

Solved Build Your Storefront Today The Top 10 Shopping Cart Platforms For Your Business Exposed Newly Revised

If you've dreamed about having a customized multimedia PC or one tricked out for your favorite games, build your own and make your dreams come true! Build Your Own PC Do-It-Yourself For Dummies makes it easy. Not only is building your own PC a really rewarding project, it can also save you a nice chunk of cash. This step-by-step guide helps you decide what you need, teaches you what all those computer terms mean, and tells you exactly how to put the pieces together. It shows you: What tools you need (not as many as you might think!) All about operating systems How to install CD and DVD drives The scoop on sound and video, and how to put a sound system together from start to finish How to connect a monitor and install a modem All about setting up and configuring the hard drive Secrets for securing your system, and more Included is a bonus DVD showing you how to install the motherboard, CPU, RAM, ports, hard drive, video and sound cards, a DVD drive, and more. With Build Your Own PC Do-It-Yourself For Dummies, you can have the computer you want plus the satisfaction of doing it yourself! Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Beginning SharePoint 2013 Development eBook and SharePoint-videos.com Bundle.

The tools you need to follow your dream of starting and running an online business! With the right knowledge and resources, you can take action to start the online business you've been dreaming of. This comprehensive guide provides tips and tricks for turning your dream into a reality. The sixth edition of Starting an Online Business: All-in-One For Dummies will teach you the basics and beyond. It will prepare you to set up your business website, offer your products in an online store, and keep accurate books. The authors help you navigate the primary legal, accounting, and security challenges related to running an online business. Fund your business for success and future growth Use SEO strategically to drive traffic to a well-designed site Market your business effectively as an entrepreneur Stand out, build customer relationships, and sell on social media Keep up with ecommerce trends to stay a step ahead With some guidance, you can find your market niche, create a business plan, and decide on a revenue model. Then, it's time to set up shop! Starting an Online Business can help bring your dream of an online business to life and guide you on the road to success.

Fully updated! Prepare for Microsoft Exam 70-481 - and help demonstrate your real-world mastery of Windows Store app development using HTML5 and JavaScript. Designed for experienced developers ready to advance their status, Exam Ref focuses on the critical-thinking and decision-making acumen needed for success at the MCSD level.

Focus on the expertise measured by these objectives: Design Windows Store apps Develop Windows Store apps Create the user interface Program user interaction Manage security and data This Microsoft Exam Ref: Is fully updated for Windows 8.1 and Visual Studio 2013 Organizes its coverage by objectives for Exam 70-481 Features

strategic, what-if scenarios to challenge you Requires a minimum of two to five years of experience developing HTML, CSS, and JavaScript applications, including one or more years developing applications that conform to the Windows Store app guidelines

The Advertising Solution

Business, the Magazine for Office, Store and Factory

See, Solve, Scale

101 Internet Businesses You Can Start from Home

Build Your Fortune With Online Store or Essential Guide To Prestashop

Technology, Implementation, and Deployment

Two Internet experts take readers step by step through the process of setting up an online store, marketing goods and services, and building a loyal customer base.

A practical step by step approach to create state of the art ecommerce website. Sell online and earn money today! In this book we will guide you through all the important aspects of setting up an online store with prestashop - from installation to design and inventory management. Everything what you might need, to start selling online from scratch. Prestashop is one of the most popular e-commerce solutions. It gives you an opportunity to own an online store without spending a fortune. This is your only guide to start a successful online business and to start earning money from day one.

PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

Describes 101 popular home-based businesses, exploring the planning, set-up, management, and technical requirements of each and offering advice on designing effective Web sites and optimizing Web marketing opportunities.

Professional SharePoint 2007 Development

Technology Tools for Today's High-Margin Practice

Collaborative Problem Solving

Microsoft HoloLens Developer's Guide

NHibernate with ASP.NET Problem Design Solution

Microservices Architecture For Beginners

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

What are my start-up costs? How much will my store make? Should I sell online? How can I compete with larger stores? If you've ever considered owning a store but don't know where to start, The Everything Guide to Starting and Running a Retail Store is perfect for you. This resource will help you recognize the importance of an independent retail store in community life and the opportunities it offers for a rewarding lifestyle. This comprehensive guide shows you how to: Spot and capitalize on small retailer trends Conduct your own market analysis Research and select the most appropriate retailing software Run your business day to day Attract customers with effective advertising Make the leap to online selling This helpful handbook offers practical advice on retail store planning and management with valuable guidelines and real-world examples that can make the difference between your store's success and failure. This guide provides all the tools you need to run a store that your customers--and you--will enjoy for many years to come!

Start a successful online business--and be your own boss! Being an online entrepreneur means more than just building a website--and this book breaks down everything you need to know to be successful. Inside, you'll get plain-English explanations and easy-to-follow instruction on online business basics, legal and accounting issues, website design, Internet security, boosting sales, e-commerce, and so much more. While the ideas and concepts behind starting an online business are being and true, the tools available to entrepreneurs change and evolve quickly--and often. Starting an Online Business All-in-One For Dummies gets you up to speed on the best new tools, resources, and communities, and shows you how to best leverage them to up your chances of success. Discover your niche and create a business plan Design your website and storefront Increase your reach and market with social media Choose the best web host for your needs If you're a budding entrepreneur with dreams of running your own online business, this book has everything you need to get started and grow your company to extraordinary heights!

Teaches you all about e-commerce and how to create your own online shop using WordPress and WooCommerce. Regardless of a business's size, e-commerce helps level the playing field, increases a business's exposure, allows companies to reach customers globally, and streamlines the fulfillment process. In the past, e-commerce websites were expensive, technically difficult, and time-consuming to create but not anymore.

WordPress and WooCommerce together are a complete e-commerce solution that can be used to sell both physical and digital products online. You'll learn how to install WordPress and how to plan your e-commerce solution with WooCommerce as well as install, create, secure, test, and market a sample online store. Save time and money by planning your own e-commerce strategy without paying expensive consultants. Increase your brand and products' exposure to your target customers, and increase sales by offering target customers the ability to purchase products online as well as reach potential customers globally. What You'll Learn Plan an effective ecommerce strategy Choose a payment merchant and which products or services to sell online Secure your store and add products, descriptions, categories, images, and prices Maintain and expand your online store with WooCommerce extensions Who This Book Is For Ideal for entrepreneurs and small business owners who know their products (physical or digital), but lack the technical background and skills to setup an online store to sell their products and services.

The Dry Goods Reporter

Secrets to Creating Wealth

How to Become a Successful E-commerce Merchant

Building Your Online Store With WordPress and WooCommerce

Learn How to Create Outrageous Wealth with Only Two Pennies to Rub Together

InfoWorld

A guide for computer professionals offers a background of the Microsoft Application Platform and SharePoint's relationship to ASP.Net, describes tools needed to build a development environment, and provides tips for enhancing collaboration between programs.

You've made the decision to take your business online, but where do you go from here? Launching Your Yahoo! Business helps you do everything from creating a business plan to using basic marketing strategies to promote your business to managing a Yahoo! store. It also includes tips and warnings on how to avoid common pitfalls, as well as terms and directions to web resources for additional information.

This book will show you how to put the "e" in e-commerce with a successful Yahoo! store.

From the creators of the original popular ketogenic, low-carb diet, comes the most accessible and flexible approach to the Atkins diet ever: a simplified lower carb and sugar approach to weight loss and healthy living. Featuring a foreword by Atkins spokesperson and actor Rob Lowe. The Atkins 100 Eating Solution's fan-favorite program provides a clear-cut way to control your carb intake and achieve weight wellness for life. This personalized approach is a way of eating you can follow every day, using delicious and satisfying food choices that help you manage your weight and blood sugar. Simply reducing your carb and sugar helps avoid the development of obesity, metabolic syndrome, and type 2 diabetes. While many diet trends can be vague in their approach, The Atkins 100 Eating Solution offers clear, easy-to-follow guidelines that make low-carb living a piece of cake. With cutting-edge research and delicious recipes—all of which feature fifteen to twenty net carbs—The Atkins 100 Eating Solution provides a delicious low carb answer to the question: “What should we have for dinner?” Each recipe can be modified to fit the Atkins 20 and Atkins 40 weight loss programs, and to most ways of eating, including vegetarian, Paleo, Mediterranean and more.

This Wrox Blox demonstrates how to start using NHibernate in line business applications using ASP.NET and VB.NET. Using NHibernate will speed up your application development by removing the need to build your own Data Access Layer (DAL). In addition, you can focus solely on the business problem instead of the infrastructure concerns. Using a simple demo application as an example, this Wrox Blox shows how easy it is to get started with NHibernate and build your DAL in minutes instead of hours. Readers will also see how the POCO pattern enables you to keep your DAL as unobtrusive as possible as well as being interchangeable for future DAL implementations. You will also see how NHibernate has many enterprise patterns built into it, like the Unit of Work pattern and the Identity Map. Table of Contents What Is an Object Relational Mapper? 2 Why NHibernate? 2 Part 1: Getting Started with NHibernate 2 A Quick Demo 2 Part 2: The NHibernate Framework 13 Architecture and Core Concepts 13 Mapping Your Entities: Impedance Mismatch 16 Persisting Business Objects 18 Part 3: Using NHibernate 19 Introducing the Project and Laying out the Solution Framework 19 Designing the Domain Model 23 NHibernate Repository Project: Base Class 39 Managing Products 48 Managing Customers 58 NHibernate Repository Project: Refactoring and Session Management 69 Managing Orders 74 The Database — A Question of Storage 94 Presentation with the Model-View-Presenter Pattern 96 User Interface: ASP.NET 103 Part 4: Other NHibernate Bits and Pieces 113 Other Querying Methods 113 Mapping Inheritance 115 What Kind of SQL Is Being Produced? 118 Wrap Up 119 Scott Millett 120

The Definitive Guide to Selling Abroad Profitably

Professional ASP.NET 4, Professional C# 4, VB 2010 Programmer's Ref, WPF Programmer's Ref, Professional Visual Studio 2010

The Everything Guide to Starting and Running a Retail Store

PC Mag

All you need to get started and succeed in your own retail adventure

Machine learning systems are both complex and unique. Complex because they consist of many different components and involve many different stakeholders. Unique because they're data dependent, with data varying wildly from one use case to the next. In this book, you'll learn a holistic approach to designing ML systems that are reliable, scalable, maintainable, and adaptive to changing environments and business requirements. Author Chip Huyen, co-founder of Claypot AI, considers each design decision--such as how to process and create training data, which features to use, how often to retrain models, and what to monitor--in the context of how it can help your system as a whole achieve its objectives. The iterative framework in this book uses actual case studies backed by ample references. This book will help you tackle scenarios such as: Engineering data and choosing the right metrics to solve a business problem Automating the process for continually developing, evaluating, deploying, and updating models Developing a monitoring system to quickly detect and address issues your models might encounter in production Architecting an ML platform that serves across use cases Developing responsible ML systems

Transform the ways you communicate, create, collaborate, and explore using Microsoft HoloLens About This Book Create immersive augmented reality apps for Microsoft HoloLens from scratch Leverage the powerful HoloLens sensors to interact with real-world motions and gestures and make your app life-like Explore the powerful Unity 5 SDK along with the Windows Unified platform to get the most out of your HoloLens app Who This Book Is For If you are a developer who wants to create augmented reality apps for the Microsoft HoloLens platform, then this is the book for you. Coding experience with C# is assumed. What You Will Learn Design an app for HoloLens that is feasible and attractive to use Add gestures and interact with them Create sounds in the app and place them in a 3D space Use voice generation and voice recognition to make your apps more lifelike Interact with the physical environment to place holograms on top of physical objects Compare HoloLens with the other products and know how to use its strengths Use assets from third parties to enrich our app In Detail HoloLens, Microsoft's innovative augmented reality headset, overlaps holograms into a user's vision of their environment. Your ideas are closer to becoming real when you can create and work with holograms in relation to the world around you. If you are dreaming beyond virtual worlds, beyond screens, beyond pixels, and want to take a big leap in the world of augmented reality, then this is the book you want. Starting off with brainstorming and the design process, you will take your first steps in creating your application for HoloLens. You will learn to add gestures and write an app that responds to verbal commands before gradually moving on creating sounds in the app and placing them in a 3D space. You will then communicate between devices in the boundaries of the UWP model. Style and approach This book takes a step-by-step, practical, tutorial-style approach where you will dive deep into HoloLens app development. You will work with the API and write your own complex scripts that would interact with the powerful HoloLens sensors and with realistic examples, you will be able to create immersive 3D apps for HoloLens.

Starting an Online Business All-in-One For DummiesJohn Wiley & Sons

The books included in this set are: 9780470502204 Professional ASP.NET 4: in C# and VB: Written by three highly recognized and regarded ASP.NET experts, this book provides comprehensive coverage on ASP.NET 4 with a unique approach featuring examples in both C# and VB, as is the incomparable coverage of core ASP.NET. After a fast-paced refresher on essentials such as server controls, the book delves into expert coverage of all the latest capabilities of ASP.NET 4. 9780470502259 Professional C# 4 and .NET 4: After a quick refresher on C# basics, the author dream team moves on to provide you with details of language and framework features including LINQ, LINQ to SQL, LINQ to XML, WCF, WPF, Workflow, and Generics. Coverage also spans ASP.NET programming with C#, working in Visual Studio 2010 with C#, and more. With this book, you'll quickly get up to date on all the newest capabilities of C# 4. 9780470548653 Professional Visual Studio 2010: This book gets you quickly up to speed on what you can expect from Visual Studio 2010. Packed with helpful examples, this comprehensive guide explains examines the features of Visual Studio 2010, which allows you to create and manage programming projects for the Windows platform. It walks you through every facet of the Integrated Development Environment (IDE), from common tasks and functions to its powerful tools 9780470499832 Visual Basic 2010 Programmer's Reference: This reference guide provides you with a broad, solid understanding of essential Visual Basic 2010 topics and clearly explains how to use this powerful programming language to perform a variety of tasks. As a tutorial, the book describes the Visual Basic language and covers essential Visual Basic topics. The material presents categorized information regarding specific operations and reveals useful tips, tricks, and tidbits to help you make the most of the new Visual Basic 2010. 9780470477229 WPF Programmer's Reference: Windows Presentation Foundation with C# 2010 and .NET 4: Written by a leading expert on Microsoft graphics programming, this richly illustrated book provides an introduction to WPF development and explains fundamental WPF concepts. It is packed with helpful examples and progresses through a range of topics that gradually increase in their complexity. 9780470257029 Professional SQL Server 2008 Programming: This expanded best-seller includes new coverage of SQL Server 2008's new datatypes, new indexing structures, manageability features, and advanced time-zone handling. As an added bonus, also includes Professional SQL Server 2005 Programmers for .NET 4 developers still working in a SQL Server 2005 setting.

Designing Machine Learning Systems

Exam Ref 70-481 Essentials of Developing Windows Store Apps Using HTML5 and JavaScript (MCSD)

MySQL for the Internet of Things

How to Choose and Build Your Own Successful Internet Business

Professional SharePoint 2013 Development eBook and SharePoint-videos.com Bundle

.NET 4 Wrox PDF Bundle

Microservices, or very commonly known as Mircoservices Architecture are used for describing the methods and resources that are used for architecture specification achievement. What are the steps followed or how the arrangement of all these resources is done and the design techniques that have been employed for achieving the performance goal and target cost is called as Microservices architecture.

Node.js Recipes is your one-stop reference for solving Node.js problems. Filled with useful recipes that follow a problem/solution format, you can look up recipes for many situations that you may come across in your day-to-day server-side development. Node.js is accessible to those who not only relish in server-side programming but also web developers who understand the ubiquitous language of the web. Node.js Recipes covers all the essential

ingredients required to become a seasoned Node.js developer in no time - make it your indispensable reference today.

Inspired by Brown University's beloved course—The Entrepreneurial Process—Danny Warshay's See, Solve, Scale is a proven and paradigm-shifting method to unlocking the power of entrepreneurship. The Entrepreneurial Process, one of Brown University's highest-rated courses, has empowered thousands of students to start their own ventures. You might assume these ventures started because the founders were born entrepreneurs. You might assume that these folks had technical or finance degrees, or worked at fancy consulting firms, or had some other specialized knowledge. Yet that isn't the case. Entrepreneurship is not a spirit or a gift. It is a process that anyone can learn, and that anyone can use to turn a problem into a solution with impact. In See, Solve, Scale, Danny Warshay, the creator of the Entrepreneurial Process course and founding Executive Director of Brown's Center for Entrepreneurship, shares the same set of tools with aspiring entrepreneurs around the world. He overturns the common misconception that entrepreneurship is a hard-wired trait or the sole province of high-flying MBAs, and provides a proven method to identify consequential problems and an accessible process anyone can learn, master, and apply to solve them. Combining real-world experience backed by surprising research-based insights, See, Solve, Scale guides the reader through forming a successful startup team and through the three steps of the process: find and validate a problem, develop an initial small-scale solution, and scale a long-term solution. It also details eleven common errors of judgment that entrepreneurs make when they rely on their intuition and provides instruction for how to avoid them. Leveraging Warshay's own entrepreneurship successes and his 15 years of experience teaching liberal arts students, See, Solve, Scale debunks common myths about entrepreneurship and empowers everyone, especially those who other entrepreneurship books have ignored and left behind. Its lasting message: Anyone can take a world-changing idea from conception to breakthrough entrepreneurial success.

Unlock new growing opportunities and increase your property value with an outdoor conservatory. In this illustrated guide, Roger Marshall shows you how to build our own greenhouse using simple, easy-to-follow techniques. Covering everything from selecting a site to glazing glass, Marshall includes tips on laying a foundation, construction materials, ventilation, and much more. Whether your goal is to stretch the growing season or create a lush space for a year-round hot tub, you can build the greenhouse of your dreams.

Docker Cookbook

Designs and Plans to Meet Your Growing Needs

How to Build Your Own Greenhouse

A Business Owner's Guide to Building a Lead-Generating, Sales-Driving, Money-Making Direct-Mail Campaign

How Anyone Can Turn an Unsolved Problem into a Breakthrough Success

Essentials of Developing Windows Store Apps Using HTML5 and JavaScript

Revolutionize your financial advisory practice with the latest cutting-edge tools Tired of spending more time with filing cabinets than with clients? Is overhead eating up your margins? In a new revised edition of the "bible" of practice management and technology for financial professionals, two leading financial planners, with some help from their friends, deliver the knowledge advisors have been begging for. This book serves up a nontechnical trove of technology, clever workarounds, and procedural efficiencies tailored to help financial advisors in private practice move toward today's virtual office. The authors show you how to drastically reduce the paperwork in your office, slash overhead, and find anything you need in seconds using the latest software. This revised edition includes new information on SaaS and cloud computing, software integrations, mobile devices/apps, social media tools, portfolio accounting and outsourcing, collaborative tools, digital signatures, workflow management, marketing technology and much more. Perfect for successful practices seeking greater efficiencies and healthier profit margins The authors are well-known financial advisors, each with more than 30 years of experience in financial services Addresses the evolution of the virtual office and its impact on advisory firms If you're looking for new systems and efficiencies to transform and streamline your private practice, look no further than Technology Tools for Today's High-Margin Practice. *Chapter 1 Selecting the Right CRM System, Davis D. Janowski Chapter 2 The Future of Financial Planning Software, Bob Curtis Chapter 3 The Future of Financial Planning Software and the New Client-Advisor Relationship, Linda Strachan Chapter 4 Portfolio Management Software, Mike Kelly Chapter 5 Achieving Growth and Profitability with Technology Integration, Jon Patullo Chapter 6 How the World Wide Web Impacts the Financial Advisor, Bart Wisniowski Chapter 7 Managing Your Online Presence, Marie Swift Chapter 8 Client Portals and Collaboration, Bill Winterberg Chapter 9 The Cloud, J. D. Bruce Chapter 10 Digital Signature Technology, Dan Skiles Chapter 11 Innovative Software and Technologies Implemented at One of the United States' Leading Advisory Firms, Louis P. Stanasolovich Chapter 12 Virtual Staff Sparks Growth, Profitability, and Scalability, Jennifer Goldman Chapter 13 ROI—The Holy Grail of the Technology Purchase Decision, Timothy D. Welsh Chapter 14 Building an Efficient Workflow Management System, David L. Lawrence*

“Laurel Delaney writes in a tremendous spirit of service to entrepreneurial and small business leaders navigating the opportunities of globalization. Whether leading a fresh startup, a small business, or an entrepreneurial growth company seeking greatness, the question of whether—and how—to go global must be addressed. Delaney shows yet again her passionate dedication to serving her readers with deeply practical guidance.”—Jim Collins, author of Good to Great and co-author of Beyond Entrepreneurship Gain the knowledge you need to market, sell, and fulfill orders internationally, taking full advantage of the Internet and the opportunities it creates. This book is the bible for entrepreneurs and small business owners taking their US businesses to the next level of growth through exports. Exporting empowers readers with the can-do confidence to tackle the challenges and opportunities of exporting, leading to greater revenues, stability, and profitability for your business. With 70 percent of global buying power lying outside US borders, exporting is not just an option for ambitious entrepreneurs—it's an absolute must for building and sustaining a successful future. Typically, exporting first appears on the radar of small businesses as unsolicited inquiries from foreign customers on the web via your email, website, blog, or Facebook page. People outside your country want your product, and they want it now. The problem is that most small business owners do not know how to service these inquiries. What's the best way to ship goods? Do I need a license? Should I sell through wholesalers in specific countries or directly to consumers? How will I get paid? Reflecting the rapid rate of change in national and global trade regulations and economic conditions, this second edition contains extensive updates and enhancements of the first edition's data and citations; actual and prospective multilateral trade agreements, especially the TPP and TTIP; CFR, EAR, and BIS rules; interviews with trade and sector specialists; economic trends and shocks affecting export opportunities and risks in various regions and sectors; and the annotated selection of recommended exporting resource sites. Exporting: The Definitive Guide to Selling Abroad Profitably: Lays out simple steps and tips to conduct market research, find customers, open new markets, create an export business plan, get paid, and ship goods and services efficiently and profitably Shows you how to use the Internet and social media to mediate the exporting process and expand your international presence Details how the US government helps exporters and how to avoid foreign regulatory pitfalls

A how-to guide for preparing your personal life for entrepreneurship—from a successful couple who has been there. Most people have two lives: the one that they are living and the one that they want to live. Today, there is more opportunity than ever for anyone to create their ideal life through entrepreneurship. After overcoming the obstacles of building three businesses with one spouse still in a 9-5 job and working together as a married couple while raising two young kids, Tom and Ariana Sylvester have cracked the code and developed a framework on how to successfully do business and life—together. In Lifestyle Builders, Tom and Ariana guide current and aspiring entrepreneurs through the major aspects of making it happen with a simple step-by-step process, including getting clear on what the ideal life looks like, mapping out personal and business financials, and teaching readers how to organize and run their business to support their ideal lifestyle. Lifestyle Builders shows those seeking the entrepreneurial lifestyle how to unlock the secrets to making the ideal life a reality, even those who are busy and seriously lacking time and money. It's time to join the movement of Lifestyle Builders today!

Distilling the wisdom of the world's greatest advertisers, direct marketing expert Craig Simpson delivers an education on direct marketing and advertising copy that creates brand awareness, sells products, and keeps customers engaged. Walks readers through time-tested methods of creating effective ad copy that increases profits. Dissects the principles of legendary marketers like Robert Collier, Claude Hopkins, John Caples, and David Ogilvy.

Lifestyle Builders

Solutions and Examples for Building Distributed Applications

Node.js Recipes

Influence Prospects, Multiply Sales, and Promote Your Brand

Easy, Low-Carb Living for Everyday Wellness

The Atkins 100 Eating Solution

Drawing on knowledge from process improvement, organisation theory, human resource management, change management, occupational health and safety, and other fields, the book is a practical, easy-to-read guide to problem solving. Illustrated with a series of short case studies, this book provides an integrated approach to problem solving in the workplace. Collaborative Problem Solving walks through the steps in the problem solving process, introducing dozens of tools, techniques, and concepts to use throughout. Chris J. Shannon describes the behaviours to practice which are most conducive to creating a positive problem solving culture based on curiosity, collaboration, and evidence-based thinking. This book explains why successful problem solving is a collaborative process and provides tools and techniques for responding to other people's behaviour when designing and implementing solutions. Offering practical advice on problem solving in an easy-to-understand way, this book is aimed at people working in office environments, service industries, and knowledge organisations, enabling them to feel confident in applying the knowledge from the book in their own workplace.

Your company's global competitiveness depends on the utilization and maintenance of information. Current data handling practices—storing, updating, and accessing data—can be either a problem or a significant strategic advantage for your company. Designing a Total Data Storage Solution: Technology, Implementation, and Deployment gives you the inform

The ultimate handbook for new and seasoned Salesforce B2C Solution Architects who want to design seamless B2C solutions across the Salesforce Customer 360 ecosystem - including B2C Commerce, Service Cloud, and Marketing Cloud Key Features Give your customers a frictionless experience by creating a unified view of all their interactions Get your architectural design right the first time and avoid costly reworks Prepare for the B2C Solution Architect exam and Salesforce certification with practical scenarios following Salesforce best practices Book Description There's a huge demand on the market for Salesforce professionals who can create a single view of the customer across the Salesforce Customer 360 platform and leverage data into actionable insights. With Salesforce B2C Solution Architect's Handbook, you'll gain a deeper understanding of the integration options and products that help you deliver value for organizations. While this book will help you prepare for the B2C Solution Architect exam, its true value lies in setting you up for success afterwards. The first few chapters will help you develop a solid understanding of the capabilities of each component in the Customer 360 ecosystem, their data models, and governance. As you progress, you'll explore the role of a B2C solution architect in planning critical requirements and implementation sequences to avoid costly reworks and unnecessary delays. You'll learn about the available options for integrating products with the Salesforce ecosystem and demonstrate best practices for data modeling across Salesforce products and beyond. Once you've mastered the core knowledge, you'll also learn about tools, techniques, and certification scenarios in preparation for the B2C Solution Architect exam. By the end of this book, you'll have the skills to design scalable, secure, and future-proof solutions supporting critical business demands. What you will learn Explore key Customer 360 products and their integration options Choose the optimum integration architecture to unify data and experiences Architect a single view of the customer to support service, marketing, and commerce Plan for critical requirements, design decisions, and implementation sequences to avoid sub-optimal solutions Integrate Customer 360 solutions into a single-source-of-truth solution such as a master data model Support business needs that require functionality from more than one component by orchestrating data and user flows Who this book is for This book is for professionals in high-level job roles that heavily rely on Salesforce proficiency. It's primarily written for B2C commerce architects, application architects, integration architects, as well as system architects, enterprise architects, Salesforce architects, and CTO teams looking to benefit from a deeper understanding of this platform. Before you get started, you'll need a solid understanding of data integration, APIs, and connected systems, along with knowledge of the fundamentals of business-to-consumer (B2C) customer experiences.

Reported in 2013 as the marketing channel that "delivers the best ROI for customer acquisition and retention" by Target Marketing's Seventh Annual Media Usage Forecast survey of B2C, direct mail is surprisingly outdated and under-represented on the marketing bookshelves for small business owners - authors Simpson and Kennedy change that. Millionaire-maker Dan S. Kennedy and direct mail marketing specialist Craig Simpson urge small business owners to drive the momentum built via social media and other marketing avenues into the mailboxes of their target consumers. Unlike other direct mail marketing books on the shelf that specialize in one aspect of preparing a campaign such as copywriting or design, this comprehensive solution covers all - the organizational, technical, and creative including designing, budgeting, tracking, and assessing effectiveness. Also covered is how direct mail can be used in today's online marketing funnels. Benefiting from the authors' combined 30 years in direct marketing, business owners are given the guidelines for what works and what doesn't, illustrated by real-life business campaigns that show step-by-step how to build a results-producing promotional campaign that pushes the envelope for new business and sales.

Build Your Business, Quit Your Job and Live Your Ideal Lifestyle

A Guide to Improving your Workplace

Build, Integrate, Test, Monitor Microservices Successfully

The Direct Mail Solution

Starting an Online Business All-in-One For Dummies

Learn to Leverage the Critical Role E-commerce Plays in Today's Competitive Marketplace

Whether you're deploying applications on-premise or in the cloud, this cookbook is for developers, operators, and IT professionals who need practical solutions for using Docker. The recipes in this book will help developers go from zero knowledge to distributed applications packaged and deployed within a couple of chapters. IT professionals will be able to use this cookbook to solve everyday problems, as well as create, run, share, and deploy Docker images quickly. Operators will learn and understand what developers are excited about and start to adopt the tools that will change the way they work.--

This book introduces the problems facing Internet of Things developers and explores current technologies and techniques to help you manage, mine, and make sense of the data being collected through the use of the world's most popular database on the Internet - MySQL. The IoT is poised to change how we interact with and perceive the world around us, and the possibilities are nearly boundless. As more and more connected devices generate data, we will need to solve the problem of how to collect, store, and make sense of IoT data by leveraging the power of database systems. The book begins with an introduction of the MySQL database system and storage of sensor data. Detailed instructions and examples are provided to show how to add database nodes to IoT solutions including how to leverage MySQL high availability, including examples of how to protect data from node outages using advanced features of MySQL. The book closes with a comparison of raw and transformed data showing how transformed data can improve understandability and help you cut through a clutter of superfluous data toward the goal of mining nuggets of useful knowledge. In this book, you'll learn to: Understand the crisis of vast volumes of data from connected devices Transform data to improve reporting and reduce storage volume Store and aggregate your IoT data across multiple database servers Build localized, low-cost MySQL database servers using small and inexpensive computers Connect Arduino boards and other devices directly to MySQL database servers Build high availability MySQL solutions among low-power computing devices

Launching Your Yahoo! Business

How Client-Centered Financial Advisors Can Cut Paperwork, Overhead, and Wasted Hours

Selling Online

Salesforce B2C Solution Architect's Handbook

Exporting

Design scalable and cohesive business-to-consumer experiences with Salesforce Customer 360