conventions and tools Provides an insider's look at key characteristics of successful currency traders Explains why it's important to be organized and prepared Offers guidance on trading pitfalls to avoid and risk management rules to live by Whether you're just getting started out in the foreign exchange market or an experienced trader looking to diversify your portfolio, Currency Trading For Dummies sets you up for trading success.

Windows 8.1 Professional Volumes 1 and 2 aims to help every Windows' user to - Get familiar with windows 8.1 professional operating system. - Know everything about new modern window 8 and 8.1 operating system. - Operate all new start screen metro style tile apps and its controls. - Customize configure system and administrator privileges settings,, system services, system tools, PC settings, control panel. - Get familiar with all kind of apps, Windows 8.1 tips and tricks., - About windows registry Vview edit modifymodifies Windows 8.1 registry., - Explore group policy behavior, view and modify system and user group policy configuration. - Describes all each and every group policy one by one with detail explanation.

Java ELearning Kit For Dummies

Music Business For Dummies

DASH Diet For Dummies

Nonprofit Kit For Dummies

Everything you need to 'bee' a successful backyard beekeeper If you've ever thought about becoming a backyard beekeeper—or have already tried a hand at it and want to be better one—then this is the book for you! In Beekeeping for Dummies, 4th Edition you'll find everything you need to know in order to start your own colony, including how to assemble and maintain beehives, handle every phase of honey production, purchase and use all the latest tools, and what to do beyond your first season. This hands-on guide provides all the tools, tips, tricks, and techniques needed to become a real backyard beekeeper. You'll learn to identify the queen from her workers and drones, properly open and close the hive, distinguish one type of honey from another, and preserve your colony if disaster should strike. Keep bees on a small urban rooftop or in a large country yard Assemble your own hive and sustain it for years to come Safely inspect and manage your colony Harvest and sell your own honey Becoming a backyard

beekeeper isn't as hard as people think—and with this hands-on guide, you'll be able to create one honey of a colony that will have the neighbors buzzing.

Your all-access guide to reaping the benefits of Salesforce.com
Salesforce.com has a rapidly expanding influence over the way companies across the globe interact with their clientele. Written by Salesforce.com insiders with years of experience in customer relationship management (CRM) solutions, *Salesforce.com For Dummies* gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations. You'll discover how to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, create accurate projects based on past performance, and so much more. A customizable, on-demand CRM solution, Salesforce.com allows businesses to organize and manage all of their customer information—leads, opportunities, contacts, accounts, cases, and solutions—in one place. Whether you're a Windows or Mac user, this down-to-earth, friendly guide shows you how to maximize Salesforce.com's capabilities to close deals faster, gain real-time visibility into sales, and collaborate instantly. Customize the new user interface with apps, widgets, and tools Prospect leads, drive sales, and provide outstanding customer service Manage contacts, identify opportunities, and analyze your results Collaborate with colleagues using Chatter If you're new to Salesforce.com or an existing user looking for the latest tips and tricks to maximize its potential, this friendly guide has you covered.

Trend trading lets the market do the work for you Is your portfolio doing all it should? Are you looking for a market-focused way to increase returns? Try your hand at trend trading. Instead of analyzing the performance of a company, analyze the performance of the market as a whole. When you spot a trend, jump on it and let it ride until it's time to move. Whether your strategy is short-term, intermediate-term, or long-term, trend trading can help you capitalize on the action of market and get the most out of every move you make. *Trend Trading For Dummies* will get you up to speed on the ins and outs of this unique technique. You'll learn how to spot the trends and just how heavily market analysis figures into your success. You can get as complex as you like with the data for long-term predictions or just go for quick rides that pump up your gains. Before you jump in, you need to know the basics that can help ensure your success. Learn the rules of trend trading and why you need a solid system Understand technical analysis to make accurate predictions Analyze the market and learn what to look for before you trade Use leverage to your advantage to

make better moves Trend Trading For Dummies includes trading strategies that you can use as-is, or customize to suit your needs. Thorough preparation is the key to any good trading plan, and it's no different with trend trading. Trend Trading For Dummies allows you to trade using every angle, and will get you out of or into the market in a flash.

The fast and easy way to score higher on the SAT Does the thought of preparing for the SAT cause you to break out in a cold sweat? Have no fear! SAT For Dummies, Quick Prep Edition gives you a competitive edge by fully preparing you for the SAT. Written in a friendly and accessible style, this hands-on guide will help increase your chance of scoring higher on the redesigned SAT test being launched by the College Board in 2016. The SAT is administered annually to more than two million students at approximately 6,000 world-wide test centers. Nearly every college and university in America looks at a student's SAT exam score or SAT Subject Tests as a part of its admissions process. Your SAT score is nothing to sniff at—in addition to admissions, many schools use these results for course placement. With the help of this guide, you'll maximize your chances of gaining entrance to the college of your dreams—as well as a seat in the best classes. So what are you waiting for? Start practicing your way to a better SAT score today! Includes coverage of SAT question types and formats Offers practice SAT tests with full answer explanations Helps pinpoint where you need more help Reflects the College Board's new and updated SAT exam for 2016 Whether you're preparing for the SAT for the first time or retaking the exam to improve your score, SAT For Dummies, Quick Prep Edition sets you up for success.

Weight Training For Dummies

Covers Windows 8.1 Update 1

Windows 8 for Seniors

Robert's Rules For Dummies

Employer Branding For Dummies

Coding For Dummies (9781118951309) is now being published as Coding For Dummies (9781119293323). While this version features an older Dummies cover and design, the content is the same as the new release and should not be considered a different product. Hands-on exercises help you learn to code like a pro No coding experience is required for Coding For Dummies, your one-stop guide to building a foundation of knowledge in writing computer code for web, application, and software development. It doesn't matter if you've dabbled in coding or never written a line of code, this book guides you through the basics. Using foundational web development languages like HTML, CSS, and JavaScript, it explains in plain English how coding works and

why it's needed. Online exercises developed by Codecademy, a leading online code training site, help hone coding skills and demonstrate results as you practice. The site provides an environment where you can try out tutorials built into the text and see the actual output from your coding. You'll also gain access to end-of-chapter challenges to apply newly acquired skills to a less-defined assignment. So what are you waiting for? The current demand for workers with coding and computer science skills far exceeds the supply. Teaches the foundations of web development languages in an easy-to-understand format. Offers unprecedented opportunities to practice basic coding languages. Readers can access online hands-on exercises and end-of-chapter assessments that develop and test their new-found skills. If you're a student looking for an introduction to the basic concepts of coding or a professional looking to add new skills, *Coding For Dummies* has you covered.

Windows 8.1 for Seniors in easy steps Covers Windows 8.1 Update 1 In Easy Steps

Attract the very best talent with a compelling employer brand! *Employer Branding For Dummies* is the clear, no-nonsense guide to attracting and retaining top talent. Written by two of the most recognized leaders in employer brand, Richard Mosley and Lars Schmidt, this book gives you actionable advice and expert insight you need to build, scale, and measure a compelling brand. You'll learn how to research what makes your company stand out, the best ways to reach the people you need, and how to convince those people that your company is the ideal place to exercise and develop their skills. The book includes ways to identify the specific traits of your company that aligns with specific talent, and how to translate those traits into employer brand tactic that help you draw the right talent, while repelling the wrong ones. You'll learn how to build and maintain your own distinctive, credible employer brand; and develop a set of relevant, informative success metrics to help you measure ROI. This book shows you how to discover and develop your employer brand to draw the quality talent you need. Perfect your recruitment marketing. Develop a compelling employer value proposition (EVP). Demonstrate your employer brand ROI. Face it: the very best employees are the ones with the most options. Why should they choose your company? A strong employer brand makes the decision a no-brainer. It's good for engagement, good for retention, and good for the bottom line. *Employer Branding For Dummies* helps you hone in on your unique, compelling brand, and get the people you need today.

Help your nonprofit thrive. Need practical advice on running a nonprofit? No problem! Packed with the latest tips and

techniques on starting and managing a charitable organization, this easy-to-follow guide offers everything you need to help your nonprofit endure the ups and downs of the economy. From applying for your tax exemption to raising money to pay for your programs, it covers it all. So get ready to bring in the bucks – and enjoy watching your nonprofit prosper. Write a mission statement Craft a compelling pitch Raise money online Apply for grants Get the word out Adapt in hard times Prepare a solid budget Project cash flow

iOS App Development For Dummies

Chromebook For Dummies

Minecraft Recipes For Dummies

Plant-Based Diet For Dummies

For Senior Citizens who Want to Start Using Computers

The fast and easy way to score higher on the GRE Does the thought of preparing for the GRE give you goose bumps? Fear not! This new edition of GRE For Dummies with Online Practice gives you a competitive edge by fully preparing you for the GRE exam with subject reviews and tons of practice opportunities. Written in the accessible and friendly style that has defined the For Dummies brand for more than twenty years, this hands-on guide helps you assess where you need more study help, gets you up-to-speed on the questions you can expect to encounter on the actual GRE exam, and will have you practicing your way to test-taking perfection by exam day. The Graduate Record Examinations is a standardized test and admission requirement for most graduate schools in the United States. THE GRE aims to measure verbal reasoning, quantitative reasoning, analytical writing, and critical thinking skills that have been acquired over a long period of time and that are not related to any specific field of study. If you're an aspiring graduate school student preparing for this all-important exam, GRE For Dummies with Online Practice gives you everything you need to increase your chances of scoring higher. Includes full-length GRE practice tests and hundreds of practice questions to prepare you for test day Provides trusted GRE test-taking strategies to help you score your highest Helps you master verbal reasoning, quantitative reasoning, and analytical writing Gives you access to GRE practice questions online So what are you waiting for? Start practicing today–and get into the graduate school of your dreams!

Presents subject review, full-length practice tests with

answer explanations, and test-taking strategies to help readers prepare for and score higher on the high school equivalency test.

Get healthy, lose weight, and feel great on a plant-based diet The benefits of a plant-based diet have been publicized far and wide, and you can no longer deny it—you're fully ready to experience the health benefits of this lifestyle. **Plant-Based Diet For Dummies** has been created to help even the most stubborn carnivores adapt to and even learn to find joy in a plant-based diet. Besides providing useful tips, delicious recipes, and meal ideas, this lively resource discusses all you have to gain from adopting healthier eating habits, including a decreased risk for cancer, a lower risk of heart disease and stroke, a lower cholesterol count and blood pressure, and a lower risk, and prevention, of diabetes. A meat-free lifestyle has many benefits for your body, and author Marni Wasserman takes you on a journey of discovery into the exciting world of fruits, vegetables, and other nutrient-rich foods. A plant-based diet, while similar to vegetarian and vegan diets, is different in that it allows an individual to experience the benefits of vegetarianism without focusing on the politics of a meat-free lifestyle. This book takes the mystery out of adopting better food habits and making better meal choices. It shows you how to stock your kitchen, cook fantastic meals, and discover the wealth of delicious ingredients at your fingertips. Discusses how to improve energy, lower cholesterol, and protect the body's cells, all through better diet options Includes more than 40 mouthwatering recipes and sample menu plans Gives specific advice and instructions for athletes, those battling illnesses, expectant parents, seniors, and children Covers which plant foods are good sources of fat, protein, complex carbohydrates, and fiber **Get healthy, lose weight, and feel great on a plant-based diet.**

Your no-nonsense guide to making sense of Robert's Rules The classic **Robert's Rules of Order** has a proven track record of helping membership groups apply codes of conduct to serve as a parliamentary authority within a given assembly. Unfortunately, when read on its own, it can prove to be unclear and hard to follow for many organizations—and that's where this friendly guide comes in. This new edition of **Robert's Rules For Dummies** demystifies the often-

confusing rules of parliamentary procedure in clear, simple language and shows you how to apply them within your organization in a practical and effective way. From procedures for proper nominations to handling elections and ballots, from conducting meetings online to voting by mail and email—and everything in between—this hands-on, plain-English guide makes it easier to apply the information in the most recent version of the rules handbook so you and your organization can start benefiting from it today. Contains updated content that conforms to changes in business meetings, including special rules for making group decisions in both real-time and non-real-time environments Covers new timesaving tips to make meetings more efficient in a world where everyone is pressed for time Provides sample agendas, minutes, scripts, and more Includes interactive online material for readers on the go If you want to keep meetings organized, efficient, and on track, Robert's Rules For Dummies has you covered.

Photoshop Elements 13 For Dummies

Tableau For Dummies

GRE For Dummies

For Everyone who Wants to Learn to Use the Computer at a Later Age

BeagleBone For Dummies

A guide to Microsoft Windows 7 for seniors covers such topics as computer security, creating user accounts, burning CDs and DVDs, installing and deleting programs, and backups and system restore.

Hone your analytic talents and become part of the next big thing Getting a Big Data Job For Dummies is the ultimate guide to landing a position in one of the fastest-growing fields in the modern economy. Learn exactly what "big data" means, why it's so important across all industries, and how you can obtain one of the most sought-after skill sets of the decade. This book walks you through the process of identifying your ideal big data job, shaping the perfect resume, and nailing the interview, all in one easy-to-read guide. Companies from all industries, including finance, technology, medicine, and defense, are harnessing massive amounts of data to reap a competitive advantage. The demand for big data professionals is growing every year, and experts forecast an estimated 1.9 million additional U.S. jobs in big data by 2015. Whether your niche is developing

the technology, handling the data, or analyzing the results, turning your attention to a career in big data can lead to a more secure, more lucrative career path. Getting a Big Data Job For Dummies provides an overview of the big data career arc, and then shows you how to get your foot in the door with topics like: The education you need to succeed The range of big data career path options An overview of major big data employers A plan to develop your job-landing strategy Your analytic inclinations may be your ticket to long-lasting success. In a highly competitive job market, developing your data skills can create a situation where you pick your employer rather than the other way around. If you're ready to get in on the ground floor of the next big thing, Getting a Big Data Job For Dummies will teach you everything you need to know to get started today.

A step-by-step learning package to get you up and running with Word 2013! If you're eager to get started using the new Microsoft Word 2013, this self-paced eLearning Kit is an ideal starting point! Featuring a full-color printed book and an online interactive eLearning course, this multimedia kit takes you through the basics of the Word interface and explains how to navigate it, how to get comfortable with the terminology, and how to use its many features. Follow the material sequentially or jump in and out as you wish - it's set up so you can learn at your own pace. Throughout, you will benefit from illustrations, animations, voiceover explanations, and the option of closed captioning if you find you learn better when you can read the instructions. Helps self-motivated learners master Word 2013, the most popular word processing application Teaches you how to create and format a Word document, while guiding you through the entire process so that you get a solid understanding of the importance and potential of every step Includes an easy-to-follow, full-color book and an online interactive Dummies eLearning Course that corresponds with the book available via access code Allows you to follow material sequentially or choose separate sections at your own time and pace Packed with screenshots, examples, pictures, and step-by-step instructions, Word 2013 eLearning Kit For Dummies helps you get the most of what Word 2013 has to offer!

Lower your blood pressure in just two weeks with the #1 rated diet When high blood pressure becomes chronic, it's called hypertension—a condition that affects 970 million

people worldwide, and is classified by the World Health Organization as a leading cause of premature death. While medications can help, nothing beats dietary and lifestyle modifications in the fight against high blood pressure, and the DASH diet is a powerful tool in your arsenal. Focusing on lowering sodium intake and increasing fiber, vitamins, and minerals can help lower your blood pressure in as little as two weeks. It's no wonder that the DASH Diet is ranked as the number 1 diet for three years in a row and is endorsed by the American Heart Association, The National Heart, Blood, and Lung Institute, and The Mayo Clinic. DASH Diet for Dummies is your ultimate guide to taking control of your body once and for all. Originally conceived to alleviate hypertension, the DASH Diet has been proven effective against a number of conditions including Type 2 diabetes, metabolic syndrome, PCOS, weight loss, and more. DASH Diet for Dummies contains all the information you need to put the diet into practice, including: Over 40 DASH-approved recipes, including meals, snacks, and desserts 100+ DASH-approved foods, including meats, seafood, sweets, and more Tips for navigating the grocery store and choosing healthier fare A 14-day Menu Planner to help you get started today The DASH Diet is built upon the principles of healthy eating and getting the most nutritional bang for your buck. Doctors even recommend DASH to their healthy patients as an easy, stress-free way to adopt the food habits that will serve them for life. DASH Diet for Dummies is your roadmap on the journey to good health, so get ready to start feeling better every day.

Content Marketing Strategies For Dummies

Digital SLR Cameras and Photography For Dummies

Windows 7 for Seniors

Windows 8.1 professional Volume 1 and Volume 2

Windows 8.1 for Seniors in easy steps

The fast and easy way to master the art of bookkeeping If you're a business owner or an employee who manages finances, the latest edition of Bookkeeping For Dummies is for you. This handy guide gives you clear and concise information on how to keep track of accounts, prepare balance sheets, organize ledgers or journals, create financial statements, and so much more. Packed with the most up-to-date bookkeeping practices, tax information, and small-business laws, Bookkeeping For Dummies is an accessible, invaluable resource you'll turn to again and again. Accurate and complete bookkeeping is crucial to any -business owner—but jumping in headfirst without knowing your accounts from

your balance sheets can confuse even the most astute businessperson. That's where *Bookkeeping For Dummies* helps! Written in the familiar and friendly tone that has defined the For Dummies brand for more than twenty years, this clear and comprehensive guide covers everything you'll encounter as you set out to tackle your company's books, ensuring you're on the right track and saving you tons of headaches along the way. So what are you waiting for? It's time to hit the books! Offers easy-to-follow instructions to keep track of your business' financial well-being Covers managing assets and liabilities Includes updated QuickBooks screenshots and Excel spreadsheets Provides guidance on producing balance sheets and creating financial statements Whether you're just starting out with bookkeeping—or a bookkeeper who needs to brush up on your skills—*Bookkeeping For Dummies* sets you up for success.

"Learn to: navigate the music business to pursue a successful and sustainable career; follow a plan that builds your success, one step at a time; create a brand that stands out to fans and industry professionals; understand music publishing contracts, copyrights, and licensing"--Cover.

Your go-to guide on business analysis Business analysis refers to the set of tasks and activities that help companies determine their objectives for meeting certain opportunities or addressing challenges and then help them define solutions to meet those objectives. Those engaged in business analysis are charged with identifying the activities that enable the company to define the business problem or opportunity, define what the solutions looks like, and define how it should behave in the end. As a BA, you lay out the plans for the process ahead. *Business Analysis For Dummies* is the go to reference on how to make the complex topic of business analysis easy to understand. Whether you are new or have experience with business analysis, this book gives you the tools, techniques, tips and tricks to set your project's expectations and on the path to success. Offers guidance on how to make an impact in your organization by performing business analysis Shows you the tools and techniques to be an effective business analysis professional Provides a number of examples on how to perform business analysis regardless of your role If you're interested in learning about the tools and techniques used by successful business analysis professionals, *Business Analysis For Dummies* has you covered.

Discover how brands are created, managed, differentiated, leveraged, and licensed Whether your business is large or small, global or local, this new edition of *Branding For Dummies* gives you the nuts and bolts to create, improve, and maintain a successful brand. It'll help you define your company's mission, the benefits and features of your products or services, what your customers and prospects already think of your brand, what qualities you want them to associate with your company, and so much more. Packed with plain-English advice and step-by-step instructions, *Branding For Dummies* covers assembling a top-notch branding team, positioning your brand, handling advertising and promotions, avoiding blunders, and keeping your brand viable, visible, and healthy. Whether

you're looking to develop a logo and tagline, manage and protect your brand, launch a brand marketing plan, fix a broken brand, make customers loyal brand champions—or anything in between—Branding For Dummies makes it fast and easy. Includes tips and cautionary advice on social media and its impact on personal and business branding programs Covers balancing personal and business brand development References some of the major brand crises—and how to avoid making the same mistakes Shows brand marketers how to create brands that match their employers' objectives while launching their own careers you're a business leader looking to set your brand up for the ultimate success, Branding For Dummies has you covered.

Pregnancy For Dummies

Nikon D5600 For Dummies

Trend Trading For Dummies

Meditation For Dummies

Bookkeeping For Dummies

In just 24 sessions of one hour or less, Sams Teach Yourself Windows 8.1 Apps with XAML and C# in 24 Hours will help you build compelling apps for Windows 8.1 devices of all kinds.

Make your data work for you! Tableau For Dummies brings order to the chaotic world of data. Understanding your data and organizing it into formats and visualizations that make sense to you are crucial to making a real impact on your business with the information that's already at your fingertips. This easy-to-use reference explores the user interface, and guides you through the process of connecting your data sources to the software. Additionally, this approachable, yet comprehensive text shows you how to use graphs, charts, and other images to bring visual interest to your data, how to create dashboards from multiple data sources, and how to export the visualizations that you have developed into multiple formats that translate into positive change for your business. The mission of Tableau Software is to grant you access to data that, when put into action, will help you build your company. Learning to use the data available to you helps you make informed, grounded business decisions that can spell success for your company. Navigate the user interface to efficiently access the features you need Connect to various spreadsheets, databases, and other data sources to create a multi-dimensional snapshot of your business Develop visualizations with easy to use drag and drop features Start building your data with templates and sample workbooks to spark your creativity and help you organize your information Tableau For Dummies is a step-by-step resource that helps you make sense of the data landscape—and put your data to work in support of your business.

Make informed business decisions with the beginner's guide to financial modeling using Microsoft Excel Financial Modeling in Excel For Dummies is your comprehensive guide to learning how to create informative, enlightening financial models today. Not a math whiz or an Excel power-user? No problem!

All you need is a basic understanding of Excel to start building simple models with practical hands-on exercises and before you know it, you'll be modeling your way to optimized profits for your business in no time. Excel is powerful, user-friendly, and is most likely already installed on your computer—which is why it has so readily become the most popular financial modeling software. This book shows you how to harness Excel's capabilities to determine profitability, develop budgetary projections, model depreciation, project costs, value assets and more. You'll learn the fundamental best practices and know-how of financial modeling, and how to put them to work for your business and your clients. You'll learn the tools and techniques that bring insight out of the numbers, and make better business decisions based on quantitative evidence. You'll discover that financial modeling is an invaluable resource for your business, and you'll wonder why you've waited this long to learn how! Companies around the world use financial modeling for decision making, to steer strategy, and to develop solutions. This book walks you through the process with clear, expert guidance that assumes little prior knowledge. Learn the six crucial rules to follow when building a successful financial model Discover how to review and edit an inherited financial model and align it with your business and financial strategy Solve client problems, identify market projections, and develop business strategies based on scenario analysis Create valuable customized templates models that can become a source of competitive advantage From multinational corporations to the mom-and-pop corner store, there isn't a business around that wouldn't benefit from financial modeling. No need to buy expensive specialized software—the tools you need are right there in Excel. Financial Modeling in Excel For Dummies gets you up to speed quickly so you can start reaping the benefits today!

If you've got incredible iOS ideas, get this book and bring them to life! iOS 7 represents the most significant update to Apple's mobile operating system since the first iPhone was released, and even the most seasoned app developers are looking for information on how to take advantage of the latest iOS 7 features in their app designs. That's where iOS App Development For Dummies comes in! Whether you're a programming hobbyist wanting to build an app for fun or a professional developer looking to expand into the iOS market, this book will walk you through the fundamentals of building a universal app that stands out in the iOS crowd. Walks you through joining Apple's developer program, downloading the latest SDK, and working with Apple's developer tools Explains the key differences between iPad and iPhone apps and how to use each device's features to your advantage Shows you how to design your app with the end user in mind and create a fantastic user experience Covers using nib files, views, view controllers, interface objects, gesture recognizers, and much more There's no time like now to tap into the power of iOS – start building the next big app today with help from iOS App Development For Dummies!

Financial Modeling in Excel For Dummies