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HT4KZQ - HUERTA EVELYN

The iPad is a game-changing product that reinvented the way we interact with digital content and the Web. Versatile, portable, powerful, ergonomically and functionally designed, it's the perfect companion for digital media. With Photos, music, movies, email, and hundreds of thousands of apps, the iPad helps you organize, explore, and maximize your digital world. The new iPad 2 includes a thinner/lighter design, a faster chip and superfast graphics performance, two cameras for Facetime video calling, hardware improvements, video mirroring, and much more. Inexpensive and to-the-point, The iPad 2 Pocket Guide is a complete companion to all the features and functions of the iPad including: Facetime, HD Video, Mail, Safari, Photos and Video, App Store, iBooks, Maps, Notes, Calendar, Contacts, and more. It will help you get up-and-running with easy to understand instructions and then show you hidden gems and tips to make you a true iPad expert.

The Third Edition of this README FIRST for a User's Guide to Qualitative Methods offers those new to qualitative inquiry a clear and practical handbook to doing qualitative research, the fit of questions to methods, and the tasks of getting started. In their direct and friendly style, Lyn Richards and Janice Morse help researchers reflect on why they are working qualitatively, choose an appropriate method, and confidently approach research design, data making, coding, analyzing and finally writing up their results.

From the author of *In Her Shoes* and the forthcoming *Who Do You Love* comes a story of a mother and two daughters rebuilding their lives ... Sylvie Woodruff has spent the last 30 or so years being the ideal politician's wife and raising two daughters. When her world crashes down around her after a painful, public betrayal, she retreats to her grandmother's rambling seaside home to wait for the scandal to blow over. Sylvie's eldest daughter, Diana, married out of friendship and respect, not love... then years later, finds herself falling for a most unsuitable man. When the affair ends badly, she sets off in search of a new beginning. Lizzie, Diana's younger sister, who caused her parents such heartache as a teenager, is finally getting her life together. When a summer fling leaves her pregnant, and her charming boyfriend turns violent, she too heads out of town.

CHROMEBOOK:101 TIPS & TRICKS gives new users an overview of Chrome OS on a Chromebook laptop computer, from using the Chrome browser and Google Drive to more advanced techniques. In this book, you'll learn how to: -Master the Chrome web browser on a Chromebook. -Create documents, spreadsheets, and presentations in Google Drive. -Get the most out of the desktop environment. -Use the power of the Files application -Connect a Chromebook to wireless networks and Blue-

tooth devices. -Create and eliminate user accounts. -Install powerful apps and extensions from the Chrome Web Store. -Manage local storage space and keep a Chromebook from filling up. -And many other tips.

Information, advice, and tips to help you decide between Self-Publishing or Traditional Publishing, and to then get you started on your road to publication. This detailed information gives contacts, lists, cheat sheets, and checklists that can be reproduced over and over again, helping set goals that will steer you towards professionally produced books. The book is aimed at all authors, fiction and non-fiction, and is available in a range of formats including digital and paperback. Co-Authored by two Australians, multi-published Imogene Nix and best-selling and award winning Suzi Love.

The advent of Amazon's Kindle in 2007 allowed millions of writers to make the leap from paper to the electronic screen. Several eReader competitors recently joined the ring, introducing products such as the Apple iPad, Barnes & Noble Nook, the updated Sony Reader, and Samsung Papyrus. The publishing world is experiencing a revolution with these electronic readers and you can catch up to speed by learning the ins and outs of publishing with this low-cost, high-profit publisher. The *Complete Guide to Writing & Publishing Your First eBook* is a guide for anyone who's dreamt about becoming a published author and is intrigued by the profitable new prospect of ePublishing but didn't know where to start. eBook sales hovered around \$500 million at the end of 2009, and are steadily climbing. If you're passionate about writing and using new technology to market yourself and your work, this book will explain how you can do what you love and increase your earning potential. Start off with understanding what an eBook is and the differences between traditional and digital publishing, and the benefits involved. You will identify and learn the details of more than 15 eReaders, including the three top-selling: Kindle, Nook, and Sony Reader. You will employ the basics of analyzing your audience, brainstorming, writing, editing, and marketing according to the type of eReader. You will learn the process of getting your book published, how to change or alter the format or style of your book to match the necessities of the eReader, and how to optimize the format of any text for e-reading. We spent dozens of hours interviewing writers who are experts in the art of digital publishing to provide a complete overview of everything you need to know about publishing your eBook. Not only will you learn how to upload your work through an eReader, you will also hone your writing skills with tips, writing exercises, and writing resources. You will learn how to target your book to the right demographic and what you can do to promote your book in online inventories. You will learn the basics of viral marketing promotion, SEO, and building a business with digital publications. You will learn how to work with your eReader to produce innovative content, and you will learn how to

monitor for updates to the electronic publishing industry. No matter what your goals are, you can start publishing from your home with eReader technology

Several years ago, I was a young librarian with a love of stories; one day I wrote a picture book. It was original, funny, and fun. I had spent several years reading kids stories and knew what they wanted in a good picture book. I went to workshops and conferences, and learned the publishing business. And then I tried to sell it and was in for a rude awakening: picture books are a ridiculously hard sell. I sent it to every picture book publisher I could find, and each one sent the impersonal rejection that writers dread. And so I filed it away, and didn't think that much of it. Then publishing changed. Suddenly, authors could become publishers, and I began to feel hopeful about the book again. There were still two problems with the book that I faced: 1. Finding a good, professional artist on a budget. 2. Designing the book in a way that was non-technical and did not require me to learn new software. This book will cover how to find illustrators, design both a print and digital version of your book, and as an added bonus, how to find translators as well—so you can sell your book in as many languages as possible. I'll also show you a few strategies for marketing your book. If illustrations and book design are the only things that are holding you back from publishing a kid's book, then let me show you how easy it is to be a published kid's author!

Beware of who you trust...When Ridley Jones steps off a New York street corner to save the life of a young child, she is thrown into a whirlwind of violence, deception and fear. And her world is turned upside down. But just as she has a chance

The self-publisher's bible! In this clear and entertaining ten-step guide, now in its eighth edition, a prolific American author tells how he formats his books using free software for upload to online bookstores. The secret, he explains, is to use the universal "epub" format to create a single e-book file that will be accepted by every digital retailer, from Amazon.com through Barnes & Noble, the Apple iBookstore, and smaller booksellers like the Canada-based Kobo. "Most beginners write their books in Word or Open Office," Notjohn says, "and then they up to upload the same document for conversion to an e-book. Sometimes it works; more often it doesn't, because these programs litter the file with hidden formatting. The result can be a disaster." Instead, the word-processing document should be converted to clean HTML, the markup language used to create a web page. (All e-books are web pages at heart, and the Kindle and other e-book readers are just special-purpose web browsers.) The conversion from document to HTML file takes seconds. It can then be plugged into a simple template that Notjohn includes in this Guide and also makes available on his blog for anyone to use. He also supplies a style sheet to format the book for best appearance on the Kindle, Fire tablet, the various Kindle apps, as well as on competing tablets and e-book readers. If all else fails, there's Plan B: a stripped-down template for novels and for non-fiction that consists mostly of text. He concludes with a chapter on how best to present your e-book on the Kindle platform, with hints on encrypting the book, copyrighting it, and pricing it for the greatest return. And new this year: a chapter on adapting the e-book to a print edition. With illustrations and screenshots. Revised and updated 2017 edition.

In a world of users that routinely click "I Agree" buttons, librarians may be the lone voice raising an alert to the privacy, use, and ownership issues arising in connection with the design and implementation of digital rights management (DRM) technologies. DRM reflects the efforts of copyright owners to prevent the illegal distribution of copyrighted material – an admirable goal on its face. A common

misunderstanding is that DRM is copyright law. It is not. Rather it is a method of preventing copyright infringement; however, if unchecked, DRM has the potential to violate privacy, limit ownership rights, and undermine the delicate balance of rights and policies established by our current system of copyright. All three of these arenas are critical for both librarians and their users. Reflecting the shift from ownership to access, libraries are increasingly providing access to rights-protected digital content. Libraries strive to provide access to rights-protected content in a manner that protects both the content creator and the privacy of the user. DRM encompasses a variety of technologies and strategies utilized by content owners and managers to limit access to and the use of rights-protected content. Librarians need to understand DRM to effectively enable users to access and use rights-protected digital content while at the same time protecting the privacy of the user. Designed to address the practical operational and planning issues related to DRM, this guide explores the critical issues and challenges faced by librarians. After reading it, librarians will better understand: the digital content rights protection scheme; the various DRM technologies and how they are used; how to use authentication and authorization standards, strategies, and technologies; and, the privacy and security issues related to DRM. Edited by two librarians who also hold law degrees, this is a best practices guide for front-line librarians on how to best respond to the impact of DRM schemes on collection development, staffing, budget, service, and other library concerns.

Have you ever read a Choose Your Own Adventure and wondered how the author did it? In this short book, author M.L. Ronn demystifies the writing process behind interactive novels. You'll learn: * How to design, write, and edit an interactive novel * How to create deep characters readers will love * How to create decisions that matter * How to keep readers engaged so they won't stop reading He pulls back the curtain on his own fiction, showing you never-before-revealed techniques that he used to create his groundbreaking interactive novels. If you've ever wanted to write a Choose Your Own Adventure-styled book of your own, this is the how-to book you've been waiting for. By the time you're done, you'll understand how to write engaging interactive fiction. V1.0

Period Repair Manual is your guide to better periods using natural treatments such as diet, nutritional supplements, herbal medicine, and natural hormones. It contains advice and tips for women of every age and situation. If you have a period (or want a period), then this book is for you. Topics include: * How to come off hormonal birth control * What your period should be like * What can go wrong * How to talk to your doctor * Treatment protocols for all common period problems, including PCOS and endometriosis The second edition contains insights from Professor Jerilynn Prior, more than 300 new references, and an additional chapter on perimenopause and menopause. Written by a naturopathic doctor with more than twenty years experience, this book is a compilation of everything that works for hormonal health.

When Jonah was swallowed by the big fish, he was trying to escape to what is now Portugal. Here, Hannibal discovered the warriors, weapons and gold, to march on Rome; and Julius Caesar found the fortune that paid the way to his conquests of Gaul and England. During the Dark Ages further north, Portugal's Arab rulers made it part of the world's most advanced civilization. After the Norman conquest of Lisbon, the new Portugal bankrupted Venice and became the wealthiest nation in Europe. Before he became Pope John XXI, Joao Hispano of Lisbon wrote one of the first modern medical textbooks, consulted through much of Europe more than a century later. Portuguese Jews introduced

tulips, chocolate and diamonds to Holland. The Portuguese gave the English afternoon tea, and Bombay, the key to empire. They brought to Africa protection from malaria, and slave-shipments to America; to India, higher education, curry and samosas; to Japan, tempura and firearms. Portugal entered the 21st century as the first European nation to have freed itself from communism, returned to democracy and set about rebuilding itself as a vital part of the new Europe. - Cover flap.

This book provides an overview and analysis of current and emerging trends of the use and development of the e-book. Readers will learn best practices to guide them in developing library policies and procedures involving the acquisition, purchase, collection development, cataloguing and retention of e-books.

Fantastic Beasts: The Crimes of Grindelwald is coming to theaters November 16, 2018! Explore the new film series and its connections to Harry Potter with this beautiful handbook! As Fantastic Beasts: The Crimes of Grindelwald breaks new ground, it's time to get up to speed on the films of J.K. Rowling's wizarding world! This handy handbook has everything fans need to sort hippogriffs from horcruxes, trace the lineage of the most noble wizarding families, explore the different wizarding governments, and study Hogwarts from the early 1900s on. This beautiful guide is the perfect deep dive into Harry Potter and Fantastic Beasts and how the two worlds are connected, complete with family trees, infographics, and more.

So many apps and so little time. How do you get to the best with a minimum of fuss? The Rough Guide to the Best Android Apps solves the problem. It reveals the 400 best free and paid for applications for smartphones and tablets in all categories. Whether its navigation or news, photography or productivity, games or utilities this book highlights the best Android apps available from the marquee names to the hidden gems. Discover now the 400 apps your Android device should be using.

"For nonwriters, it is a glimpse into the trials and satisfactions of a life spent with words. For writers, it is a warm, rambling, conversation with a stimulating and extraordinarily talented colleague." —Chicago Tribune From Pulitzer Prize-winning Annie Dillard, a collection that illuminates the dedication and daring that characterizes a writer's life. In these short essays, Annie Dillard—the author of *Pilgrim at Tinker Creek* and *An American Childhood*—illuminates the dedication, absurdity, and daring that characterize the existence of a writer. A moving account of Dillard's own experiences while writing her works, *The Writing Life* offers deep insight into one of the most mysterious professions.

Pay Attention Say Thank You is a delightful guide to living a happy life - full of joy, even when things aren't going so well. Learn how to live happily, more vibrantly, more creatively and more joyfully by practicing seven techniques, some as simple as paying attention, saying thank you and being quiet. Warm and engaging, this book addresses issues of forgiveness, fear, the need for quiet reflection or meditation and for gratitude. The author provides plenty of examples and exercises.

"Powerful and complex . . . [Karin] Slaughter gradually unspools her fascinating story, all the way up to its shocking conclusion."—Chicago Sun-Times In a small Georgia town, Detective Lena Adams is accused of a vicious murder. A hundred miles away, Police Chief Jeffrey Tolliver learns that his young detective has been arrested. And Jeffrey's wife, pediatrician and medical examiner Sara Linton, fighting a heartbreaking malpractice suit, is thrust into the center of a bizarre and murderous case. For Lena has fled to the place where she grew up, careening back through the shadows of her past. Now only Jeffrey and Sara can free Lena from the web of lies that has trapped her—as this powerful novel

paces toward its shattering climax and a final, unforgettable twist. Praise for Karin Slaughter and *Beyond Reach* "Will leave you breathless."—USA Today "Slaughter writes with a razor."—The Plain Dealer "Slaughter will have you on the edge of your seat."—Seattle Post-Intelligencer BONUS: This edition includes an excerpt from Karin Slaughter's *Unseen*.

This handy guide helps you make the most of your Kobo e-reader Kobo e-readers put the world's largest bookstore right in your hands, and this convenient little book shows you how to take full advantage of everything your Kobo has to offer. Covering both the Kobo WiFi and Kobo Touch models, it gets you started if you're new to e-readers, shows you how to maximize your reading experience with Kobo, and helps you shop for and download e-books. Popular author Corey Sandler, a pioneer in computer journalism, even provides a section full of tips, tricks, and troubleshooting techniques. Kobo is a global leader in the e-reader industry, with more than 2.2 million books available including more than a million free books This book covers all the basics as well as some of Kobo's lesser-known features Includes tips for making the e-reader experience more enjoyable, advice on shopping, and guidance on syncing your device Features troubleshooting advice and a list of 100 free books Kobo eReaders For Dummies, Portable Edition is the book to read before using your new e-reader!

The CMC Rope Rescue Technician Manual is the standard text for many fire departments, rescue teams and training programs across the country. The sixth edition reflects the latest advances in technology, equipment and procedures available to rescue professionals. Its concise style clearly sequences and describes the elements of rope rescue in a way that is both detailed and easy to understand. Well-drawn diagrams depict each recommended stage of rope rescue operations. The result is a very useful tool for rescue professionals at every skill level. CMC has been an innovator in the emergency services industry for over 40 years. In 1978 Jim Frank endeavored to make rescue safer and more efficient by founding California Mountain Company (later CMC Rescue, now CMC), a company that sourced and supplied specialized life safety equipment to the rescue community. Today, CMC is a globally recognized, employee-owned company that proudly manufactures many products in our ISO-certified Santa Barbara facility, and provides specialized education and training for rescue and rope access professionals. CMC recommends that all rope technicians seek qualified, hands-on instruction from a trusted source. The CMC School provides this type of training with a focus on learning-by-doing. Open enrollment and custom courses are available worldwide. For more information on CMC or the CMC School, visit cmcpro.com.

Calibre is an ebook library manager. It can view, convert and catalog ebooks in most of the major ebook formats. It can also talk to many ebook reader devices. It can go out to the Internet and fetch metadata for your books. It can download newspapers and convert them into ebooks for convenient reading. It is cross platform, running on Linux, Windows and OS X.

Expand your skills for laying out and formatting documents and eBooks deployed for screen viewing on computers, tablets, and smart phones. The book covers how to add interactivity to reflowable and fixed layout eBooks, interactive PDF documents, and take advantage of Adobe's new Publish Online (Preview). Tips, techniques, and workarounds offer you a comprehensive view at adding interactivity to any kind of document and deploy them on social media and web sites. Learn essential skills for composing documents in Adobe InDesign, how to work with styles, format text and graphics,

work with rich media, create multi-state objects, hyperlinks, and animations. What You'll Learn: Set up documents for interactive digital publishing Create Animations in InDesign Build and work with Multi-State Objects Construct video masks and work with rich media
 Host interactive documents on Facebook and other social media sites
 Who This Book Is For
 Graphic designers, book designers, and publishers

"The brainchild of ... pilots Nancy Love and Jacqueline Cochran, the Women Airforce Service Pilots (WASP) gave women ... a chance to serve their country--and to prove that women aviators were just as skilled as men. While not authorized to serve in combat, the WASP helped train male pilots for service abroad, and ferried bombers and pursuits across the country. Thirty-eight WASP would not survive the war. But even taking into account these tragic losses, Love and Cochran's social experiment seemed to be a resounding success--until, with the tides of war turning, Congress clipped the women's wings"--Publisher marketing.

Annotation An arsenal of study aids for anyone preparing to take the CompTIA A+ certification exams, this book is the industry standard in terms of measuring a technician's hardware and software knowledge. The topics covered include managing hardware, IT troubleshooting and maintenance, networking, and more.

The #1 New York Times bestseller. Over 4 million copies sold! Tiny Changes, Remarkable Results No matter your goals, Atomic Habits offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to:

- make time for new habits (even when life gets crazy);
- overcome a lack of motivation and willpower;
- design your environment to make success easier;
- get back on track when you fall off course; ...and much more.

Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

When a troubled and mysterious woman turns up at Paul Hutchings' Baja hotel, his thoughts are thrown back to a time when his own life lay in shambles. As he observes Sandra's struggle to find her way through an unnamed grief, he revisits the losses that threatened to break him. Seven years earlier, after losing a career-changing acting role, the love of his life, and in middle age, his hair, Paul was set adrift until an old friend extended a lifeline, and Paul embarked on a journey which dra-

matically altered the course of his life. As he left his home in the UK and travelled to Australia, the United States, to Canada, and finally to Mexico, Paul's journey evolved from running to seeking. A prequel to the women's fiction/romance novel House of the Blue Sea, *Becoming Pablo* is a story of finding one's true self amid the rubble of a life.

"Filled with fabulously British banter, wit, and heart, this delightful book is one of my must-read rom-coms of the year." - Evie Dunmore, USA Today bestselling author of *Portrait of a Scotsman* "Virginia Heath's fun characters and situations will have you laughing out loud! Don't miss this wonderful read!" - Sabrina Jeffries, New York Times bestselling author The first in a new historical rom-com series, a handsome earl hires a fake fiancée to keep his matchmaking mother at bay, but hilarity ensues when love threatens to complicate everything. The last thing Hugh Standish, Earl of Fareham, ever wants is a wife. Unfortunately for him, his mother is determined to find him one, even from across the other side of the ocean. So Hugh invents a fake fiancée to keep his mother's matchmaking ways at bay. But when Hugh learns his interfering mother is on a ship bound for England, he realizes his complicated, convoluted but convenient ruse is about to implode. Until he collides with a beautiful woman, who might just be the miracle he needs. Minerva Merriwell has had to struggle to support herself and her two younger sisters ever since their feckless father abandoned them. Work as a woodcut engraver is few and far between, and the Merriwell sisters are nearly penniless. So when Hugh asks Minerva to pose as his fiancée while his mother is visiting, she knows that while the scheme sounds ludicrous, the offer is too good to pass up. Once Minerva and her sisters arrive at Hugh's estate, of course nothing goes according to his meticulous plan. As hilarity and miscommunication ensue while everyone tries to keep their tangled stories straight, Hugh and Minerva's fake engagement starts to turn into a real romance. But can they trust each other when their relationship started with a lie? The first book in the Merriwell Sisters series, *Never Fall for Your Fiancée* is a hilarious, sparkling historical romantic comedy from Virginia Heath.

This guide provides step-by-step instructions on how to find and download free eBooks online. You will also learn how to download eBooks using your eReader. Additionally, several quick start guides are included for the following eReaders and eReader applications: - Amazon Kindle - Amazon Kindle Reader for PC - Amazon Kindle Reader for Android - Barnes and Noble Nook - Barnes and Noble Nook Color - Kobo - Sony Reader Daily Edition - iBooks Application for Apple iPad and iPhone In this guide, you will also find a list of the 21 best websites for downloading free eBooks. Some of the websites include: - Project Gutenberg - Internet Text Archive - Google Books - Arthur's Classic Novels - MobileRead Uploads

Presents a tale of a precarious friendship between an illegal Nigerian refugee and a recent widow from suburban London, a story told from the alternating and disparate perspectives of both women. I am the author of eight books -- three paperbacks and eight ebooks. Overall I have been successful in getting my books published and sold. However, I have made mistakes and learned some valuable lessons along the way. This book is far from a complete resource on how to write, publish and market your books. The purpose of my book is to share with you my insights and experiences based on my mistakes and lessons learned. In doing so, my hope is to save you time and money and make your publishing experience less onerous, more enjoyable and hopefully profitable. For example, do you know that in many countries there is a national organization that collects fees from organiza-

tions (e.g. schools, government) for the right to copy published works? These fees are then passed on to the registered authors/publishers. Note: The operating processes and eligibility requirements of these organizations vary from country to country.

The definitive Sybex guide to A+ certification, fully updated for the latest exams The CompTIA A+ Complete Study Guide, Fourth Edition is your ultimate preparation guide for Exams 220-1001 and 220-1002. Covering 100 percent of the objectives for both exams, this book gets you up to speed on essential A+ knowledge and skills. Master the critical competencies associated with hardware and software, system maintenance, troubleshooting, connectivity, and more—with practical examples drawn from real-world experience, you'll develop the skill set employers demand in today's IT environment. End-of-chapter reviews help you gauge your progress and stay on track for success, while exam highlights give you a sneak preview of what to expect on the big day. You also get access to the Sybex online test bank, featuring electronic flashcards, a searchable glossary, and 4 practice exams to help you study from anywhere, any time—track your progress and test your understanding with interactive study tools. CompTIA A+ certification is the industry-leading standard for IT professionals. Hundreds of companies require their computer technicians to hold this valuable credential. Now in its fourth edition, this revised and updated study guide includes expanded coverage of virtualization and cloud computing, mobile hardware installation, network security, and more, to reflect the latest changes in the A+ exam. Providing all the information you need to earn your A+ certification, this invaluable resource will help you: Master the basics of hardware, software, and peripherals Understand and troubleshoot network connectivity issues Install and configure Windows, iOS, Android, Apple OSX, and Linux operating systems The CompTIA A+ Complete Study Guide, Fourth Edition arms you with the tools and knowledge necessary to take your skills to the next level. Whether a first-time candidate or IT professional in need of recertification, this essential study guide will help you prepare, practice, and pass with minimal burden and maximum results.

A candid and practical guide to the new frontier of brain customization Dozens of books promise to improve your brain function with a gimmick. Lifestyle changes, microdosing, electromagnetic stimulation: just one weird trick can lightly alter or dramatically deconstruct your brain. In truth, there is no one-size-fits-all shortcut to the ideal mind. Instead, the way to understand cognitive enhancement is to think like a tailor: measure how you need your brain to change and then find a plan that suits it. In *The Tailored Brain*, Emily Willingham explores the promises and limitations of well-known and emerging methods of brain customization, including prescription drugs, diets, and new research on the power of your "social brain." Packed with real-life examples and checklists that allow readers to better understand their cognitive needs, this is the definitive guide to a better brain.

Never leave home without a good book in hand again – it's easy with an eReader! No more packing a suitcase full of books to read on your beach vacation or lugging a heavy bag of magazines with you to visit the grandkids – your eReader holds them all. Lightweight and ultraportable, eReaders have become one of the most popular gadgets in your technology toolbox, and this one-of-a-kind *For Dummies* guide is filled with the know-how you need to become savvy with your eReader. From changing preferences and navigating to downloading books and magazines, you'll be ready to enjoy

your eReader in no time. Decisions, decisions – discover common eReader features, learn different ways to navigate your device, and sync all your gadgets Start shopping – download your old favorites, find new eBooks to explore, and get fantastic free books to read Mine all mine – customize your eReader settings, change fonts and type sizes, and adjust the lighting Spread your knowledge – share your eBooks with family and friends, and rate and review your recent reads Wait, there's more – go beyond the world of eBooks and subscribe to a newspaper or fill your eReader with your own files Open the book and find: Explanations of different eBook file formats Tips for using touchscreen devices Advice on powering up your eReader and managing battery life How to connect through WiFi Accessories that are worth having Websites to visit for more eBook information Ten differences between a paper book and eBook

The authors of the international bestseller *Business Model Generation* explain how to create value propositions customers can't resist *Value Proposition Design* helps you tackle the core challenge of every business – creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell. Using the same stunning visual format as the authors' global bestseller, *Business Model Generation*, this sequel explains how to use the "Value Proposition Canvas" to design, test, create, and manage products and services customers actually want. *Value Proposition Design* is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it's for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won't work. You'll learn the simple process of designing and testing value propositions, that perfectly match customers' needs and desires. In addition the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your work, learn from peers, and download pdfs, checklists, and more. *Value Proposition Design* is an essential companion to the "Business Model Canvas" from *Business Model Generation*, a tool embraced globally by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more. *Value Proposition Design* gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models."

If you are interested in this book, I presume you have written a book or plan to write one, and are thinking of self-publishing it. If so, this is the place to start. If you self-publish a non-fiction book of interest to a defined target market, or a book of fiction for people who read the genre you have produced, you can begin to promote it to interested readers. I have sold close to 10,000 books. So while I'm no E.L. James (author of the originally self-published *50 Shades of Grey*), I am a happy and profitable self-published author. Perhaps you can become one too. Having said that, your desire to self-publish may not be all about book sales. You may be looking to write a book to give to family and friends. You may be looking to gain the credibility that publishing a book gives a speaker or workshop leader. You may have other reasons for publishing your book. No matter your reason, this book will answer many of your self-publishing questions, point you in the right direction and get you started. In short, as the title says, this book will help you produce, price and promote your self-published book.