

Tweakers Best Buy Guide 2012

The definitive story of a game so great, even the Cold War couldn't stop it Tetris is perhaps the most instantly recognizable, popular video game ever made. But how did an obscure Soviet programmer, working on frail, antiquated computers, create a product which has now earned nearly 1 billion in sales? How did a makeshift game turn into a worldwide sensation, which has been displayed at the Museum of Modern Art, inspired a big-budget sci-fi movie, and been played in outer space? A quiet but brilliant young man, Alexey Pajitnov had long nurtured a love for the obscure puzzle game pentominoes, and became obsessed with turning it into a computer game. Little did he know that the project that he labored on alone, hour after hour, would soon become the most addictive game ever made. In this fast-paced business story, reporter Dan Ackerman reveals how Tetris became one of the world's first viral hits, passed from player to player, eventually breaking through the Iron Curtain into the West. British, American, and Japanese moguls waged a bitter fight over the rights, sending their fixers racing around the globe to secure backroom deals, while a secretive Soviet organization named ELORG chased down the game's growing global profits. The Tetris Effect is an homage to both creator and creation, and a must-read for anyone who's ever played the game—which is to say everyone.

In this tragic and powerful story, the two Opium Wars of 1839 1842 and 1856 1860 between Britain and China are recounted for the first time through the eyes of the Chinese as well as the Imperial West. Opium entered China during the Middle Ages when Arab traders brought it into China for medicinal purposes. As it took hold as a recreational drug, opium wrought havoc on Chinese society. By the early nineteenth century, 90 percent of the Emperor's court and the majority of the army were opium addicts. Britain was also a nation addicted-to tea, grown in China, and paid for with profits made from the opium trade. When China tried to ban the use of the drug and bar its Western smugglers from it gates, England decided to fight to keep open China's ports for its importation. England, the superpower of its time, managed to do so in two wars, resulting in a drug-induced devastation of the Chinese people that would last 150 years. In this page-turning, dramatic and colorful history, The Opium Wars responds to past, biased Western accounts by representing the neglected Chinese version of the story and showing how the wars stand as one of the monumental clashes between the cultures of East and West. "A fine popular account."-Publishers Weekly "Their account of the causes, military campaigns and tragic effects of these wars is absorbing, frequently macabre and deeply unsettling."-Booklist

OpenBSD, the elegant, highly secure Unix-like operating system, is widely used as the basis for critical DNS servers, routers, firewalls, and more. This long-awaited second edition of Absolute OpenBSD maintains author Michael Lucas's trademark straightforward and practical approach that readers have enjoyed for years. You'll learn the intricacies of the platform, the technical details behind certain design decisions, and best practices, with bits of humor sprinkled throughout. This edition has been completely updated for OpenBSD 5.3, including new coverage of OpenBSD's boot system, security features like W^X and ProPolice, and advanced networking techniques. You'll learn how to: -Manage network traffic with VLANs, trunks, IPv6, and the PF packet filter -Make software management quick and effective using the ports and pkgsrc system -Give users only the access they need with groups, sudo, and chroots -Configure OpenBSD's secure implementations of SNMP, DHCP, NTP, hardware sensors, and more -Customize the installation and upgrade processes for your network and hardware, or build a custom OpenBSD release Whether you're a new user looking for a complete introduction to OpenBSD or an experienced sysadmin looking for a refresher, Absolute OpenBSD, 2nd Edition will give you everything you need to master the intricacies of the world's most secure operating system. The Audio Expert is a comprehensive reference that covers all aspects of audio, with many practical, as well as theoretical, explanations. Providing in-depth descriptions of how audio really works, using common sense plain-English explanations and mechanical analogies with minimal math, the book is written for people who want to understand audio at the deepest, most technical level, without needing an engineering degree. It's presented in an easy-to-read, conversational tone, and includes more than 400 figures and photos augmenting the text. The Audio Expert takes the intermediate to advanced recording engineer or audiophile and makes you an expert. The book goes far beyond merely explaining how audio "works." It brings together the concepts of audio, aural perception, musical instrument physics, acoustics, and basic electronics, showing how they're intimately related. Describing in great detail many of the practices and techniques used by recording and mixing engineers, the topics include video production and computers. Rather than merely showing how to use audio devices such as equalizers and compressors, Ethan Winer explains how they work internally, and how they are spec'd and tested. Most explanations are platform-agnostic, applying equally to Windows and Mac operating systems, and to most software and hardware. TheAudioExpertbook.com, the companion website, has audio and video examples to better present complex topics such as vibration and resonance. There are also videos demonstrating editing techniques and audio processing, as well as interviews with skilled musicians demonstrating their instruments and playing techniques.

A Novel
Clandestine Methamphetamine Laboratory Assessment and Remediation Guidance

Lust, Men, and Meth

Pricing and Revenue Optimization

Absolute OpenBSD, 2nd Edition

On Being Human

Undoing Optimization

Suspension is probably the most misunderstood aspect of motorcycle performance. This book, by America's premier suspension specialist, makes the art and science of suspension tuning accessible to professional and backyard motorcycle mechanics alike. Based on Paul Thede's wildly popular Race Tech Suspension Seminars, this step-by-step guide shows anyone how to make their bike, or their kid's, handle like a pro's. Thede gives a clear account of the three forces of suspension that you must understand to make accurate assessments of your suspension's condition. He outlines testing procedures that will help you gauge how well you're improving your suspension, along with your riding. And, if you're inclined to perfect your bike's handling, he even explains the black art of chassis geometry. Finally, step-by-step photos of suspension disassembly and assembly help you rebuild your forks and shocks for optimum performance. The book even provides detailed troubleshooting guides for dirt, street, and supermoto—promising a solution to virtually any handling problem.

CLICK HERE to download Jake and Cathy Jaramillo's favorite walk from the book, "The Olmstead Vision" (Provide us with a little information and we'll send your download directly to your inbox) * The only guidebook to stairway walks in Seattle * Explore Seattle neighborhoods in a new way with these interesting walks in Seattle * Written for people of all ages who want to get outside, exercise, and explore Often called a "city of neighbor-hoods," Seattle is shaped by soaring mounds like Queen Anne and Capitol Hill and by indentations such as Ravenna Ravine and Deadhorse Canyon. Weaving together the hills, bluffs, and canyons are stairs – lots and lots of stairs. In fact, there are over 600 publicly accessible Seattle stairways within the city limits! And to explore Seattle by these stairs opens up stunning views and a whole new, intimate side of the Emerald City. Seattle Stairway Walks: An Up-and-Down Guide to City Neighborhoods is the city's first guidebook to 25 of the best neighborhood walks that feature public Seattle stairways. Each route description includes driving and public transit directions to the starting point, full-color photos, a detailed map, QR codes for saving abbreviated directions on your smart phone, tips on sections that are family-friendly, suggestions for cafes and pubs for that perfect espresso and sandwich en route, fascinating sidebars on Seattle's neighborhood history and community anecdotes, and much, much more.

An inspirational memoir about how Jennifer Pastiloff's years of unrelenting taunted beauty, how hearing loss taught her to listen fiercely, how being vulnerable allowed her to find love, and how imperfections can lead to a life full of wild happiness. Centered around the touchstone stories Jen tells in her popular workshops, On Being Human is the story of how a starved person grew into the exuberant woman she was meant to be all along by battling the demons within and winning. Jen did not intend to become a yoga teacher, but when she was given the opportunity to host her own retreats, she left her thirteen-year waitressing job and said "yes," despite crippling fears of her inexperience and her own potential. After years of feeling depressed, anxious, and hopeless, in a life that seemed to have no escape, she healed her own heart by caring for others. She has learned to fiercely listen despite being nearly deaf, to banish shame attached to a body mass index, and to rebuild a family after the debilitating loss of her father when she was eight. Through her journey, Jen conveys the experience most of us are missing in our lives: being heard and being told, "I got you." Exuberant, triumphantly messy, and brave, On Being Human is a celebration of happiness and self-realization over darkness and doubt. Her complicated yet imperfectly perfect life path is an inspiration to live outside the box and to reject the all-too-common belief of "I am not enough." Jen will help readers find, accept, and embrace their own vulnerability, bravery, and humanness.

A unique examination of the civic use, regulation, and politics of communication and data technologies City life has been reconfigured by our use—and our expectations—of communication, data, and sensing technologies. This book examines the civic use, regulation, and politics of these technologies, looking at how governments, planners, citizens, and activists expect them to enhance life in the city. Alison Powell argues that the de facto forms of citizenship that emerge in relation to these technologies represent sites of contention over how governance and civic power should operate. These become more significant in an increasingly urbanized and polarized world facing new struggles over local participation and engagement. The author moves past the usual discussion of top-down versus bottom-up civic action and instead explains how citizenship shifts in response to technological change and particularly in response to issues related to pervasive sensing, big data, and surveillance in "smart cities".

A Town Sheriff, a Mojave Hermit, and the Biggest Manhunt in Modern California History

The Future of the Last Wild Food

The Tetris Effect

I'm Not Scared, You're Scared

A No-Nonsense Guide to the OpenBSD Firewall

The Best Damn Web Marketing Checklist, Period! 2.0

America's New Landscape of Class and Conflict

Fawcett provides a practical resource for recovery from methamphetamine and the restoration of healthy sex and intimacy. He outlines a path toward healing, describing the phases of physical, emotional, and sexual recovery and provides a broad range of supportive tools from managing triggers to mindfulness.

Provides information on building networks with PF, covering such topics as creating a wireless access point, using tables and proactive defense against spammers, and setting up queries and traffic shaping with ALTQ.

This is the first comprehensive introduction to the concepts, theories, and applications of pricing and revenue optimization. From the initial success of "yield management" in the commercial airline industry down to more recent successes of markdown management and dynamic pricing, the application of mathematical analysis to optimize pricing has become increasingly important across many different industries. But, since pricing and revenue optimization has involved the use of sophisticated mathematical techniques, the topic has remained largely inaccessible to students and the typical manager. With methods proven in the MBA courses taught by the author at Columbia and Stanford Business Schools, this book presents the basic concepts of pricing and revenue optimization in a form accessible to MBA students, MS students, and advanced undergraduates. In addition, managers will find the practical approach to the issue of pricing and revenue optimization invaluable. Solutions to the end-of-chapter exercises are available to instructors who are using this book in their courses. For access to the solutions manual, please contact marketing@ww.sup.org.

Though the exact nature and delineation of Big Data is still unclear, it seems likely that Big Data will have an enormous impact on our daily lives. 'Exploring the Boundaries of Big Data' serves as preparatory work for The Netherlands Scientific Council for Government Policy's advice to the Dutch government, which has asked the Council to address questions regarding Big Data, security and privacy. It is divided into five parts, each part engaging with a different perspective on Big Data: the technical, empirical, legal, regulatory and international perspective.

The Opium Wars

How Not to Be Wrong

Amphetamine Misuse

Logic, Approaches, and Case Studies

Magic Bullets, Psychiatric Drugs, and the Astonishing Rise of Mental Illness in America

Fuzzy TOPSIS

Race Tech's Motorcycle Suspension Bible

Amphetamine Misuse appears at the beginning of a phase in drug history that will see changes in patterns of use which will impact society as a variety of levels: potential users; systems of health care; social control; international trade procedures, and even the economic bases of nations. It studies the nature of amphetamine use in different cultural settings, common features are identified and enigmas exposed. Greater international collaboration is needed if appropriate preventive measures are to be devised, and the sharing of information should be regarded as only a first step towards a more coordinated approach that includes social research within improved systems of national and international drug monitoring and communication.

OpenBSD's stateful packet filter, PF, is the heart of the OpenBSD firewall. With more and more services placing high demands on bandwidth and an increasingly hostile Internet environment, no sysadmin can afford to be without PF expertise. The third edition of The Book of PF covers the most up-to-date developments in PF, including new content on IPv6, dual stack configurations, the "queues and priorities" traffic-shaping system, NAT and redirection, wireless networking, spam fighting, failover provisioning, logging, and more. You'll also learn how to: * Create rule sets for all kinds of network traffic, whether crossing a simple LAN, hiding behind NAT, traversing DMZs, or spanning bridges or wider networks * Set up wireless networks with access points, and lock them down using authpf and special access restrictions * Maximize flexibility and service availability via CARP, relayd, and redirection * Build adaptive firewalls to proactively defend against attackers and spammers * Harness OpenBSD's latest traffic-shaping system to keep your network responsive, and convert your existing ALTQ configurations to the new system * Stay in control of your traffic with monitoring and visualization tools (including NetFlow) The Book of PF is the essential guide to building a secure network with PF. With a little effort and this book, you'll be well prepared to unlock PF's full potential.

"It takes thousands of hours of sailing to get the kind of knowledge contained in this book." -- from the Foreword by Bruce Schwab
THE ONLY bible for how to sail your boat fast, safe, and alone Solo sailing is within any sailor's grasp with a little forethought--and this essential guide. Got a 35-foot sailboat? No problem. Is the wind blowing 20 knots? No problem. Are you racing offshore overnight? Even better. Singlehander Andrew Evans learned the hard way how to sail and race alone—with lots of mishaps, including broaches and a near tumbling over a waterfall--and in Singlehanded Sailing he shares the techniques, tips, and tactics he has developed to make his solo sailing adventures safe and enriching. Learn everything you need to know to meet any solo challenge, including: Managing the power consumption aboard a boat to feed the electric autopilot Setting and gybing a spinnaker Finding time to sleep Dealing with heavy weather

Seattle Stairway WalksAn Up-and-Down Guide to City NeighborhoodsMountaineers Books

Crystal Clear

Windows 10 For Dummies

Better Work

Book of PF, 3rd Edition

The Best Damn Website & ECommerce Marketing Optimization Guide, Period!

Singlehanded Sailing

The Addiction of One Empire and the Corruption of Another

North of Los Angeles – the studios, the beaches, Rodeo Drive – lies a sparsely populated region that comprises fully one half of Los Angeles County. Sprawling across 2200 miles, this shadow side of Los Angeles is in the high Mojave Desert. Known as the Antelope Valley, it's a terrain of savage dignity, a vast amphitheatre of startling wonders that put on a show as the megalopolis burrows northward into the region's last frontier. Ranchers, cowboys, dreamers, dropouts, bikers, hikers, and felons have settled here – those who have chosen solitude over the trappings of contemporary life or simply have nowhere else to go. But in recent years their lives have been encroached upon by the creeping spread of subdivisions, funded by the once easy money of suburbia America. McMansions – many empty now – gradually replaced Joshua trees; the desert – America's escape hatch – began to vanish as it became home to a latter-day exodus of pilgrims. It is against the backdrop of these two competing visions of land and space that Donald Kueck – a desert hermit who loved animals and hated civilization – took his last stand, gunning down beloved deputy sheriff Steven Sorensen when he approached his trailer at high noon on a scorching summer day. As the sound of rifle fire echoed across the Mojave, Kueck took off into the desert he knew so well, kicking off the biggest manhunt in modern California history until he was finally killed in a Wagnerian firestorm under a full moon as nuns at a nearby convent watched and prayed. This manhunt was the subject of a widely praised article by Deanne Stillman, first published in Rolling Stone, a finalist for a PEN Center USA Journalism award, and included in the anthology Best American Crime Writing 2006. In Desert Reckoning she continues her desert beat and uses Kueck's story as a point of departure to further explore our relationship to place and the wars that are playing out on our homeland. In addition, Stillman also delves into the hidden history of Los Angeles County, and traces the paths of two men on a collision course that could only end in the modern Wild West. Why did a brilliant, self-taught rocket scientist who just wanted to be left alone go off the rails when a cop showed up? What role did the California prison system play in this drama? What happens to people when the American dream is stripped away? And what is it like for the men who are sworn to protect and serve?

This book aims to justify the use of fuzzy logic as a logic and as an uncertainty theory in the decision-making context. It also discusses the development of the TOPSIS method (Technique for Order of Preference by Similarity to Ideal Solution) with related examples and MATLAB codes. This is the first book devoted to TOPSIS and its fuzzy versions. It presents the use of fuzzy logic as a logic and as an uncertainty theory in the decision-making content and discusses the development of the TOPSIS method in classical and fuzzy context. The book justifies the use of fuzzy logic as an uncertainty theory and provides illustrative examples for each fuzzy TOPSIS extension, along with related MATLAB codes and case studies. This book is for industrial engineers, operations research engineers, systems engineers, and production engineers working in the areas of decision analysis, multi-criteria decision making, and multiple objective optimization.

The story of the sustainable farming movement, with numerous photos: “Inspirational, informational . . . a glimpse of what the future of food may well look like.” –Treehugger With interest in home gardening at an all-time high and concerns about food production and safety making headlines, Farm Together Now explores the current state of grassroots farming in the United States. Part oral history and part treatise on food politics, this fascinating project is an introduction to the many individuals who are producing sustainable food, challenging public policy, and developing community organizing efforts. With hundreds of photographs and a foreword from New York Times columnist Mark Bittman, Farm Together Now will educate, inspire, and cultivate a new wave of modern agrarians.

On 26 May, 2010 Apple Inc. passed Microsoft in valuation as the world's largest technology company. Its consumer electronic products – ranging from computers to mobile phones to portable media devices, not to mention its iTunes, iBook and App Store – have influenced nearly every facet of our lives, and it shows no sign of slowing down. But how did Apple – a company set up in the back room of a house by two friends, and one that always marketed itself as the underdog – become the marketplace leader (and the world's second largest company overall), and is it a good thing to have one company hold so much power? In The Apple Revolution Luke Dormehl shares the inside story of how Apple Inc. came to be; from the formation of the company's philosophies and user-friendly ethos, to the "iPod moment" and global domination, leaving you with a deep understanding of how it was created, why it has flourished, and where it might be going next.

Anatomy of an Epidemic

Overcoming Crystal Meth Addiction

Exploring the Boundaries of Big Data

The Apple Revolution

Everything You Need to Know About Audio

The Impact of Automation, Flexibilization and Intensification of Work

International Perspectives on Current Trends

"Witty, compelling, and just plain fun to read. . ." –Evelyn Lamb, Scientific American The Freakonomics of math—a math-world superstar unveils the hidden beauty and logic of the world and puts its power in our hands The math we learn in school can seem like a dull set of rules, laid down by the ancients and not to be questioned. In How Not to Be Wrong, Jordan Ellenberg shows us how terribly limiting this view is: Math isn't confined to abstract incidents that never occur in real life, but rather touches everything we do—the whole world is shot through with math, and hidden beneath the messy and chaotic surface of our world. It's a science of not being wrong, hammered out by centuries of hard work and argument. Armed with the tools of mathematics, we can see through to the true meaning of information we take for granted: How early should you get to the airport? What does "public opinion" really represent? Why do tall parents have shorter children? Who really won Florida in 2000? And how likely are you, really, to develop cancer? How Not to Be Wrong presents the surprising new answers behind all of these questions and many more, using the mathematician's method of analyzing life and exposing the hard-won insights of the academic community to the layman—minus the jargon. Ellenberg chases mathematical threads through a vast range of time and space, from the everyday to the cosmic, encountering, among other things, baseball, Reaganomics, daring lottery schemes, Voltaire, the replicability crisis in psychology, Italian Renaissance painting, artificial languages, the development of non-Euclidean geometry, the coming obesity apocalypse, Antonin Scalia's views on crime and punishment, the psychology of slime molds, what Facebook can and can't figure out about you, and the existence of God. Ellenberg pulls from history as well as from the latest theoretical developments to provide those not trained in math with the knowledge they need. Math, as Ellenberg says, is "an atomic-powered prosthesis that you attach to your common sense, vastly multiplying its reach and strength." With the tools of mathematics in hand, you can understand the world in a deeper, more meaningful way. How Not to Be Wrong will show you how.

Demonstrates the operating system's basic features, including the desktop, the Dock, system preferences, free programs, security, networking, internet setup, iCloud, and Safari.

Illustrates the latest trends in politeness research from a multilingual and multicultural perspective, through the application of diverse methodologies.

Illustrates the new features of Windows 10.

Casino Slot Managers in Their Own Words

The Roxy Letters

Thoughts, Tips, Techniques & Tactics

Hinterland

A Memoir of Waking Up, Living Real, and Listening Hard

Fun With Problems

Meet Roxy. For fans of Where'd You Go, Bernadette and Bridget Jones's Diary comes "just the kind of comic novel we need right now" (The Washington Post) about an Austin artist trying to figure out her life one letter to her ex-boyfriend at a time. Bridget Jones penned a diary; Roxy writes letters. Specifically: she writes letters to her hapless, rent-avoidant ex-boyfriend—and current roommate—Everett. This charming and funny twenty-something is under-employed (and under-romanced), and she's decidedly fed up with the indignities she endures as a deli maid at Whole Foods (the original), and the dismayy speed at which her beloved Austin is becoming corporatized. When a new Lululemon pops up at the intersection of Sixth and Lamar where the old Waterloo Video used to be, Roxy can stay silent no longer. As her letters to Everett become less about overdue rent and more about the state of her life, Roxy realizes she's ready to be the heroine of her own story. She decides to team up with her two best friends to save Austin—and rescue Roxy's love life—in whatever way they can. But can this spunky, unforgettable millennial keep Austin weird, avoid arrest, and find romance—and even create inspiration—in the process? With timely themes and hilarious, laugh-out-loud moments, Roxy Letters is a smart and clever story that is "bursting with originality, quirky wit, and delightful charm" (Hannah Orenstein, author of Playing with Matches).

An accessible guide to selecting, cooking with, and makingcheese From a pungent Gorgonzola to the creamiest Brie, the world ofcheese involves a vocabulary of taste second only to wine. With the rise of artisanal cheeses, this once humble foodmade from curdled milk is now haute cuisine. And to make the newworld of cheese less intimidating, Laurel Miller and ThalassaSkinner have created a handy primer to selecting cheese, pairingcheese with wine, cooking with cheese, and making cheese. InCheese For Dummies, everyday cheese lovers will learn how tobecome true cheese connoisseurs. Not only will readers get a look at how different cheeses are made around the world, in Cheese For Dummies, they'lldevelop enough of a palate to discern which cheese is right forthem. Explains how to assemble the perfect cheese plate Includes recipes for cooking with cheese Details how to make five cheeses, including Mozzarella, Chevre, and Ricotta Supplemented with a 16-page photo insert With artisanal and imported cheeses now common to mainstreamgrocery stores, the everyday cheese lover needs more than simplicity now to make the best choice. Offering wise (and delicious!)advice on every page, Cheese For Dummies is a guide foranyone interested in making every mealtime with cheese a specialoccasion.

This Open Access book provides a thorough analysis of the quality of work in the Netherlands, and suggests policy proposals to promote and facilitate good work for more people. New technology, flexibilization and the intensification of work will have significant consequences for all those who will still have jobs in the future, and - much less studied so far - for the quality of their work. Good work is essential for general well-being: for the individual's quality of life, for the economy and for society. Good work for everyone should therefore be seen as an important aspiration for companies, institutions, social partners and governments. An essential read for an international audience of academics in the field of the sociology of work, labor economics and social policy, as well as for policymakers and researchers of trade unions, and representatives of other social movements.

For those interested in becoming slot managers, or those just curious about how casinos work, Tales from the Slot Floor gives you the inside story of slot operations, from those who do it.

OS X Mountain Lion: The Missing Manual

A No-nonsense Guide to the OpenBSD Firewall

Crystal Meth Addicts in Recovery

Tales from the Slot Floor

The Book of PF

The Big Exit

"A necessary book for anyone truly interested in what we take from the sea to eat, and how, and why." —Sam Sifton, The New York Times Book Review Acclaimed author of American Catch and The Omega Principle and life-long fisherman, Paul Greenberg takes us on a journey, examining the four fish that dominate our menus: salmon, sea bass, cod, and tuna. Investigating the forces that get fish to our dinner tables, Greenberg reveals our damaged relationship with the ocean and its inhabitants. Just three decades ago everything we ate from the sea was wild. Today, rampant overfishing and an unprecedented biotech revolution have brought us to a point where wild and farmed fish occupy equal parts of a complex marketplace. Four Fish offers a way for us to move toward a future in which healthy and sustainable seafood is the rule rather than the exception.

In this book, the authors for Convex Optimization have revolutionized algorithm design, both for discrete and continuous optimization problems. For problems like maximum flow, maximum matching, and submodular function minimization, the fastest algorithms involve essential methods such as gradient descent, mirror descent, interior point methods, and ellipsoid methods. The goal of this self-contained book is to enable researchers and professionals in computer science, data science, and machine learning to gain an in-depth understanding of these algorithms. The text emphasizes how to derive key algorithms for convex optimization from first principles and how to establish precise running time bounds. This modern text explains the success of these algorithms in problems of discrete optimization, as well as how these methods have significantly pushed the state of the art of convex optimization itself.

So you want to build a website, or make your current site better? Where do you start? The Best Damn Web Marketing Checklist, Period! 2.0 answers that question and more. Updated for 2017, it is a comprehensive digital marketing guide that will help any company build or improve their website so that it performs optimally for both search engines and visitors. These web marketing strategies will not only increase your website traffic but improve your entire web presence as well. This new version of the guide includes checklists for a total of 39 checklists and more than 675 web marketing action points that deliver online success. The checklist covers web marketing strategies for areas including as design considerations, site architecture, conversion optimization, website optimization (SEO), website advertising (pay per click or PPC), content writing and social media strategy. This version also adds checklists on YouTube video optimization, PDF optimization, and more. These comprehensive lists cover all aspects of digital marketing, starting with buying the right domain all the way to web development, promotion and analytics. Get this incredible resource for your web marketing team today!

In Fun with Problems, Robert Stone demonstrates once again that he is "one of our greatest living writers" (Los Angeles Times). The pieces in this new volume vary greatly in length—some are almost novellas, others no more than a page—but all share the signature blend of longing, violence, black humor, sex and drugs that has helped Stone illuminate the dark corners of the human soul. Entire lives are laid out with remarkable precision, in captivating prose: a screenwriter carries on a decades-long affair with a beau-

actress, whose descent into addiction he can neither turn from nor share: a bored husband picks up a mysterious woman only to find that his ego has led him woefully astray: a world-beating Silicon Valley executive receives an unwelcome guest at his mansion in the hills: a scuba dive guides uneasy newlyweds to a point of no return. Fun with Problems showcases Stone's great gift: to pinpoint and make real the impulses—by turns violently coercive and quietly seductive—that cause us to conceal, reveal, and betray selves.

Farm Together Now

Civic Action in Smart Cities

Steve Jobs, the Counterculture and How the Crazy Ones Took over the World

The Power of Mathematical Thinking

An Up-and-Down Guide to City Neighborhoods

Four Fish

Expressions of Hope

In Overcoming Crystal Methamphetamine Addiction, one of the few books to address the topic for a general audience, Dr. Steven Lee, MD, a psychiatrist who specializes in crystal meth addiction, offers a complete guide to the drug, its effects, and how to overcome it. Based on extensive scientific and social research and drawing from his professional experience, he covers everything from the definition and history of crystal meth to the physical and psychological effects; from dealing with the addictive personality to helping a friend or family member cope with it. He focuses on understanding rather than outright condemnation of the drug, and empathetically covers all of the crucial questions: What is crystal meth? How is it made? How does it affect the body? How do you know if you're addicted to it? How do you stop using it? What if you don't want to stop? If you are going to use CM anyway, how can you minimize the damage? What if you quit but slipped and used again?

Over the last forty years, the human landscape of the United States has been fundamentally transformed. The metamorphosis is partially visible in the ascendance of glittering, coastal hubs for finance, infotech, and the so-called creative class. But this is only the tip of an economic iceberg, the bulk of which lies in the darkness of the declining heartland or on the dimly lit fringe of sprawling cities. This is America's hinterland, populated by towering grain threshers and hunched farmworkers, where laborers drawn from every corner of the world crowd into factories and "fulfillment centers" and where cold storage trailers are filled with fentanyl-bloated corpses when the morgues cannot contain the dead. Urgent and unsparing, this book opens our eyes to America's new heart of darkness. Driven by an ever-expanding socioeconomic crisis, America's class structure is recomposing itself in new geographies of race, poverty, and production. The center has fallen. Riots ricochet from city to city led by no one in particular. Anarchists smash financial centers as a resurgent far right builds power in the countryside. Drawing on his direct experience of recent popular unrest, from the Occupy movement to the wave of riots and blockades that began in Ferguson, Missouri, Phil A. Neel provides a close-up view of this landscape in all its grim but captivating detail. Inaugurating the new Field Notes series, published in association with the Brooklyn Rail, Neel's book tells the intimate story of a life lived within America's hinterland.

When it comes to building your online presence there is only one logical place to start: your website. Your website is you. You own it. You control it. Any presence you build outside of your website isn't yours to keep. It may be a reflection of you, but when the lights go out on any entity you don't fully own or control, a piece of you disappears with it. What happens if Facebook cancels your account? Or Twitter bans you from their platform? Can you get your content back? Nope. It's gone forever. And most of the time, without an opportunity to appeal. All your hard work building your web presence is wiped out with a snap of the fingers. This is why you need to have a website to call "home." If your web host turns off the lights, no problem. Take your backups to a new web host and turn them back on again. You control your website. You-and only you-decide your fate. This means you get to decide how deep, how wide, and how tall to build your web presence. You can't do that with any other online platform. Your website is the most critical part of building a successful and effective web presence. Build a Winning Web PresenceAnyone who has been involved in digital marketing for any length of time can attest that one of the most critical factors of online success is Search Engine Optimization (SEO). I don't care much for the term SEO because we don't optimize search engines. That's what the algorithm tweakers at Google do. We optimize websites. It just so happens that we optimize them for search engines, but we optimize them for our visitors as well. I would also argue that optimizing for visitors is far more important than optimizing for Google or Bing. That's not to say search engines aren't important. They are. However, search engines are not your customers. They don't buy your products or services or click on your ads, people do. And that makes optimizing your website for people the most important thing you can do. The good news is, it's not an either/or situation. You optimize for both search engines and visitors at the same time. Great search engine optimization is just great visitor optimization. If you think about it, Google's only job is to provide highly relevant links to searchers based on what they are looking for. Or, to put it more succinctly, deliver access to websites that their searchers will love. Historically, digital marketers have considered top rankings to be the goal of their optimization efforts. That's flawed logic. Rankings are not the goal, they are the reward for a job well done. A top search engine ranking is the trophy for having a website that your audience loves. Google doesn't make the winners; it simply rewards them. Want to create a website that resonates? One that searchers and visitors find worthwhile? Then this book is for you. There's not enough paper in the world to cover every aspect of website

optimization. Nonetheless, the book you are reading is a comprehensive guide to mastering the art of website optimization. I have no doubt that you will find it valuable as you push forward in your optimization efforts.

Fresh out of prison, Richie Forman tries to settle back into his life in the Bay Area. By day, he works at a law firm dedicated to freeing innocent men from prison. By night, he makes a living impersonating Frank Sinatra. But then his ex-best friend is found hacked to death in his garage, and Richie becomes the prime suspect. In a murder mystery with the intricacies of a microchip, David Carnoy weaves his characters like a master.

Multilingual and Multicultural Perspectives

The Audio Expert

Cheese For Dummies

A Gay Man's Guide to Sex and Recovery

Stories of Hope

From Speech Acts to Lay Understandings of Politeness

Seattle Stairway Walks

Updated with bonus material, including a new foreword and afterword with new research, this New York Times bestseller is essential reading for a time when mental health is constantly in the news. In this astonishing and startling book, award-winning science and history writer Robert Whitaker investigates a medical mystery: Why has the number of disabled mentally ill in the United States tripled over the past two decades? Interwoven with Whitaker's groundbreaking analysis of the merits of psychiatric medications are the personal stories of children and adults swept up in this epidemic. As Anatomy of an Epidemic reveals, other societies have begun to alter their use of psychiatric medications and are now reporting much improved outcomes . . . so why can't such change happen here in the United States? Why have the results from these long-term studies—all of which point to the same startling conclusion—been kept from the public? Our nation has been hit by an epidemic of disabling mental illness, and yet, as Anatomy of an Epidemic reveals, the medical blueprints for curbing that epidemic have already been drawn up. Praise for Anatomy of an Epidemic "The timing of Robert Whitaker's Anatomy of an Epidemic, a comprehensive and highly readable history of psychiatry in the United States, couldn't be better." —Salon "Anatomy of an Epidemic offers some answers, charting controversial ground with mystery-novel pacing." —TIME "Lucid, pointed and important, Anatomy of an Epidemic should be required reading for anyone considering extended use of psychiatric medicine. Whitaker is at the height of his powers." —Greg Critser, author of Generation Rx

From the incomparable host of "Late Night with Seth Meyers" comes a hilarious new picture book. When you're a bear who is easily scared, it's hard to have friends. Fortunately, Bear has one: Rabbit, who is very brave. One day, Rabbit urges Bear to face his fears and embark on an adventure together. However, things don't entirely go as planned, and the two friends learn the true meaning of bravery. Equal parts hilarious and touching, this funny tale of adventure, bravery, and daring rescue will both inspire the adventurous spirit in all of us and make us laugh along the way. With the unfailingly witty voice of one of America's favorite comedians, Seth Meyers's debut picture book is bound for hilarity history.

An Essential Guide to Getting Clean

Desert Reckoning

The Game that Hypnotized the World

Algorithms for Convex Optimization