Seo For Beginners Fasterbook 2017

Well known technology executive and angel investor Elad Gil has worked with high growth tech companies like Airbnb, Twitter, Google, Instacart, Coinbase, Stripe, and Square as they've grown from small companies into global brands. Across all of these break-out companies, a set of common patterns has evolved into a repeatable playbook that Gil has codified in High Growth Handbook. Covering key topics including the role of the CEO, managing your board, recruiting and managing an executive team, M&A, IPOs and late stage funding rounds, and interspersed with over a dozen interviews with some of the biggest names in Silicon Valley including Reid Hoffman (LinkedIn), Marc Andreessen (Andreessen Horowitz), and Aaron Levie (Box), High Growth Handbook presents crystal clear guidance for navigating the most complex challenges that confront leaders and operators in high-growth startups. In what Reid Hoffman, cofounder of LinkedIn and co-author of the #1 NYT bestsellers The Alliance and The Startup of You calls "a trenchant guide," High Growth Handbook is the playbook for turning a startup into a unicorn.

As one of today's most influential business thinkers, Seth Godin helps his army of fans stay focused, stay connected, and stay dissatisfied with the status quo, the ordinary, the boring. His books, blog posts, magazine articles, and speeches have inspired countless entrepreneurs, marketing people, innovators, and managers around the world. Now, for the first time, Godin has collected the most provocative short pieces from his pioneering blog—ranked #70 by Feedster (out of millions published) in worldwide readership. This book also includes his most popular columns from Fast Company magazine, and several of the short e-books he has written in the last few years. A sample: • Bon Jovi And The Pirates • Christmas Card Spam • Clinging To Your Job Title? • How Much Would You Pay to Be on Oprah's Show? • The Persistence of Really Bad Ideas • The Seduction of "Good Enough" • What Happens When It's All on Tape? • Would You Buy Life Insurance at a Rock Concert? Small is the New Big is a huge bowl of inspiration that you can gobble in one sitting or dip into at any time. As Godin writes in his introduction: "I guarantee that you'll find some ideas that don't work for you. But I'm certain that you're smart enough to see the stuff you've always wanted to do, buried deep inside one of these riffs. And I'm betting that once inspired, you'll actually make something happen."

Conscious Millionaire provides a revolutionary approach to building and growing a business. In the book, the author introduces a new universal model that helps entrepreneurs, business owners, managers, and leaders grow their companies while achieving their higher purpose in life. Groundbreaking in its formula, this step-by-step approach combines raising one's consciousness with a bottom-line methodology to building a business. Conscious Millionaire is about creating wealth in ways that are honest, provide high value, and will have a positive impact on todays society.

The DNA of business has changed. Forever. You can blame technology, smartphones, social media, online shopping and everything else, but nothingchanges this reality: we are in a moment of business purgatory. So, what are you going to do about it? Mitch Joel, one of the world's leading experts in new media, warns that the time has come to CTRL ALT DELETE. To reboot and to start re-building your business model. If you don't, Joel warns, not only will your company begin to slide backwards, but you may find yourself unemployable within five years. That's a very strong warning, but in his new book, CTRL ALT DELETE, Joel explains the convergence of five key movements that have changed business forever. The movements have already taken place, but few businesses have acted on them. He outlines what you need to know to adapt right now. He also points to the seven triggers that will help you take advantage of these game-changing factors to keep you employable as this new world of business unfolds. Along the way, Joel introduces his novel concept of "squiggle" which explains how you can learn to adapt your personal approach to your career, as new technology becomes the norm. In short, this is not a book about "change management" but rather a book about "changing both you AND your business model."

When you provide a service you believe in-one with the power to change lives for the better-you'll approach your work with a sense of joy. The business side of things, however, might be a different story. Most of us weren't taught how to run a business when we learned our craft, so a few years in, you might be short on clients and light on revenue. The thought of marketing yourself to attract new business feels like a step outside of integrity you don't want to make. It doesn't have to be this way, though.When you learn how to communicate your value to the world, everything changes. In None of Your Business, Shawn Dill and Lacey Book share strategies on marketing, sales, mindset, and entrepreneurship that will help you reach more people, grow your business, and create the lifestyle you've always dreamed about. You'll see that adding new clients is about sharing your heart and learn that success is not about taking from the world, but rather giving back what you get to support those who supported you.

How long does it take for your website to load? Web performance is just as critical for small and medium-sized websites as it is for massive websites that receive tons of hits. Before you pour money and time into rewriting your code or replacing your infrastructure, first consider a reverse-caching proxy server like Varnish. With this practical book, you'll learn how Varnish can give your website or API an immediate performance boost. Varnish mimicks the behavior of your webserver, caches its output in memory, and serves the result directly to clients without having to access your webserver. If you're a web developer familiar with HTTP, this book helps you master Varnish basics, so you can get up and running in no time. You'll learn how to use the Varnish Configuration Language and HTTP best practices to achieve faster performance and a higher hit rate. Understand how Varnish helps you gain optimum web performance Use HTTP to

improve the cache-ability of your websites, web applications, and APIs Properly invalidate your cache when the origin data changes Optimize access to your backend servers Avoid common mistakes when using Varnish in the wild Use logging and debugging tools to examine the behavior of Varnish

A WALL STREET JOURNAL BESTSELLER As Alexis Ohanian learned when he helped to co-found the immensely popular reddit.com, the internet is the most powerful and democratic tool for disseminating information in human history. And when that power is harnessed to create new communities, technologies, businesses or charities, the results can be absolutely stunning. In this book, Alexis will share his ideas, tips and even his own doodles about harnessing the power of the web for good, and along the way, he will share his philosophy with young entrepreneurs all over the globe. At 29, Ohanian has come to personify the dorm-room tech entrepreneur, changing the world without asking permission. Within a couple of years of graduating from the University of Virginia, Ohanian did just that, selling reddit for millions of dollars. He's gone on to start many other companies, like hipmunk and breadpig, all while representing Y Combinator and investing in over sixty other tech startups. WITHOUT THEIR PERMISSION is his personal guidebook as to how other aspiring entrepreneurs can follow in his footsteps.

Visual Social Media Marketing is changing the way that we communicate online. This book will show you exactly how to harness the explosive growth of visual sites and social networks to get results for your business. Over the past few years, the web has become very crowded and social networks are even more cluttered. Visual images have emerged as an effective way to break through the clutter and reach your audience online. It isn't just about social media or social networks either. If you want your website or any of your online content to be shared or travel through the web, images should be at the forefront of your strategy. This book will share with you WHY images are so important as well as HOW to create a comprehensive image strategy for your business online. In addition, we'll also cover the key image tools and sites that can help your business grow. The tools that we'll cover in the book are: -Instagram: a leading mobile phone social network and image creation site -Image creation: strategies and tools to create amazing images Infographics: one of the best ways to share your story -Pinterest: the visual social sharing site that is taking the social media world by storm You will finish this book with not only a strategic understanding, but also a tactical plan for how you can grow your business by using visuals.

?This book undertakes to marry the concepts of "Concept Mapping" with a "Design Thinking" approach in the context of business analysis. While in the past a lot of attention has been paid to the business process side, this book now focusses information quality and valuation, master data and hierarchy management, business rules automation and business semantics as examples for business innovation opportunities. The book shows how to take "Business Concept Maps" further as information models for new IT paradigms. In a way this books redefines and extends

business analysis towards solutions that can be described as business synthesis or business development. Business modellers, analysts and controllers, as well as enterprise information architects, will benefit from the intuitive modelling and designing approach presented in this book. The pragmatic and agile methods presented can be directly applied to improve the way organizations manage their business concepts and their relationships. "This book is a great contribution to the information management community. It combines a theoretical foundation with practical methods for dealing with important problems. This is rare and very useful. Conceptual models that communicate business reality effectively require some degree of creative imagination. As such, they combine the results of business analysis with communication design, as is extensively covered in this book." Dr. Malcolm Chisholm, President at AskGet.com Inc. "Truly understanding business requirements has always been a major stumbling block in business intelligence (BI) projects. In this book, Thomas Frisendal introduces a powerful technique—business concept mapping—that creates a virtual mind-meld between business users and business analysts. Frisendal does a wonderful explaining and demonstrating how this tool can improve the outcome of BI and other development projects ." Wayne Eckerson, executive director, BI Leadership Forum

You read a book, you recommend it to a friend. That friend tells another friend. And another... until the book becomes this year's word-of-mouth sensation. This is the first to analyze the power of the 'pass-it-on' phenomenon, introducing us to the architects of the mightily efficient, money-spinning model known as the Viral Loop - the secret behind some of the most successful businesses in recent history. Outfits such as Google, eBay, Flickr and Facebook all employ the model at their core; all have seen their stock valuations skyrocket within years of forming. The genius lies in the model's reliance on replication: what's the point of using Facebook if none of your friends can see your profile, or using Flickr if you can't share your photos? Where's the joy in posting a video on YouTube if no one watches it? In creating a viral product that people want, need and desire, growth can, and will, take care of itself. Find out why the Loop will catch us all up, sooner rather than later...

As a web designer, you encounter tough choices when it comes to weighing aesthetics and performance. Good content, layout, images, and interactivity are essential for engaging your audience, and each of these elements have an enormous impact on page load time and the end-user experience. In this practical book, Lara Hogan helps you approach projects with page speed in mind, showing you how to test and benchmark which design choices are most critical. To get started, all you need are basic HTML and CSS skills and Photoshop experience. Topics include: The impact of page load time on your site, brand, and users Page speed basics: how browsers retrieve and render content Best practices for optimizing and loading images How to clean up HTML and CSS, and optimize web fonts Mobile-first design with performance goals by breakpoint Using tools to measure performance as your site evolves Methods for shaping an organization's performance culture

Out-innovate, outsmart and outmaneuver your competitors with tactics from the CEO of TrendHunter.com, Jeremy Gutsche. In our world of chaos and change, what are you overlooking? If you knew the answer, you'd be a better innovator, better manager, and better investor. This book will make you better by teaching you how to overcome neurological traps that block successful people, like you, from realizing your full

potential. Then, it will make you faster by teaching you 6 patterns of opportunity: Convergence, Divergence, Cyclicality, Redirection, Reduction and Acceleration. Each pattern you'll learn is a repeatable shortcut that has created fortunes for ex-criminals, reclusive billionaires, disruptive CEOs and ordinary people who unexpectedly made it big. In an unparalleled study of 250,000 ideas, Jeremy and his TrendHunter.com team have leveraged their 100,000,000 person audience to study what actually causes opportunity: data-driven research that was never before possible. The result is a series of frameworks battle-tested with several hundred brands, and top executives at some of the most successful companies in the world who rely on Jeremy to accelerate their hunt for ideas. Better and Faster will help you learn to see patterns and clues wherever you look that will put you on the smarter, easier path to finding those breakthrough ideas, faster.

Performance is critical to the success of any web site, and yet today's web applications push browsers to their limits with increasing amounts of rich content and heavy use of Ajax. In this book, Steve Souders, web performance evangelist at Google and former Chief Performance Yahoo!, provides valuable techniques to help you optimize your site's performance. Souders' previous book, the bestselling High Performance Web Sites, shocked the web development world by revealing that 80% of the time it takes for a web page to load is on the client side. In Even Faster Web Sites, Souders and eight expert contributors provide best practices and pragmatic advice for improving your site's performance in three critical categories: JavaScript—Get advice for understanding Ajax performance, writing efficient JavaScript, creating responsive applications, loading scripts without blocking other components, and more. Network—Learn to share resources across multiple domains, reduce image size without loss of quality, and use chunked encoding to render pages faster. Browser—Discover alternatives to iframes, how to simplify CSS selectors, and other techniques. Speed is essential for today's rich media web sites and Web 2.0 applications. With this book, you'll learn how to shave precious seconds off your sites' load times and make them respond even faster. This book contains six guest chapters contributed by Dion Almaer, Doug Crockford, Ben Galbraith, Tony Gentilcore, Dylan Schiemann, Stoyan Stefanov, Nicole Sullivan, and Nicholas C. Zakas.

Do you know what a murder hole is? &break;Or why a chimera is three times worse than most monsters? &break;What would be better for storming castles, a trebuchet or a kopesh? &break;&break;To find the answers to these questions, you need this fascinating guide to transport yourself to fantasy's mysterious worlds. Featuring an introduction by mega-best-selling author Terry Brooks, the Writer's Complete Fantasy Reference reveals the facts behind the fantasy, giving you the details you need to make your fiction vibrant, captivating and original. &break;&break;From classic medieval witchcraft to ancient Mesoamerican civilizations, every chapter will spark your creativity. An invaluable resource, it will also help you fill your writing with inventive new ideas rooted in accurate descriptions of the world's most intriguing legends, folklore and mysticism. &break;&break;Take this guide, venture into the fantastic, and create magical realms alive with detail. Great stories await you!

"A must-read for anyone interested in moving from inspiration to action." —Cal Newport, author of So Good They Can't Ignore You Most of us fill our days with frantic activity, bouncing from task to task, scrambling to make deadlines and chase the next

promotion. But by the end of each day we're often left wondering if any of it really mattered. We feel the ticking of the clock, but we're unsure of the path forward. Die Empty is a tool for people who aren't willing to put off their most important work for another day. Todd Henry explains the forces that lead to stagnation and introduces practices that will keep you on a true and steady course. The key is embracing the idea that time is finite, so you should focus on the unique contribution to the world that only you can make. Henry shows how to sustain your enthusiasm, push through mental barriers, and unleash your best work each day.

Quality management. Process mapping. Speed to production. In the past 50 years, a rigorous, measurement-based methodology called Six Sigma has brought production management to previously unimaginable levels of success and sophistication. Top corporations such as Motorola and GE have built their reputations, products, and revenues using this approach. Indeed, Six Sigma has found widespread application in every significant industry and business-except marketing and sales. In Sales and Marketing the Six Sigma Way, sales and quality guru Michael Webb shows how to blend marketing and sales efforts with the cutting-edge methods of Six Sigma to boost their bottom lines. With Webb's book as a guide, readers learn to engineer rapid routes to customer value, accurately predict future revenue, and ensure return on investment for their projects. In Sales and Marketing the Six Sigma Way, you will:* Find out why "the usual fixes" for sales problems don't work* Meet executives who have used Six Sigma to imrpove marketing and sales results* See the pitfalls that await the unwary when applying process improvement in sales* Learn how to introduce Six Sigma to sales and marketing professionals* Discover through examples and cases how to manage sales as a process Webb walks readers through several Six Sigma sales and marketing projects from start to finish, highlighting the tools, decisions, and results that made them successful. He shows the practical methods managers use to translate process improvement principles to the human world of selling and marketing. With his dual background in sales and marketing management and in quality improvement, Webb speaks clearly to readers in both disciplines. This makes Sales and Marketing the Six Sigma Way,the indispensible guide for sales and marketing professionals who want to excel in today's business environment, and for quality improvement experts who want to help them.

Even Faster Web SitesPerformance Best Practices for Web Developers"O'Reilly Media, Inc." Offers six sample business models and thirty case studies to help build and monetize a business.

Summary Web Performance in Action is your companion guide to making websites faster. You'll learn techniques that speed the delivery of your site's assets to the user, increase rendering speed, decrease the overall footprint of your site, as well as how to build a workflow that automates common optimization techniques. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology Nifty features, hip design, and clever marketing are great, but your website will flop if visitors think it's slow. Network conditions can be unpredictable, and with today's sites being bigger than ever, you need to set yourself apart from the competition by focusing on speed. Achieving a high level of performance is a combination of front-end architecture choices, best practices, and some clever sleight-of-hand. This book will demystify all these topics for you. About the Book Web Performance in Action is your guide to making fast websites. Packed with "Aha!" moments and critical details, this book teaches you how to create performant websites the right

way. You'll master optimal rendering techniques, tips for decreasing your site's footprint, and technologies like HTTP/2 that take your website's speed from merely adequate to seriously fast. Along the way, you'll learn how to create an automated workflow to accomplish common optimization tasks and speed up development in the process. What's Inside Foolproof performance-boosting techniques Optimizing images and fonts HTTP/2 and how it affects your optimization workflow About the Reader This book assumes that you're familiar with HTML, CSS, and JavaScript. Many examples make use of Git and Node.js. About the Author Jeremy Wagner is a professional front-end web developer with over ten years of experience. Foreword by Ethan Marcotte. Table of Contents Understanding web performance Using assessment tools Optimizing CSS Understanding critical CSS Making images responsive Going further with images Faster fonts Keeping JavaScript lean and fast Boosting performance with service workers Fine-tuning asset delivery Looking to the future with HTTP/2 Automating optimization with gulp

Poetry. George Franklin studied poetry at Harvard with Elizabeth Bishop, Robert Lowell, and Robert Fitzgerald. His poems have appeared in a number of magazines, and in two anthologies, First Flowering: The Best of The Harvard Advocate, and Roof: Poems From the Naropa Institute. THE FALL OF MISS ALASKA is his first book of poems.

Performance is critical to the success of any website, and help with using today's new tools is key. In this remarkable guide, 32 leading web performance experts offer practical tips, techniques, and advice for optimizing your site's user experience. Originally written for an online calendar, this collection of articles will inspire you to squeeze every ounce of performance from your site—whether you're a web developer, mobile developer, or web designer. Check the table of contents and you'll be convinced. In order of appearance, Web Performance Daybook authors include: Patrick Meenan Nicholas Zakas Guy Podjarny Stoyan Stefanov Tim Kadlec Brian Pane Josh Fraser Steve Souders Betty Tso Israel Nir Marcel Duran Éric Daspet Alois Reitbauer Matthew Prince Buddy Brewer Alexander Podelko Estelle Weyl Aaron Peters Tony Gentilcore Matthew Steele Bryan McQuade Tobie Langel Billy Hoffman Joshua Bixby Sergey Chernyshev JP Castro Pavel Paulau David Calhoun Nicole Sullivan James Pearce Tom Hughes-Croucher Dave Artz

Is Responsive Web Design (RWD) slowing your site down? It doesn't have to. With this concise book, you'll learn practical techniques for improving performance with RWD, including a default set of guidelines you can use as an easy starting point. Web performance researcher and evangelist Guy Podjarny walks you through several existing solutions for dealing with RWD performance problems, and offers advice for choosing optimizations that will be most useful for your needs. RWD performance problems stem from excessive downloads of resources, including images, JavaScript and CSS, and HTML—downloads designed to let your web application adapt to different screen sizes. Podjarny presents a series of increasingly larger-scope solutions to each issue, including client-side techniques and RESS (Responsive + Server Side Components). Address performance issues by starting with Podjarny's default guidelines Use a JavaScript image loader and an image transcoding service to create Responsive Images Reduce JavaScript and CSS downloads with asynchronous scripts, conditional loading, and multi-viewport CSS Prioritize resources to avoid excess content in RWD and defer the load of any content that's not critical Explore server-side Adaptive Delivery and RESS solutions as an alternative to "pure" RWD Guy Podjarny, or Guypo for short, is the Chief Technology Officer (CTO) of Akamai's Web Experience business unit.

What if one moment changed everything? A story that will make you believe in love, fate, and maybe even magic. For fans of "The Fault in Our Stars" meets "Ready Player One" Mahlorie hates her braces. And who cares what she looks like anyway? Her dad, a travelling magician, and mom, a famous romance author, constantly harp on the importance of appearance, something her best friend Shai sure understands. But when Mal has a near-death experience

and can suddenly hear a boy's voice in her head, life takes a turn for the weird. He can hear her too. How did her braces become transmitters? And who is this boy she just might be falling in love with? This magical coming-of-age tale of mystery and self-discovery, and love and friendship, makes the impossible become all too real... "It's cute and funny and a good, clean read for YA." –5 Star Review "Engle tends to make a common literary trope into a page-turner, because she is not afraid of the weird." –5 Star Review "The smooth prose, clever plot twists will snag middle-schoolers. Adult readers will marvel at how Engle so clearly channels teens." –5 Star Review

High-quality images have an amazing power of attraction. Just add some stunning photos and graphics to your website or app and watch your user engagement and conversion numbers climb. It can be tricky, but with this practical guide, you'll master the many facets of delivering high performance images on the internet—without adversely affecting site performance. You'll learn the nuts and bolts of color theory, image formats, storage and management, operations delivery, browser and application behavior, the responsive web, and many other topics. Ideal for developers, this book also provides useful tips, tricks, and practical theory for processing and displaying powerful images that won't slow down your online product. Explore digital image theory and the different formats available Dive into JPEGs, SVG and vector images, lossless compression, and other formats Use techniques for downloading and rendering images in a browser, and for loading images on mobile devices and cellular networks Examine specific rendering techniques, such as lazy loading, image processing, image consolidation, and responsive images Take responsive images to the next level by using content negotiation between browser and server with the Client Hints HTTP standard Learn how to operationalize your image workflow Contributors include Colin Bendell, Tim Kadlec, Yoav Weiss, Guy Podjarny, Nick Doyle, and Mike McCall from Akamai Technologies.

Today's brands face an apparent choice between two evils: continue betting on their increasingly ineffective advertising or put blind faith in the supposedly mystical power of social media, where "likes" stand in for transactions and a mass audience is maddeningly elusive. There has to be a better way . . . As Lennon and McCartney wrote a half century ago, money can't buy you love. But in today's world, where people have become desensitized-even disillusioned-by ad campaigns and marketing slogans, that maxim needs an update: Money can't even buy you like.

The bestselling classic that launched 10,000 startups and new corporate ventures - The Four Steps to the Epiphany is one of the most influential and practical business books of all time. The Four Steps to the Epiphany launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while existing companies execute them. The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, The Four Steps helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book. Packed with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your

business for success. If your organization is starting a new venture, and you're thinking how to successfully organize sales, marketing and business development you need The Four Steps to the Epiphany. Essential reading for anyone starting something new. The Four Steps to the Epiphany was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

In recent years, developing a value proposition has become a prime consideration for businesses. A value proposition is an analysis and quantified review of the business benefits, costs and value that a company can deliver to prospective customers and customer segments. Creating and Delivering your Value Proposition provides guidance for business leaders - demonstrating why having a strong value proposition is so important for a company. This practical new title shows readers how to build, deliver and harness value propositions to create profitable growth for a business, by utilizing the experience of clients and customers. Featuring global case studies and examples, Creating and Delivering your Value Proposition is an essential guide to understanding and developing a value-focused strategy for all senior practitioners.

Introducing the global mind-set changing the way we do business. In this fascinating book, global entrepreneurship expert Daniel Isenberg presents a completely novel way to approach business building—with the insights and lessons learned from a worldwide cast of entrepreneurial characters. Not bound by a western, Silicon Valley stereotype, this group of courageous and energetic doers has created a global and diverse mix of companies destined to become tomorrow's leading organizations. Worthless, Impossible, and Stupid is about how enterprising individuals from around the world see hidden value in situations where others do not, use that perception to develop products and services that people initially don't think they want, and ultimately go on to realize extraordinary value for themselves, their customers, and society as a whole. What these business builders have in common is a contrarian mind-set that allows them to create opportunities and succeed where others see nothing. Amazingly, this process repeats itself in one form or another countless times a day all over the world. From Albuquerque to Islamabad, you will travel with Isenberg to discover unusual yet practical insights that you can use in your own business. Meet the founders of Grameenphone in Bangladesh, PACIV in Puerto Rico, Sea to Table in New York, Actavis in Iceland, Studio Moderna in Slovenia, Hartwell Metals in Hong Kong and Southeast Asia, Given Imaging in Israel, WildChina in China, and many others. You'll be moved by the stories of these plucky start-ups—many of them fueled by adversity and, more often than not, by necessity. Great stories, stunning successes, crushing failures—they're all here. What can we, in the East and West, learn from them? What can you learn—and what will these entrepreneurial stories, so compellingly told, inspire you to do? Let this book open doors for you where you once saw only walls. If you've ever felt the urge to

turn a glimmer of an idea into something extraordinary, these stories are for you. "The most powerful and instructive change manual you'll ever read. It will persuade and inspire you to change your business, your work, and maybe your life." —Daniel H. Pink, bestselling author of A Whole New Mind In Practically Radical, William C. Taylor, the New York Times bestselling co-author of Mavericks at Work offers a refreshing, rigorous new look at pragmatic ways to shake things up and make positive change in difficult times. Anything but your typical business book, Practically Radical is a must-own for small business owners and CEOs, for managers at all levels, and innovators and entrepreneurs of every stripe.

The role of electrical signalling in the control of endocrine secretions by the brain has been clear for many years. Recently, the influences of hormones on synthetic events in neuroendocrine cells have raised new questions concerning the peptides released from such neurons. This volume concentrates on the relation between these two fields and asks how electrical action potentials facilitate secretion of substances from nerve cells which control endocrine events. While stimulus-secretion coupling has been studied extensively in other physiological contexts, this is the first treatment of the phenomenon in an exclusively neuroendocrine setting.

From Amos Schwartzfarb, serial entrepreneur and veteran Managing Director of Techstars Austin comes the elemental, essential, and effective strategy that will help any startup identify, build, and grow their customers from day 1 Most startups fail because they can't grow revenue early or quickly enough. Startup CEOs will tell you their early missteps can be attributed to not finding their product market fit early enough, or at all. Founders overspend time and money trying to find product-market fit and make false starts, follow the wrong signals, and struggle to generate enough revenue to scale and raise funding. And all the while they never really knew who their customers were, what product they really needed, and why they needed it. But it doesn't have to be this way, and founders don't need to face it alone. Through expert guidance and experienced mentorship, every startup can avoid these pitfalls. The ultimate guide for building and scaling any startup sales organization, Sell More Faster shares the proven systems, methods, and lessons from Managing Director of Techstars Austin and sales expert Amos Schwartzfarb. Hear from founders of multi-million-dollar companies and CEOs who learned firsthand with Techstars, the leading mentorship-driven startup accelerator and venture capital firm that has invested in and mentored thousands of companies, collectively representing billions of dollars in funding and market cap. Schwartzfarb, and the Techstars Worldwide Network of more than 10,000 mentors do one thing better than anyone: help startup entrepreneurs succeed. They know how to sell, how to hire people who know how to sell, and how to use sales to gain venture funding—and now you can, too. Sell More Faster delivers the critical strategies and guidance necessary to avoid and manage the hazards all startups face and beat the odds. This

valuable resource delivers: A comprehensive playbook to identify product market direction and product market fit Expert advice on building a diverse sales team and how to identify, recruit, and train the kinds of team members you need Models and best practices for sales funnels, pricing, compensation, and scaling A roadmap to create a repeatable and measurable path to find product-market fit Aggregated knowledge from Techstars leaders and industry experts Sell More Faster is an indispensable guide for entrepreneurs seeking product-market fit, building their sales team, developing a growth strategy, and chasing accelerated, sustained selling success.

Doz and Kosonen ask the question, Why do some companies fail to adapt to change, while others thrive on change, disruption, and discontinuity? This book shows business owners how to develop strategic agility, so that a company is always up-to-speed and ahead of their competitors.

Today, millions of websites rely on WordPress - from personal sites to the very largest organizations. Now, with WordPress Explained, you can build and run a great WordPress website, blog, or content management system -- even if you're an absolute beginner. Top WordPress trainer Stephen Burge has taught thousands of WordPress and web newcomers: nobody knows more about guiding you up the WordPress learning curve. You'll master WordPress hands-on, through a complete case study, crystal-clear screenshots, simple explanations, and on-target analogies, all extensively tested with real WordPress beginners. Burge walks you through installing WordPress, mastering the Dashboard, creating your site, adding content, controlling users, enforcing security, building out links, managing comments and discussion forums, posting via email, testing performance, adding powerful additional site features, optimizing your site for search engines -- even selling products through your site. Throughout, he focuses on what you really need to know, and skips the arcane WordPress tasks and features that would only get in your way. WordPress Explained is visual, intuitive, packed with hands-on practice exercises, and backed with online videos to help you learn even more, even faster. If you're busy and non-technical... if you want to learn WordPress and have fun doing it... if you like direct hands-on learning more than abstract theory... this is the WordPress guide you've been searching for!

Most startups don't fail because they can't build a product. Most startups fail because they can't get traction. Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but Traction is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building a successful company is hard. For every startup that grows to the point where it can go public or be profitably acquired, hundreds of others sputter and die. Smart entrepreneurs know that the key to success isn't the originality of your offering, the brilliance of your team, or how much money you raise. It's how consistently you can grow and acquire new customers (or, for a free service, users). That's called traction, and it makes everything else easier—fund-raising, hiring, press, partnerships, acquisitions. Talk is cheap, but traction is hard evidence that you're on the right path. Traction will teach you the nineteen channels you can use to build a customer base, and how to pick the right ones for your business. It draws on inter-views with more than forty successful founders, including Jimmy Wales (Wikipedia), Alexis Ohanian (reddit), Paul English (Kayak), and Dharmesh Shah (HubSpot). You'll learn, for example, how to: ·Find and use offline ads and other channels your competitors probably aren't using ·Get targeted media coverage that will help you reach more customers ·Boost the effectiveness of your email marketing campaigns by automating staggered sets of prompts and updates ·Improve your search engine rankings and advertising through online tools and research Weinberg and Mares know that there's no one-size-fits-all

solution; every startup faces unique challenges and will benefit from a blend of these nineteen traction channels. They offer a three-step framework (called Bullseye) to figure out which ones will work best for your business. But no matter how you apply them, the lessons and examples in Traction will help you create and sustain the growth your business desperately needs.

Are you running retrospectives regularly? Perhaps you run retrospectives once a week, or fortnightly. Do you feel like you could be getting more out of your retrospectives and fuelling continuous improvement in your teams? You may already find retrospectives valuable, but suspect there are ways of making them better.This book condenses down eight years of experience working with the retrospective practice within the context of real agile teams. It offers you practice advice on how to make your retrospectives even more effective including topics such as: Best methods to prepare for a retrospective Picking just the right materials Facilitating retrospectives with ease Dealing with common retrospective smells Retrospectives in different contexts including distributed, large and small groups A checklist for preparation Ensuring retrospectives result in change

Chapter 8. Debugging h2; Web Browser Developer Tools; Chrome Developer Tools; Firefox Developer Tools; Debugging h2 on iOS Using Charles Proxy; Debugging h2 on Android; WebPagetest; OpenSSL; OpenSSL Commands; nghttp2; Using nghttp; curl; Using curl; h2i; Wireshark; Summary; Chapter 9. What Is Next?; TCP or UDP?; QUIC; TLS 1.3; HTTP/3?; Summary; Appendix A. HTTP/2 Frames; The Frame Header; DATA; DATA Frame Fields; DATA Frame Flags; HEADERS; HEADERS Frame Fields; HEADERS Frame Flags; PRIORITY; PRIORITY Frame Fields; RST_STREAM; SETTINGS; SETTINGS Parameters; PUSH_PROMISE

You know your product is awesome-but does anybody else? Successfully connecting your product with consumers isn't a matter of following trends, comparing yourself to the competition or trying to attract the widest customer base. So what is it? April Dunford, positioning guru and tech exec, is here to enlighten you.

Practical techniques for applying neuroscience and behavior research to attract new customers Brainfluence explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. With quick and easy takeaways offered in 60 short chapters, this book contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums. This scientific approach to marketing has helped many well-known brands and companies determine how to best market their products to different demographics and consumer groups. Brainfluence offers short, easy-to-digest ideas that can be accessed in any order. Discover ways for brands and products to form emotional bonds with customers Includes ideas for small businesses and non-profits Roger Dooley is the creator and publisher of Neuromarketing, the most popular blog on using brain and behavior research in marketing, advertising, and sales Brainfluence delivers the latest insights and research, giving you an edge in your marketing, advertising, and sales efforts.

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