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Before the roar of social media, marketers assumed that social media marketing was just a new craze which would fade away soon. The marketers were awestruck when social media started attracting attention of the users at a reckless pace. The social media marketing tool is inexpensive, and at the same time grabs the attention of several users at one go. There are more than two billion users of internet online at any point of time, out of which 23% of their total time spent on the internet is spent on browsing the social sites. More than half of these users on the social sites are following a brand and almost everyone expects their brands to have an online presence. As long as there is internet social media will continue to be a platform for the brands and will be an essential part of marketing strategies.

Most startups end in failure. Almost every failed startup has a product. What failed startups don't have are enough customers. Traction Book changes that. We provide startup founders and employees with the framework successful companies use to get traction. It helps you determine which marketing channel will be your key to growth. "If you can get even a single distribution channel to work, you have a great business." -- Peter Thiel, billionaire PayPal founder The number one traction mistake founders and employees make is not dedicating as much time to traction as they do to developing a product. This shortsighted approach has startups trying random tactics -- some ads, a blog post or two -- in an unstructured way that will likely fail. We developed our traction framework called Bullseye with the help of the founders behind several of the biggest companies and organizations in the world like Jimmy Wales (Wikipedia), Alexis Ohanian (Reddit), Paul English (Kayak.com), Alex Pachikov (Evernote) and more. We interviewed over forty successful founders and researched countless more traction stories -- pulling out the repeatable tactics and strategies they used to get traction. "Many entrepreneurs who build great products simply don't have a good distribution strategy." -- Mark Andreessen, venture capitalist Traction will show you how some of the biggest internet companies have grown, and give you the same tools and framework to get traction.

Technologies of Vision

A Complete Guide for the Athlete and Coach

Semantic Multimedia

This book constitutes the refereed proceedings of the First International Conference on Semantics and Digital Media Technologies, SAMT 2006, held in Athens, Greece in December 2006. The 17 revised full papers address a wide area of integrative research on new knowledge-based forms of digital media systems, semantics, and low-level multimedia processing.

Traction A Startup Guide to Getting Customers S Curve Publishing

Modern Computer Architecture

The Protein Book

Geographic Information Science

A Fresh and Important New Way to Understand Why We Buy Why did the RAZR ultimately ruin Motorola? Why does Wal-Mart dominate rural and suburban areas but falter in large cities? Why did Starbucks stumble just when it seemed unstoppable? The answer lies in the ever-present tension between fidelity (the quality of a consumer's experience) and convenience (the ease of getting and paying for a product). In Trade-Off, Kevin Maney shows how these conflicting forces determine the success, or failure, of new products and services in the marketplace. He shows that almost every decision we make as consumers involves a trade-off between fidelity and convenience--between the products we love and the products we need. Rock stars sell out concerts because the experience is high in fidelity--it can't be replicated in any other way, and because of that, we are willing to suffer inconvenience for the experience. In contrast, a downloaded MP3 of a song is low in fidelity, but consumers buy music online because it's superconvenient. Products that are at one extreme or the other--those that are high in fidelity or high in convenience--tend to be successful. The things that fall into the middle--products or services that have moderate fidelity and convenience--fail to win an enthusiastic audience. Using examples from Amazon and Disney to People Express and the invention of the ATM, Maney demonstrates that the most successful companies skew their offerings to either one extreme or the other--fidelity or convenience--in shaping products and building brands. From the Hardcover edition.

This book constitutes the refereed proceedings of the Second International Conference on Geographic Information Science, GIScience 2002, held in Boulder, Colorado, USA in September 2002. The 24 revised full papers presented were carefully reviewed and selected from 64 paper submissions. Among the topics addressed are Voronoi diagram representation, geospatial database design, vector data transmission, geographic information retrieval, geo-ontologies, relative motion analysis, Web-based maps information retrieval, spatial pattern recognition, environmental decision support systems, multi-scale spatial databases, mobile journey planning, searching geographical data, indexing, terrain modeling, spatial allocation, distributed geographic internet information systems, and spatio-thematic information programming.

Discover The Secrets To Video Marketing And Leverage Its Power To Bring Countless Relevant Visitors To Your Offers

Advanced Physics For You

From the same author as the popular first edition, the second edition of this trusted, accessible textbook is now accessible online, anytime, anywhere on Kerboodle. It breaks down content into manageable chunks to help students with the transition from GCSE to A Level study, and has been fully revised and updated for the new A Level specifications for first teaching September 2015. This online textbook provides plenty of examples and practice questions for consolidation of learning, with 'Biology at Work', 'Key Skills in Biology' and 'Study Skills' sections giving many applications of biology throughout. Suitable for AQA, OCR, WJEC and Edexcel.

Broad in scope, Semantic Multimedia Analysis and Processing provides a complete reference of techniques, algorithms, and solutions for the design and the implementation of contemporary multimedia systems. Offering a balanced, global look at the latest advances in semantic indexing, retrieval, analysis, and processing of multimedia, the book features the contributions of renowned researchers from around the world. Its contents are based on four fundamental thematic pillars: 1) information and content retrieval, 2) semantic knowledge exploitation paradigms, 3) multimedia personalization, and 4) human-computer affective multimedia interaction. Its 15 chapters cover key topics such as content creation, annotation and modeling for the semantic web, multimedia content understanding, and efficiency and scalability. Fostering a deeper understanding of a popular area of research, the text: Describes state-of-the-art schemes and applications Supplies authoritative guidance on research and deployment issues Presents novel methods and applications in an informative and reproducible way Contains numerous examples, illustrations, and tables summarizing results from quantitative studies Considers ongoing trends and designates future challenges and research perspectives Includes bibliographic links for further exploration Uses both SI and US units Ideal for engineers and scientists specializing in the design of multimedia systems, software applications, and image/video analysis and processing technologies, Semantic Multimedia Analysis and Processing aids researchers, practitioners, and developers in finding innovative solutions to existing problems, opening up new avenues of research in uncharted waters.

The Obama Legacy

Traction

Video Marketing Excellence

If your business or blog isn't using video marketing, then you are missing out on one of the most engaging, influential and potentially profitable forms of marketing of them all. Video marketing has the ability to grab attention and to help you establish authority in ways that no other form of marketing can approach; so it's absolutely vital that you start leveraging this type of marketing in your strategy as soon as possible. In fact, video marketing is so powerful that it could very well be all that you need in order to get word out about your business. If you are already using video marketing though, then just as important is ensuring that you are doing so in the most highly effective way possible. Video marketing when done well is incredibly powerful but if your videos don't have the professional sheen that your viewers expect then they could actually harm your business. It is thus essential that you are not just incorporating video into your marketing but that you are also doing so in the best way possible. By downloading this e-book, you have taken the first step towards doing just that and throughout the course of the following chapters we will be looking in depth at how to create and share fantastic, high-quality videos that will accelerate sales and catapult your business into the stratosphere. Below are the information that you are about to learn: * What is Video Marketing and Why Should You Care? * What is video marketing and what makes it so successful? * Advantages of Video Marketing * Video Marketing Statistics * Creating Highly Effective and Professional Videos on a Budget * Types of Marketing Videos * Where to Distribute Your Videos for Maximum Views * A Quick Guide to YouTube Marketing * SEO for YouTube * Working With Other Publishers * How to Make Sure Your Videos Make Conversions * Measuring Results and Honing Your Strategy ORDER NOW.

For many civilian, security, and military applications, distributed and networked coordination offers a more promising alternative to centralized command and control in terms of scalability, flexibility, and robustness. It also introduces its own challenges. Distributed Networks: Intelligence, Security, and Applications brings together scientific research in distributed network intelligence, security, and novel applications. The book presents recent trends and advances in the theory and applications of network intelligence and helps you understand how to successfully incorporate them into distributed systems and services. Featuring contributions by leading scholars and experts from around the world, this collection covers: Approaches for distributed network intelligence Distributed models for distributed enterprises, including forecasting and performance measurement models Security applications for distributed enterprises, including intrusion tackling and peer-to-peer traffic detection Future wireless networking scenarios, including the use of software sensors instead of hardware sensors Emerging enterprise applications and trends such as the smartOR standard and innovative concepts for human-machine interaction in the operating room Several chapters use a tutorial style to emphasize the development process behind complex distributed networked systems and services, which highlights the difficulties of knowledge engineering of such systems. Delving into novel concepts, theories, and advanced technologies, this book offers inspiration for further research and development in distributed computing and networking, especially related to security solutions for distributed environments.

Distributed Networks

Semantic Multimedia Analysis and Processing

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An investigation of the computational turn in visual culture, centered on the entangled politics and pleasures of data and images. If the twentieth century was tyrannized by images, then the twenty-first is ruled by data. In Technologies of Vision, Steve Anderson argues that visual culture and the methods

developed to study it have much to teach us about today's digital culture; but first we must examine the historically entangled relationship between data and images. Anderson starts from the supposition that there is no great divide separating pre- and post-digital culture. Rather than creating an insular field of new and inaccessible discourse, he argues, it is more productive to imagine that studying "the digital" is coextensive with critical models—especially the politics of seeing and knowing—developed for understanding "the visual." Anderson's investigation takes on an eclectic array of examples ranging from virtual reality, culture analytics, and software art to technologies for computer vision, face recognition, and photogrammetry. Mixing media archaeology with software studies, Anderson mines the history of technology for insight into both the politics of data and the pleasures of algorithms. He proposes a taxonomy of modes that describe the functional relationship between data and images in the domains of space, surveillance and data visualization. At stake in all three are tensions between the totalizing logic of data and the unruly chaos of images.

An in-depth examination of the possibilities and constraints operating on the eight years of the Obama Presidency and its legacies.

Second International Conference, GIScience 2002, Boulder, CO, USA, September 25-28, 2002. Proceedings

First Book for the Guitar

Why Some Things Catch On, and Others Don't