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PC Mag

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.

PC Mag

Electronics Buying Guide
Plunkett's Wireless, Wi-Fi,
RFID and Cellular Industry
Almanac 2008
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Almanac 2008

Plunkett's Infotech Industry

Almanac 2009

Los Angeles magazine is a regional magazine of national stature. Our combination of award-winning feature writing, investigative reporting, service journalism, and design covers the people, lifestyle, culture, entertainment, fashion, art and architecture, and news that define Southern California. Started in the spring of 1961, Los Angeles magazine has been addressing the needs and interests of our region for 48 years. The magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely Southern

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Californian.

Succeed with style! Hair salons and day spas across the country are making as much as \$300,000 a year - and you can, too. Whether you want to start a small salon out of your home or open a full-service day spa, this guide will show you exactly how to succeed. You don't even have to be a stylist. If you've got strong business skills, you can open a salon/spa, rent space to stylists, message therapists and nail artists, then sit back and rack in the cash. Inside our guide you'll find: Analyze the market, write a business plan and advertise effectively Establish a website to spread the word and bring in more revenue Increase sales with no

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extra effort by applying simple upselling techniques Keep track of your finances with ready-to-use work sheets Professional industry experts share inside information and invaluable advice, revealing how they have been successful in this lucrative business, and more importantly, how you can be successful, too. Attractive hair, newfound energy and a revitalized appearance are always in style, no matter what ups and downs await the economy. Whether you love styling hair or prefer managing personnel, you'll find that it pays to help people look good and feel great. This guide will show you the profitable way of making someone's day. Order today and

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get started on the path to success! The First Three Years In addition to industry specific information, you'll also tap into Entrepreneur's more than 30 years of small business expertise via the 2nd section of the guide - Start Your Own Business. SYOB offers critical startup essentials and a current, comprehensive view of what it takes to survive the crucial first three years, giving you exactly what you need to survive and succeed. Plus, you'll get advice and insight from experts and practicing entrepreneurs, all offering common-sense approaches and solutions to a wide range of challenges. • Pin point your target market •

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*Uncover creative financing for startup and growth • Use online resources to streamline your business plan • Learn the secrets of successful marketing • Discover digital and social media tools and how to use them • Take advantage of hundreds of resources • Receive vital forms, worksheets and checklists • From startup to retirement, millions of entrepreneurs and small business owners have trusted Entrepreneur to point them in the right direction. We'll teach you the secrets of the winners, and give you exactly what you need to lay the groundwork for success.
BONUS: Entrepreneur's Startup Resource Kit! Every small business*

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is unique. Therefore, it's essential to have tools that are customizable depending on your business's needs. That's why with Entrepreneur is also offering you access to our Startup Resource Kit. Get instant access to thousands of business letters, sales letters, sample documents and more - all at your fingertips! You'll find the following: The Small Business Legal Toolkit When your business dreams go from idea to reality, you're suddenly faced with laws and regulations governing nearly every move you make. Learn how to stay in compliance and protect your business from legal action. In this essential toolkit, you'll get answers to the "how do I get

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started?" questions every business owner faces along with a thorough understanding of the legal and tax requirements of your business. Sample Business Letters 1000+ customizable business letters covering each type of written business communication you're likely to encounter as you communicate with customers, suppliers, employees, and others. Plus a complete guide to business communication that covers every question you may have about developing your own business communication style. Sample Sales Letters The experts at Entrepreneur have compiled more than 1000 of the most effective sales letters covering

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introductions, prospecting, setting up appointments, cover letters, proposal letters, the all-important follow-up letter and letters covering all aspects of sales operations to help you make the sale, generate new customers and huge profits.

Cincinnati Magazine

New York

On the Move with the Mobile Web

Black Enterprise

Successful Meetings

Maximum PC is the magazine that every computer fanatic, PC gamer or content creator must read. Each and every issue is packed with punishing product reviews, insightful and innovative how-to stories and the illuminating technical articles that

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enthusiasts crave.

Likening BlackBerrys to technological toddlers that whine, poke, and distract their owners from their work, a lighthearted tribute to the challenges of parenting toddlers in today's digital world laughingly observes how both her toddler and her BlackBerry seem to require attention at the least convenient times. Original.

Hair Salon and Day Spa

The Only Comprehensive Guide to
InfoTech Companies And Trends
Contemporary Business 2010 Update
The Magazine for Database
Professionals

Glamour

In its 114th year, Billboard
remains the world's premier

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weekly music publication and a diverse digital, events, brand, content and data licensing platform.

Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

The mobile Web is still evolving, and this is an exciting time of early development, but some hurdles still need to be overcome. This Library Technology Reports examines the various components of the mobile web and explores how they can and have been utilized by librarians. In

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the Report, author and library-technology blogger Ellyssa Kroski outlines the components of the mobile Web the users, devices, the operating systems, the services, the content and illuminates the research tracking how users currently engage with information on the World Wide Web via their mobile devices. Kroski also details several library mobile initiatives and provides a "how to" chapter for libraries interested in developing a mobile experience for their users. The Untold Story Behind the Extraordinary Rise and Spectacular Fall of BlackBerry

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Libraries and Mobile
Technologies

Losing the Signal

Billboard

Maximum PC

The cell phone is the fastest-selling consumer electronic in the world. On a global basis, over 800 million cellular telephones are sold yearly. More camera-equipped cell phones are sold each year than stand alone digital cameras. Rapid development of new technologies is leading to ever more versatile, multipurpose mobile devices, including 3G Internet-enabled cell phones and PDAs. Meanwhile, wireless networking and wireless Internet access are developing and expanding on a global basis at a rapid rate. Booming technologies include such 802.11 standards as Wi-Fi and WiMax, as well as Ultra Wide Band (UWB) and Bluetooth. Telematics, intelligent transportation

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systems (ITS) and satellite radio will soon create an entertainment, navigation and communications revolution within automobiles and trucks. Meanwhile, RFID (radio frequency identification) will revolutionize wireless tracking, inventory and logistics at all levels, from manufacturing to shipping to retailing. These developments are creating challenges for legacy companies and opportunities for nimble marketers and managers. Plunkett's Wireless, Wi-Fi, RFID & Cellular Industry Almanac 2008 covers such sectors. Our coverage includes business trends analysis and industry statistics. We also include a wireless and cellular business glossary and a listing of industry contacts, such as industry associations and government agencies. Next, we profile hundreds of leading companies. Our 350 company profiles include complete business descriptions and

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up to 27 executives by name and title. Cincinnati Magazine taps into the DNA of the city, exploring shopping, dining, living, and culture and giving readers a ringside seat on the issues shaping the region.

PC Magazine

The Independent Guide to IBM-standard Personal Computing

Details

Searcher

The Wall Street Journal

Opening new doors of possibility can be difficult. Contemporary Business 13e 2010 Update Edition gives students the business language they need to feel confident in taking the first steps toward becoming successful business majors and successful businesspeople. As with every good business, though, the patterns of

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innovation and excellence established at the beginning remain steadfast. The goals and standards of Boone & Kurtz, Contemporary Business, remain intact and focused on excellence, as always.

From their haunts in the shadowy corner of a bar, front and center at a convenience store, or reigning over a massive mall installation bursting with light, sound, and action, arcade games have been thrilling and addicting quarter-bearers of all ages ever since Pong first lit up its paddles. Whether you wanted a few minutes' quick-twitch exhilaration or the taste of three-initial immortality that came with topping the high score screen, you could get it from the diverse

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range of space shooters, dot-eating extravaganzas, quirky beat-'em-ups, and more that have helped define pop culture for more than four decades. In *Attract Mode: The Rise and Fall of Coin-Op Arcade Games*, author Jamie Lendino celebrates both the biggest blockbusters (Pac-Man, *Star Wars: The Arcade Game*) and the forgotten gems (Phoenix, *Star Castle*) of the Golden Age of coin-op gaming, and pulls back the curtain on the personalities and the groundbreaking technologies that brought them to glitzy, color-drenched life in the U.S., Japan, and all over the world. You'll start your journey exploring the electromechanical attractions and pinball games of the early

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20th century. Next, you'll meet the earliest innovators, who used college computers and untested electronics to outline the possibilities of the emerging form, and discover the surprising history behind the towering megahits from Nintendo, Sega, and others that still inform gaming today. Then you'll witness the devastating crash that almost ended it all—and the rebirth no one expected. Whether you prefer the white-knuckle gameplay of Robotron: 2084, the barrel-jumping whimsy of Donkey Kong, or the stunning graphics and animation of Dragon's Lair, Attract Mode will transport you back to the heyday of arcade games and let you relive—or experience for the first

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time—the unique magic that transformed entertainment forever.

PC World

**F & S Index United States Annual
Adventures in Modern**

Motherhood

BlackBerry Town

The BlackBerry Diaries

Plunkett's InfoTech

Industry Almanac presents a complete analysis of the technology business, including the convergence of hardware, software, entertainment and telecommunications. This market research tool includes our analysis of the major trends affecting the industry, from the

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soaring need for memory, to supercomputing, open source systems such as Linux, cloud computing and the role of nanotechnology in computers. In addition, we provide major statistical tables covering the industry, from computer sector revenues to broadband subscribers to semiconductor industry production. No other source provides this book's easy-to-understand comparisons of growth, expenditures, technologies, imports/exports,

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corporations, research and other vital subjects. The corporate profile section provides in-depth, one-page profiles on each of the top 500 InfoTech companies. We have used our massive databases to provide you with unique, objective analysis of the largest and most exciting companies in: Computer Hardware, Computer Software, Internet Services, E-Commerce, Networking, Semiconductors, Memory, Storage, Information Management and Data Processing. We've been

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working harder than ever to gather data on all the latest trends in information technology. Our research effort includes an exhaustive study of new technologies and discussions with experts at dozens of innovative tech companies. Purchasers of the printed book or PDF version may receive a free CD-ROM database of the corporate profiles, enabling export of vital corporate data for mail merge and other uses.

The smartphone was an incredibly successful

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Canadian invention created by a team of engineers and marketers led by Mike Lazaridis and Jim Balsillie. But there was a third key player involved – the community of Kitchener-Waterloo. In this book Chuck Howitt offers a new history of BlackBerry which documents how the resources and the people of Kitchener-Waterloo supported, facilitated, benefited from and celebrated the achievement that BlackBerry represents. After its few short years of explosive growth and

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pre-eminence, BlackBerry lost its market to digital juggernauts Apple, Samsung and Huawei. No surprises there. Like Nokia and Motorola before it, BlackBerry was eclipsed. Shareholders lost billions. Thousands of employees lost jobs. Bankruptcy was avoided but the company's founding geniuses were gone, leaving an operation that today is only a fragment of what had been. For Kitchener-Waterloo – as Chuck Howitt tells the story – the BlackBerry experience is a mixed bag

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of disappointments and major ongoing benefits. The wealth it generated for its founders produced two very important university research institutes. Many recent digital startups have taken advantage of the city's pool of talented and experienced tech workers and ambitious, well-educated university grads. A strong digital and tech industry thrives today in Kitchener-Waterloo – in a way a legacy of the BlackBerry experience. Across Canada, communities hope for

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homegrown business successes like BlackBerry. This book underlines how a mid-sized, strong community can help grow a world-beating company, and demonstrates the importance of the attitudes and decisions of local institutions in enabling and sustaining successful innovation. Canada has a lot to learn from BlackBerry Town.

Time

Business Week

Elle

*The New York Times Index
How high tech success has
played out for Canada's*

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Kitchener-Waterloo

Widely praised for its balanced treatment of computer ethics, *Ethics for the Information Age* offers a modern presentation of the moral controversies surrounding information technology. Topics such as privacy and intellectual property are explored through multiple ethical theories, encouraging readers to think critically about these issues and to make their own ethical decisions.

In 2009, BlackBerry controlled half of the smartphone market. Today that number is one percent. What went so wrong? Losing

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the Signal is a riveting story of a company that toppled global giants before succumbing to the ruthlessly competitive forces of Silicon Valley. This is not a conventional tale of modern business failure by fraud and greed. The rise and fall of BlackBerry reveals the dangerous speed at which innovators race along the information superhighway. With unprecedented access to key players, senior executives, directors and competitors, Losing the Signal unveils the remarkable rise of a company that started above a bagel store in Ontario. At the heart of the story is an

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unlikely partnership between a visionary engineer, Mike Lazaridis, and an abrasive Harvard Business school grad, Jim Balsillie.

Together, they engineered a pioneering pocket email device that became the tool of choice for presidents and CEOs. The partnership enjoyed only a brief moment on top of the world, however. At the very moment BlackBerry was ranked the world's fastest growing company internal feuds and chaotic growth crippled the company as it faced its gravest test: Apple and Google's entry in to mobile phones. Expertly told by acclaimed journalists,

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Jacque McNish and Sean Silcoff, this is an entertaining, whirlwind narrative that goes behind the scenes to reveal one of the most compelling business stories of the new century.

The Future of the Internet--And How to Stop It
How Cell Phones and the Internet Change the Way We Live, Work, and Play
Index

Attract Mode: The Rise and Fall of Coin-Op Arcade Games
Complex Magazine and Guide
Plunkett's InfoTech Industry

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telecommunications. This market research tool includes our analysis of the major trends affecting the industry, from the rebound of the global PC and server market, to consumer and enterprise software, to super computers, open systems such as Linux, web services and network equipment. In addition, we provide major statistical tables covering the industry, from computer sector revenues to broadband subscribers to semiconductor industry production. No other source provides this book's easy-to-understand comparisons of growth, expenditures, technologies, imports/exports, corporations, research and other vital subjects. The corporate profile section provides in-depth, one-page profiles on each of

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the top 500 InfoTech companies. We have used our massive databases to provide you with unique, objective analysis of the largest and most exciting companies in: Computer Hardware, Computer Software, Internet Services, E-Commerce, Networking, Semiconductors, Memory, Storage, Information Management and Data Processing. We've been working harder than ever to gather data on all the latest trends in information technology. Our research effort includes an exhaustive study of new technologies and discussions with experts at dozens of innovative tech companies. Purchasers of the printed book or PDF version may receive a free CD-ROM database of the corporate

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profiles, enabling export of vital corporate data for mail merge and other uses.

This extraordinary book explains the engine that has catapulted the Internet from backwater to ubiquity—and reveals that it is sputtering precisely because of its runaway success. With the unwitting help of its users, the generative Internet is on a path to a lockdown, ending its cycle of innovation—and facilitating unsettling new kinds of control. iPods, iPhones, Xboxes, and TiVos represent the first wave of Internet-centered products that can't be easily modified by anyone except their vendors or selected partners. These “tethered appliances” have already been used in remarkable but

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little-known ways: car GPS systems have been reconfigured at the demand of law enforcement to eavesdrop on the occupants at all times, and digital video recorders have been ordered to self-destruct thanks to a lawsuit against the manufacturer thousands of miles away. New Web 2.0 platforms like Google mash-ups and Facebook are rightly touted—but their applications can be similarly monitored and eliminated from a central source. As tethered appliances and applications eclipse the PC, the very nature of the Internet—its “generativity,” or innovative character—is at risk. The Internet's current trajectory is one of lost opportunity. Its salvation, Zittrain argues, lies in the hands of its millions

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of users. Drawing on generative technologies like Wikipedia that have so far survived their own successes, this book shows how to develop new technologies and social structures that allow users to work creatively and collaboratively, participate in solutions, and become true "netizens." Fortune

Los Angeles Magazine

24/7

The Only Comprehensive Guide to the Wireless Industry

Provides a cultural history of the social impact of the Internet, online services, cell phone use, and the related technologies and devices that, in the span of a single

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**generation, have radically
changed the way we live.
Ethics for the Information Age**