

Apple Genius Training Manual

Praise for THE APPLE EXPERIENCE "There are three pillars of enchantment: likability, trustworthiness, and quality. The Apple experience is the best modern-day example of all three pillars. Carmine's book will help you understand and implement the same kind of world-class experience." --Guy Kawasaki, author of Enchantment and former chief evangelist of Apple "Carmine Gallo explains beautifully and simply just what makes the Apple retail experience so successful. No matter what kind of business you are in, there are insanely valuable lessons in this book!" --Garr Reynolds, author of Presentation Zen and The Naked Presenter "At its core, this book is not about Apple. It's about delivering the best experience possible." --Tony Hsieh, New York Times bestselling author of Delivering Happiness and CEO of Zappos.com, Inc. "An exciting resource for any business owner in any country who wants to reimagine the customer experience." --Loïc Le Meur, CEO, LeWeb "Why can't other retail experiences be as great as an Apple store's? Not only does Carmine Gallo answer that question brilliantly, but he shows precisely how to make sure your customers never ask it about your business." --Matthew E. May, author of In Pursuit of Elegance and The Laws of Subtraction "Carmine Gallo gets to the magic of Steve Jobs: Touching people's lives. This simple, yet delightful vision should be at the heart of every retail interaction in the world today." --Peter Steinlauf, Chairman, Edmunds.com "This magnificent collection of insights illuminates the way for anyone who wants to create a truly great experience, whether in retail, service, or software." --Dan Roam, author of The Back of the Napkin and Blah Blah Blah Reinvent your business to deliver Apple-like customer satisfaction and profits In The Apple Experience, internationally bestselling author Carmine Gallo details the principles and practices behind this total commitment to the customer and explains how your brand can achieve outstanding results by delivering this same high standard of service. Carmine Gallo interviewed professionals at all levels who have studied Apple, and he spent hundreds of hours observing the selling floor in Apple's retail space and learning about Apple's vision and philosophy. Using insights and data from these sources, he breaks down Apple's customercentric model to provide an action plan with three distinct areas of focus: Inspire Your Internal Customer with training, support, and communications that create a "feedback loop" for improving performance at every level Serve Your External Customer with irresistible brand stories and dedicated salespeople who embody the APPLE five steps of service-- Approach, Probe, Present, Listen, End with a fond farewell Set the Stage by ensuring that no element is overlooked in creating an immersive retail environment where customers can see, touch, and learn about your products With The Apple Experience, you can improve the return on your investment in retail by adding real value to every customer interaction. Better still, any business that deals with people--employees or customers--can adopt the techniques to achieve Apple-like market dominance by enriching lives, building loyalty, and reimaging the customer experience. -

DBT Metaphors and Stories gives therapists and DBT skills trainers the skills they need to make effective use of dialectical behavior therapy and to help clients more deeply understand complex realities. Each page is devoted to explaining a specific DBT skill. The book is structured so that it can be used in several ways, including as a reference tool to look up specific skills the reader is struggling to understand or (for skills trainers) to teach. The book can also be read cover to cover, both for understanding the broad array of skills and as a source of motivation to devote one's self to regular practice of skills. It's a vital guide for trainers, therapists, and their clients interested in fully harnessing DBT's power to change lives.

Companies spend big money and significant resources to acquire new customers, but they tend to give little thought on how to keep their business. That's a big mistake! Nadji Tehrani and Steve Brubaker, both Customer Care™ experts, explore how to go the extra mile in keeping customers happy. Whether you work at a startup or an established organization, you'll find proven strategies that will help you: • define and deliver extraordinary Customer Care™; • duplicate the practices of companies that provide great customer service; • avoid practices of companies that have failed to deliver on their promises; • devote more resources to keeping current customers happy. • develop incentives, policies, and training to encourage staff to solve problems. Examples from companies such as Ace Hardware, Amazon, American Express, Apple, Disney, The Ritz-Carlton, Starbucks, Southwest Airlines, Wine Enthusiast, and Zappos make this an essential guide for any professional who wants to forge stronger relationships with customers. Everyone knows that it's far less expensive to keep existing customers than it is to win and onboard new ones. That's just one of the many reasons to learn the lessons in Taking Your Customer Care™ to the Next Level.

A humorous, yet practical five-step guide to ridding ourselves--and our companies--of commonplace, bureaucratic bottlenecks that plague every office around the world.

The Business Case for Big Data

An Apple Story

Lean Mobile App Development

Selling With Heart and Soul

The Startup Owner's Manual

How to Be Your Dog's Best Friend

Too Big to Ignore

More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's

taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert

Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company

toward profitability. It will help you: • Avoid the 9 deadly sins that destroy startups' chances for success • Use the Customer Development method to bring your business idea to life • Incorporate the Business Model Canvas as the organizing principle for startup hypotheses

• Identify your customers and determine how to "get, keep and grow" customers profitably • Compute how you'll drive your startup to repeatable, scalable profits. The Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from

Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

Maximize your use of Apple's unique office productivity suite Dedicated Mac fans love the convenience and practicality of Numbers spreadsheets, Pages word processing, and Keynote presentations, the components of the iWork suite. This guide cuts to the chase, packed with

tips and advice for getting the most from the newest version of these applications. It provides the basics on each application and how they work together, intermediate information, and cool ways to enhance your presentations and documents and create reports that analyze

and interpret your data. The iWork productivity suite provides spreadsheet, word processing, and presentation applications that Mac users love; this guide helps you make the most of each one Presents the essential information about the newest version of iWork in addition

to tips and more advanced advice for making Numbers, Pages, and Keynote produce exactly what you want Shows how to create compelling and lively presentations, use formulas and functions to generate reports, format a variety of documents, and much more iWork Portable Genius

offers Mac aficionados the hip tips and tricks that maximize the power of the iWork suite.

What's the secret to succeeding at sales? In Continuous Sales Improvement, master sales trainer Eric Lofholm reveals the simple but powerful strategy he's taught to tens of thousands of students that anyone can use to improve their sales performance. Eric's message is that

those who are not good at sales can become good, and those who are already good can become great simply by making small, continuous improvements in four key areas: self-improvement, sales skills, product and service knowledge, and technology. He gives readers a game plan

for making improvements in each of these areas and provides hundreds of detailed strategies, practical exercises, and actionable instructions to use immediately to begin improving sales results. Each chapter includes a convenient at-a-glance summary, and there's a quick-

review guide so that readers can easily use Continuous Sales Improvement as an ongoing reference. Continuous Sales Improvement includes case studies from legendary figures in the history of sales, plus interviews with some of today's top performers. It also includes tips

for selling in specific industries, including real estate, insurance, financial services, and network marketing. Those who are a salesperson, a sales trainer, or just a business owner who wants better sales results, Continuous Sales Improvement is a must-have.

Explains how to use the portable music player to perform functions including play music, store personal contact and calendar information, download and use applications, and use as a video player.

Understanding the Skills That Make Life Worth Living

The Ministry of Common Sense

How Organizations Overlook the Value of Emotions

When Science Meets Shopping: How the new mind sciences and the persuasion industry are reading our thoughts, influencing our emotions, and stimulating us to shop

The Big Miss

Conceitos fundamentais sobre Customer Experience

A savvy guide to Office 2011 for Mac users Mac users, you don't have to give up one ounce of cool to use Office 2011 on your Mac. Here's the hip guide you need to get the most out of Word, Excel, PowerPoint, and Outlook. Get started with Office 2011, find out what features are shared between apps, and start creating stylish Word docs, lively PowerPoint presentations, awesome Excel reports, and totally organized Outlook lists and calendars. And you'll love the portable size—just perfect for keeping this guide on hand while you work. Features facts, tips, and secrets to help you get the most of out of Office 2011 for Mac Provides the key tools and shortcuts you need to accomplish tasks, without bogging you down in too much detail Covers how to get started with Office, an overview of shared features, and how to use each application in the Office 2011 suite Helps you create smart Word docs, organize your calendar and contacts with Outlook, build compelling PowerPoint presentations, and use Excel formulas and functions to generate reports and analyze data Zero in on the Office 2011 features you use most on your Mac, with Office 2011 for Mac Portable Genius.

Customer Experience (CX), ou Experiência do Cliente em português é uma tema complexo, que envolve diferentes áreas da empresa e uma gestão efetiva para obtenção de resultados sustentáveis no longo prazo. Experiências que deixam marcas volume 1 trata do 360o do Customer Experience em toda a sua amplitude com aprofundamentos em algumas áreas como Experiência do Funcionário, Design de Serviço, CRM, Reputação e Propósito de Marca, etc. Leitura imperdível para quem quer entender o mundo de CX.

Discover how award-winning educator and author Chuck Williams does management like no one else with the latest edition of EFFECTIVE MANAGEMENT. Whether you prefer to listen, see, read, or act, you will find the learning style or combination of learning approaches that appeal to you in this innovative, streamlined text and media-driven package. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Finding the Lost Art of Empathy

Il ministero del Buon Senso

Apple. ?????? ????

The Step-By-Step Guide for Building a Great Company

Manual Training, the Chief Factor in Education

A Training Manual for Dog Owners

Come eliminare lungaggini burocratiche e follie organizzative dalla vostra azienda

A guide for mining the imagination to find powerful new ways to succeed. We need imagination now more than ever—to find new opportunities, rethink our businesses, and discover paths to growth. Yet too many companies have lost their ability to imagine. What is this mysterious capacity? How does imagination work? And how can organizations keep it alive and harness it in a systematic way? The Imagination Machine answers these questions and more. Drawing on the experience and insights of CEOs across several industries, as well as lessons from neuroscience, computer science, psychology, and philosophy, Martin Reeves of Boston Consulting Group's Henderson Institute and Jack Fuller, an expert in neuroscience, provide a fascinating look into the mechanics of imagination and lay out a process for creating ideas and bringing them to life: The Seduction: How to open yourself up to surprises The Idea: How to generate new ideas The Collision: How to rethink your idea based on real-world feedback The Epidemic: How to spread an evolving idea to others The New Ordinary: How to turn your novel idea into an accepted reality The Encore: How to repeat the process—again and again. Imagination is one of the least understood but most crucial ingredients of success. It's what makes the difference between an incremental change and the kinds of pivots and paradigm shifts that are essential to transformation—especially during a crisis. The Imagination Machine is the guide you need to demystify and operationalize this powerful human capacity, to inject new life into your company, and to head into unknown territory with the right tools at your disposal.

Make today's management theories and applications meaningful, memorable, and engaging for your students with MANAGEMENT. Master storyteller, award-winning educator, and accomplished author Chuck Williams uses a captivating narrative style to illuminate today's most important management concepts and to highlight practices that really work in today's workplace. Because students retain and better understand information that is personally relevant, Dr. Williams weaves more than 50 detailed, unforgettable examples and stories into each chapter in this edition. Proven learning features and self-assessments keep concepts intriguing and applicable to students' daily lives. In addition, fresh scenarios, new cases, and new video cases reflect the latest management innovations at work in well-known organizations throughout the world. The book's comprehensive support package further helps you prepare each student for managerial success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

A former Senior VP of Apple shares how Steve Jobs motivatedpeople to do the best work of their lives Jay Elliot was hired personally by Steve Jobs, just in time toaccompany him on the last of his historic visits to Xerox's PaloAlto Research Center, the visits that changed the course ofcomputing. As Senior VP of Apple, Jay served as Steve's right-handman and trouble-shooter, overseeing all corporate operations andbusiness planning, as well as software development and HR. InLeading Apple with Steve Jobs, Jay details how Steve managedand motivated his people—and what every manager can learnfrom Jobs about motivating people to do the best work of theirlives. Steve Jobs used the phrase "Pirates! Not the Navy" as a rallyingcry—a metaphor to "Think Different." In the days ofdeveloping the Macintosh, it became a four-word mission statement.It expresses the heart of Apple and Steve. The managementprinciples that grew out of that statement form the backbone ofthis book. Explains how to find talented people who will understand yourobjectives and be able to make a contribution to that effort Lists traits that can determine whether a person will be socommitted to the vision that they will provide their ownmotivation Explains how to ensure that your employees hold an allegianceto the captain and to his/her shipmates, and also possess theability to come up with original, unique ways to approach aproblem, and be self-guided with a strong sense of direction Leading Apple with Steve Jobs will shift your thoughtparadigm and inspire you to assemble and lead innovative teams.

4LTR Press solutions give students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their main course resource. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

MGMT8

Continuous Sales Improvement

The Brain Sell

MGMT

The Missing Manual

When Science Meets Shopping

DBT Metaphors and Stories

Finding the Lost Art of EmpathyConnecting Human to Human in a Disconnected WorldHoward Books

The secret to sales success is something that companies spend years searching for - it is the ultimate goal for any business. However, selling well enough to break even is quite a bit different than selling enough to put you in the record books. Apple Inc. has spent the past 15 years climbing to the top of the technology market, a spectacular rise that has been accelerated by more than 500 million iPhone sales in less than seven years. Apple's unique strategies to reach such unprecedented heights are included in this book and can act as valuable lessons for other companies to expand into the next echelon of success.

MGMT4 is the fourth Asia-Pacific edition of this innovative approach to teaching and learning the principles of management. Concise yet complete coverage of the subject, supported by a suite of online learning tools and teaching material equips students and instructors with the resources required to successfully

undertake an introductory management course. This highly visual and engaging resource is now available on the MindTap eLearning platform, allowing for seamless delivery both online and in-class. With the Cengage Mobile app students can take course materials with them - anytime, anywhere. New, print versions of this book include access to the MindTap platform.

Pastor Tracy Wilde reflects on the absence of empathy in today’s world and shares how Christians can renew their compassion to help unify not only the church, but society as well, in this timely and refreshing guide. Achieving meaningful relationships and cultivating lasting connections with others are often some of the most valuable experiences of our lives. So why can it sometimes feel so difficult to relate to the people around us if we all share the same human desire to bond? In Finding the Lost Art of Empathy, Tracy Wilde addresses the reasons why we struggle with showing empathy toward others and explains why we ultimately avoid it—and even avoid contact with others altogether. She explores the different facets that have promoted isolation instead of community and provides the antidote for a more unified, loving, and empathetic society. Inspirational and encouraging, Wilde inspires us to self-reflect and remove whatever obstacles from our lives that may be blocking our way to true fulfillment in our relationships—and living life the way God intends us to.

The Secret of Achieving Your Peak Sales and Personal Potential
Mac OS X Panther Edition

Switching to the Mac: The Missing Manual, El Capitan Edition

A step-by-step guide to smart video editing with FCP 10.6

How iPhone Sold 500 Million Times

Taking Your Customer Care™ to the Next Level

Apple Confidential 2.0

Those who have made the switch from a Windows PC to a Mac have made Switching to the Mac: The Missing Manual a runaway bestseller. The latest edition of this guide delivers what Apple doesn’t—everything you need to know to successfully and painlessly move your files and adapt to Mac’s way of doing things. Written with wit and objectivity by Missing Manual series creator and bestselling author David Pogue, this book will have you up and running on your new Mac in no time.

Extensively updated to reflect the latest research in the field, MGMT continues to make concepts and theories accessible and relevant to students with timely, interesting examples of their applications at real businesses. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This book, Selling With Heart and Soul is part of the Body Language Series which focuses on the selling process and how a sales people could benefit from the cues and signals shown by customers in order to close sales. The uniqueness of this book, that we have pointed out the totally misleading and wrong concept in selling and marketing - the Caveat Emptor. In any transaction, sales people cannot shed off their responsibilities by passing the act of discovery to the buyers, sales people must declare according to what they know. If the sellers do not believe in their products, do not sell it until they understood, internalize the products. In addition, this book suggests that marketers and sales people cannot be the tool to create unnecessary demand. One of the extremely wrong concepts of marketing is to push to consumers ' good/service beyond their needs. We have identified that, create unnecessary demand creating bad identity/brand to the organisation.

Develop lean iOS and Android apps using industry standard techniques and lean development practices. About This Book Build ready-to-deploy apps with less iterations and shorter development times Adopt the lean startup methodologies to develop iOS and Android apps that shine in the App Store This hands-on guide puts continuous innovation into practice to develop successful mobile apps Who This Book Is For This book is for developers, CTOs, and architects working for a startup or another kind of lean startup environment, such as start-up within a cooperation. It is ideal for any iOS and Android developer who wants to build successful mobile apps by adopting the lean startup methodology. What You Will Learn Apply the lean startup methodology to real Android and iOS development Define what your hypotheses are by creating an Minimal Viable Product Validate your idea against the Business Model Canvas Gather feedback through statistics and by getting user comments, learn from it, and adapt your app accordingly Develop skills and devise strategies to build versatile and flexible apps that meet changing business requirements Investigate the possibilities when you need to pivot your start-up idea whether in a startup or an established business. Create a successful app and get tips on how to boostconversion and how to optimize the on boardingprocess. In Detail Lean is the ultimate methodology for creating a startup that succeeds. Sounds great from a theoretical point of view, but what does that mean for you as an a technical co-founder or mobile developer? By applying the Lean Start-up methodology to your mobile App development, it will become so much easier to build apps that take Google Play or the App Store by storm. This book shows you how to bring together smarter business processes with technical know-how. It makes no sense to develop a brilliant app for six months or longer only to find out later that nobody is interested in it. Build a Minimum Viable Product (MVP) first. Validate your hypotheses early and often. Discover effective product development strategies that let you put Facebook’s famous axiom "move fast and break things" into practice. A great app without visibility and marketing clout is nothing, so use this book to market your app, making use of effective metrics that help you track and iterate all aspects of project performance. Style and approach This book takes a hands-on approach to developing apps through the Lean Start-up Methodology. Following a 50% business and 50% tech approach, this book is filled with practical examples and real-world experiments.

Mac Life

How to Think Like a Genius to Be One Instantly!

iPod: The Missing Manual

Connecting Human to Human in a Disconnected World

How to Eliminate Bureaucratic Red Tape, Bad Excuses, and Corporate BS

The Imagination Machine

MGMT4

The Instant-Series Presents "Instant Genius" How to Think Like a Genius to Be One Instantly! When you hear the word "genius" - what immediately pops into your mind? Perhaps, people like Albert Einstein, Isaac Newton, Leonardo da Vinci, and Thomas Edison just to name a few. What did all these folks have? What was the common factor that made them a genius? And is possible for you to also be like them? Now what is a genius? Geniuses are, first and foremost, extraordinary individuals... They are always somewhat ahead of their time, and their contributions to the world have shaped society into what we know it as of today with all the remarkable fleets of advanced achievements unheard of in the past - just look at how far we have come with modern medicine, science, technologies, etc. And geniuses have helped mankind evolved into more intelligent beings - pushing us to all strive for even greater possibilities. So how to become a genius? The widely-accepted notion is...you're either born with a genius IQ or not; however, being a genius has less to do with your level of intelligence. Everybody has their own form of genius. The key is how to unlock that inner genius of yours. Within "Instant Genius": * How to easily create a custom "genius trigger button" step-by-step, so you can activate it to turn on your full-intellectual mental capacity at will, at anywhere, and at anytime. * How to channel your inner genius through the power of your subconscious mind, by doing the "subconscious self-session" technique to open doors to new ways of thinking. * How to use personalized "visual mental imprints" as your sources of inspirations and motivations to spark your creative genius to generate unlimited innovative ideas. * How to develop genius reflexes to handle any complex problem and come up with ingenious solution to have people look up to you, always wanting to hear what you have to say. * How to optimize your mind to work in relentless genius mode with full concentration and inexhaustible energy where obstacles no longer exist, through an in-depth "4-stages process" you can implement whenever you want. * Plus, custom practical "how-to" strategies, techniques, applications and exercises on how to think like a genius. ...and much more. All of us has the potential to be our own geniuses. You just only need to be guided on how to unleash that genius brain power within you - to finally realize what you're truly capable of. You will be amazed and even surprised yourself.

Science has made the leap from the lab to come to a store near you and the effects on us are phenomenal. Corporations in hyper-competition are now using the new mind sciences to analyze how and when we shop, and the hidden triggers that persuade us to consume. From bargains in the Big Apple to the bustling bazaars of Istanbul, from in-store to interactive and online to mobile, neuromarketing pioneer Dr. David Lewis goes behind the scenes of the persuasion industry to reveal the powerful tools and techniques, technologies and psychologies seeking to stimulate us all to buy more often without us consciously realizing it.

Não importa o porte ou o segmento de uma empresa, todas estão em busca do melhor para os seus clientes, querem que seus produtos tenham engajamento, sejam desejados e, claro, a primeira escolha na hora de uma compra. Para chegar a esse patamar, são necessárias escolhas e atitudes que perpetuarão por toda a vida empresarial de uma corporação. Pensando nisso, Sérgio Damião trouxe ao mercado livreiro a obra: Se vira você não é quadrado, publicada pela Literare Books International. Diante de tantas adversidades e concorrências é comum que os questionamentos se multipliquem dentro de cada empreendedor. Como é possível se virar? Como sair do quadrado e proporcionar um atendimento que surpreenda? Muitas pesquisas revelam que o primeiro contato entre empresa e consumidor é decisivo para que o cliente conclua uma compra. Dessa forma, o escritor inicia sua jornada pelo atendimento que envolve: relacionamento, interação e troca de sinergia. Sérgio Damião propõe ao leitor um círculo contínuo que envolve três palavras-chave: conhecimento, entendimento e atendimento. Assim, inspirado nelas, divide com o público três constatações: 1) Quanto mais se conhece o outro lado, melhor o entende. 2) Quanto mais o entende, melhor pode atendê-lo. 3) Quanto melhor o atende, mais o conhece... O escritor traz também palavras de especialistas no tema, dados do IBRC (Instituto Ibero Brasileiro de Atendimento com o Cliente) responsável pelo ranking da revista Exame, há citação de cases de sucesso e a análise com uma metáfora e visão dos esportes para melhorar a fixação da mensagem. Junte-se a um grupo enorme de empresas e profissionais que se viram porque não são quadrados. Descubra como os colaboradores podem encantar seus clientes por meio de um atendimento eficaz e humano, perpetuando a atividade empresarial.

A comprehensive, best practice guide from Apple Certified Trainer Iain Anderson, with illustrated step-by-step instructions to explore a Final Cut Pro editing workflow from shoot to delivery Key FeaturesExplore the best ways to use FCP, from importing and editing to finishing and exporting the final cutUnlock the power of editing in the magnetic timeline to make huge changes or subtle adjustmentsFinish with pro-level color correction, tracking, effects, transitions, audio, titles, and captionsBook Description Final Cut Pro (also known as FCP, previously Final Cut Pro X) is Apple’s efficient and accessible video editing software for everyone, offering powerful features that experienced editors and novices will find useful. FCP is the quickest way to transform your raw clips into a finished piece, so if speed is important, make this a key tool in your editing arsenal. Final Cut Pro Efficient Editing is a comprehensive best practice guide for all editors. You’ll not only learn how to use the features but also find out which ones are the most important and when you should use them. With the help of practical examples, the book will show you how typical footage can be assembled, trimmed, colored, and finessed to produce a finished edit, exploring a variety of techniques. As you progress through the book, you’ll follow a standard editing workflow to get the feel of working on real-world projects and answer self-assessment questions to make sure that you’re on track. By the end of this Final Cut Pro book, you’ll be well versed with the key features of this app and have all the tools you need to create impressive edits. What you will learnUnderstand the media import process and delve into media managementEffectively organize your footage so you can find the right shot quicklyDiscover how to assemble a rough cut editExplore trimming and advanced editing techniques to finesse and finalize the editEnhance an edit with color correction, effects, transitions, titles, captions, and much moreSweeten the audio by controlling volume, using compression, and adding effectsShare your final edited video and archive the jobWho this book is for The book is for creative professionals, anyone starting out in video editing, and editors switching to Final Cut Pro from another video editing system. Whether you are a beginner or a professional, you’ll find this FCP book useful. All you need to get started is familiarity with macOS.

Management Lessons From a Controversial Genius

iWork Portable Genius

Transform Yourselves to be Sales Superstars

Se vira! Você não é quadrado!

Instant Genius

BUSN

The Definitive History of the World’s Most Colorful Company

Chronicles the best and the worst of Apple Computer’s remarkable story.

In The Big Miss: How Businesses Overlook the Value of Emotions, Zhecho Dobrev reveals how organizations are frequently deceived by customers and fail to act on what they fail to notice—thus are missing the biggest driver of profitable customer behavior! What are the emotional and subconscious drivers behind your customers’ behavior? Do you have a science to determine the direction you want? In The Big Miss: How Businesses Overlook the Value of Emotions, Zhecho Dobrev reveals how organizations are frequently deceived by customers and fail to act on what they fail to notice—thus are missing the biggest driver of profitable customer behavior! His extensive research shows that emotions are the key drivers of customer behavior. He identifies specific emotions based on science and data. Does yours? In this book, the author provides business leaders with a practical framework for how to embed emotions in their business practices, which includes learning how to: Discover the difference between what customers say and do Create a data-based strategy around specific emotions Use customer science to improve the effectiveness of Digital Transformation, Data, and AI ...and much more. Behind every business problem, there is a customer problem! This book will change how you think about customer behavior and challenge you to harness the business power of emotions.

Examines Apple’s unique customer service strategy, showing how these same practices can be used for success in other retail arenas.

For more than a quarter century, How to Be Your Dog’s Best Friend has been the standard against which all other dog-training books have been measured. This expanded edition preserves the best features of the original classic while bringing the book fully up-to-date. The result: the ultimate training manual for a new generation of dog owners--and, of course, the dogs. Skete have achieved international renown as breeders of German shepherds and as outstanding trainers of dogs of all breeds. Their unique approach to canine training, developed and refined over four decades, is based on the philosophy that "understanding is the key to communication, compassion, and communion" with your dog. How to Be Your Dog’s Best Friend is a comprehensive guide to understanding and caring for your dog, including: Selecting a dog (what breed? male? female? puppy or older dog?) to fit your lifestyle Where to get--and where not to get--a dog Reading a pedigree Training your dog or puppy--when, where, and how The proper use of praise and discipline Feeding, grooming, and ensuring your dog’s physical fitness Recognizing and correcting behavioral challenges of raising a dog where you live - in the city, country, or suburb The proper techniques for complete care of your pet at every stage of his or her life In its scope, its clarity, and its authority, How to Be Your Dog’s Best Friend remains unrivaled as a basic training guide for dog owners. Like no other book, this guide can help you understand and appreciate your dog’s personality--and in so doing, it can significantly enrich the life you share with your dog.

Office for Mac 2011 Portable Genius

iPad 2: The Missing Manual

Effective Management

How to Spark New Ideas and Create Your Company’s Future

Experiências que deixam marcas

Management

Mind and Hand

Residents in Boston, Massachusetts are automatically reporting potholes and road hazards via their smartphones. Progressive Insurance tracks real-time customer driving patterns and uses that information to offer rates truly commensurate with individual safety. Google accurately predicts local flu outbreaks based upon thousands of user search queries. Amazon provides remarkably insightful, relevant, and timely product recommendations to its hundreds of millions of customers. Quantcast lets companies target precise audiences and key demographics throughout the Web. NASA runs contests via gamification site TopCoder, awarding prizes to those with the most innovative and cost-effective solutions to its problems. Explorys offers penetrating and previously unknown insights into healthcare behavior. How do these organizations and municipalities do it? Technology is certainly a big part, but in each case the answer lies deeper than that. Individuals at these organizations have realized that they don't have to be Nate Silver to reap massive benefits from today's new and emerging types of data. And each of these organizations has embraced Big Data, allowing them to make astute and otherwise impossible observations, actions, and predictions. It's time to start thinking big. In Too Big to Ignore, recognized technology expert and award-winning author Phil Simon explores an unassailably important trend: Big Data, the massive amounts, new types, and multifaceted sources of information streaming at us faster than ever. Never before have we seen data with the volume, velocity, and variety of today. Big Data is no temporary blip of fad. In fact, it is only going to intensify in the coming years, and its ramifications for the future of business are impossible to overstate. Too Big to Ignore explains why Big Data is a big deal. Simon provides commonsense, jargon-free advice for people and organizations looking to understand and leverage Big Data. Rife with case studies, examples, analysis, and quotes from real-world Big Data practitioners, the book is required reading for chief executives, company owners, industry leaders, and business professionals.

Dall'autore best seller Martin Lindstrom, una guida operativa e divertente per creare team e organizzazioni in cui il buon senso aziendale sia la regola anziché l'eccezione. Come mai ogni chiamata su Zoom dura un'ora esatta, a prescindere da quanto sia inconcludente? Perché un'azione semplice come l'acquisto di attrezzature per ufficio si è trasformata in una decisione presa da un comitato di sei persone, cui fa seguito una procedura di approvazione articolata su cinque livelli gerarchici? Confessatelo: se durante l'ottava riunione della giornata Zoom si blocca irrimediabilmente, e sentite dire ancora una volta “No, un momento; no, parla prima tu” oppure “Sei in mutò”, esplodete anche voi! Che fine ha fatto il buon senso? Oggi le aziende sembrano ormai così fossilizzate attorno alle loro questioni interne e assediata da invisibili procedure burocratiche (e da sistemi informatici bloccati) da aver completamente perso di vista il proprio purpose e la propria cultura. Inevitabilmente, a pagarne il prezzo siamo noi. Come possiamo dunque reintrodurre il buon senso nei luoghi lavorativi? Martin Lindstrom, dopo aver soffermato negli ultimi anni il suo brillante sguardo su numerose aziende di diversi settori, ci regala il suo ingegnoso piano per riportare la logica – e il benessere – nelle imprese e nelle persone che più ne hanno bisogno, accompagnandolo con numerosi esempi concreti di perdita del buon senso aziendale.

Demonstrates the operating system’s basic features, including Internet access, file management, configuring the desktop, installing peripherals, and working with applications.

How neuromarketing techniques help marketers more effectively sell their products — and what consumers need to know about it.

Customer Retention Depends upon Customer Care

Final Cut Pro Efficient Editing

MGMT7

The Apple Experience: Secrets to Building Insanely Great Customer Loyalty

Leading Apple With Steve Jobs

Apply Lean startup methodologies to develop successful iOS and Android apps

With iOS 5, Apple added more than 200 new features to the iPad 2, but there's still no printed guide to using all its amazing capabilities. That's where this full-color Missing Manual comes in. You'll learn how to stuff your iPad with media, organize your personal life, wirelessly stream content to and from your tablet, stay connected to friends, and much more. The important stuff you need to know: Build your media library. Fill your iPad with music, movies, TV shows, eBooks, eMagazines, photos, and more. Go wireless. Sync content between your computer and iPad—no wires needed. Get online. Connect through WiFi or Wi-Fi + 3G, and surf the Web using the iPad's new tabbed browser. Consolidate email. Read and send messages from any of your email accounts. Get social. Use built-in apps like iMessage, Twitter, and Ping to stay in touch. Store stuff in iCloud. Stash your content online for free, and sync up all your devices automatically. Interact with your iPad. Learn new finger moves and undocumented tips, tricks, and shortcuts.