

## Aso App Store Optimization Gabe Kwakyi Medium

Describes the LISP programming language, and covers basic procedures, data, and modularity

One of the major challenges in the world is to provide clean water and sanitation for all. With 3% fresh water reserves in the earth, there are more than 1 billion people who still lack access to clean drinking water. The declining water quality has not only reduced the life expectancy of humans, but it has also contributed to the deleterious negative impacts on aquatic/marine life, flora, fauna and the ecosystem. However, with rapid technological advancements and the availability of advanced scientific instruments, there has been substantial improvement in the design and operation of water and wastewater treatment systems. Recently, these sustainable eco-technologies have been designed and operated to offer the following advantages: (i) a smaller footprint, (ii) less maintenance, (iii) >99% removal of contaminants, (iv) provides the option for resource recovery, (v) less energy consumption, (vi) minimal use of chemicals, and (vii) less investment and operational costs. This book highlights the technologies used for the removal of pollutants such as dyes, uranium, cyanotoxins, faecal contamination and P/N compounds from water environments, and shows that ecotechnologies are becoming more and more important and playing critical role in removing a wide variety of organic and inorganic pollutants from water. In Focus – a book series that showcases the latest accomplishments in water research. Each book focuses on a specialist area with papers from top experts in the field. It aims to be a vehicle for in-depth understanding and inspire further conversations in the sector.

Great copy is the heart and soul of the advertising business. In this practical guide, legendary copywriter Joe Sugarman provides proven guidelines and expert advice on what it takes to write copy that will entice, motivate, and move customers to buy. For anyone who wants to break into the business, this is the ultimate companion resource for unlimited success.

This title looks at water availability and water demand in various sectors, estimating the water gap today and through the year 2050. It presents a methodology to prioritise options to bridge the water gap, using the marginal cost of water approach.

Enlightening and accessible, The Principles of Clinical Cytogenetics constitutes an indispensable reference for today's physicians who depend on the cytogenetics laboratory for the diagnosis of their patients.

Sterile Drug Products: Formulation, Packaging, Manufacturing, and Quality teaches the basic principles of the development and manufacture of high quality sterile dosage forms. The author has 38 years of experience in the development and manufacture of sterile dosage forms including solutions, suspensions, ophthalmics and freeze dried products. This book is based on the courses he has delivered for over three decades, to over 3000 participants, and is intended to remain relevant for the indefinite future even as new technologies and new applications of old technologies become common. This is an ideal reference book for those working directly and indirectly with sterile dosage forms, be it product development (formulation, package, process, analytical), manufacturing, quality control, quality assurance, regulatory, purchasing, or project management. This book is also intended as an educational resource for the pharmaceutical and biopharmaceutical industry and pharmacy schools, providing basic knowledge

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and principles in four main areas of parenteral science and technology: Product development, including formulation, packaging, and process development. Manufacturing, including basic teaching on all the primary unit operations involved in preparation of sterile products and the underlying importance of contamination control. Quality and regulatory, including the application of good manufacturing practice regulations, aseptic processing guidelines, and unique quality control testing methods for the sterile dosage form Clinical aspects, including administration, potential hazards, and biopharmaceutics of sterile products in a clinical setting.

The growth of internet access and the entry of smartphones into everyday life has provided a revolutionary way for consumers to interact with businesses throughout the tourist industry. As a result, numerous companies are utilizing techniques and concepts designed to communicate directly with potential clientele all over the world. Digital Marketing Strategies for Tourism, Hospitality, and Airline Industries provides innovative insights into how digital marketing can influence the consumer relationship at every stage of the tourism process and features emerging tools and techniques to establish better connections with consumers. The content within this publication examines topics such as branding strategies, social media, and influencer marketing for maximum content exposure. This information is designed for marketing managers, executives, event planners, tour developers, hotel managers, airline managers, program directors, advertisers, restaurateurs, students, business professionals, and researchers. Are you always looking for a way to do more, be more, reach that ultimate place of super productivity only to find that life continually gets in the way of your best intentions? Do you wonder where you can possibly find time for long peaceful early morning rituals to boost your productivity to the next level? Do you struggle against procrastinating and find that hours every week can magically disappear into the abyss of social media and YouTube? Do you set out everyday to have the most productive day of your life only to end the day convinced that you are somehow lacking the skills or the secrets to do so? Then you are part of the Lazy Bastard Club. The Lazy Bastard will show you not one but multiple paths to productivity and more importantly how to make peace with and tame the incessant urge to procrastinate. Follow the author's own journey and struggle to become a productive person and fight procrastination. This book is a mix of storytelling, relatable analogies that are simple to understand and productivity tips that can be adapted to real life. Learn how to overcome challenges by learning how to fight Mike Tyson, embracing the art of stepping on Lego, and accept and embrace procrastination while taming the Lazy Bastard we all have inside us. The goal of this book is not to make you a more productive person but to show you how you have all the tools already to achieve more, do more, to enable you to have the most productive time of your life, without feeling like crap if you don't. If you've ever thought, "There must be more to life than this," The Art of Non-Conformity is for you. Based on Chris Guillebeau's popular online manifesto "A Brief Guide to World Domination," The Art of Non-Conformity defies common assumptions about life and work while arming you with the tools to live differently. You'll discover how to live on your own terms by exploring creative self-employment, radical goal-setting, contrarian travel, and embracing life as a constant adventure. Inspired and guided by Chris's own story and those of others who have pursued unconventional lives, you can devise your own plan for world domination-and make the world a better place at the same time.

## Download Ebook Aso App Store Optimization Gabe Kwakyi Medium

ASO experts Moritz Daan and Gabe Kwakyi have partnered to write a complete guide to App Store Optimization (ASO). The book is based on the ASO Stack framework that shows how the different elements of ASO are linked and how to successfully implement them. This book is your go-to resource for App Store Optimization (ASO) in the Apple App Store and Google Play Store. Learn from the pros how to identify better keywords, improve conversion rate, and manage the other factors necessary to increase your app's downloads. This book is great for anyone practicing ASO, from beginners who have just had their first app approved, to seasoned ASO professionals looking to stay up-to-date on the cutting edge of ASO. Get the 400 page book and learn the secrets to App Store Optimization

In June 2019, the Committee on the Judiciary initiated a bipartisan investigation into the state of competition online, spearheaded by the Subcommittee on Antitrust, Commercial and Administrative Law. As part of a top-to-bottom review of the market, the Subcommittee examined the dominance of Amazon, Apple, Facebook, and Google, and their business practices to determine how their power affects our economy and our democracy. Additionally, the Subcommittee performed a review of existing antitrust laws, competition policies, and current enforcement levels to assess whether they are adequate to address market power and anticompetitive conduct in digital markets. Over the course of our investigation, we collected extensive evidence from these companies as well as from third parties—totaling nearly 1.3 million documents. We held seven hearings to review the effects of market power online—including on the free and diverse press, innovation, and privacy—and a final hearing to examine potential solutions to concerns identified during the investigation and to inform this Report's recommendations. A year after initiating the investigation, we received testimony from the Chief Executive Officers of the investigated companies: Jeff Bezos, Tim Cook, Mark Zuckerberg, and Sundar Pichai. For nearly six hours, we pressed for answers about their business practices, including about evidence concerning the extent to which they have exploited, entrenched, and expanded their power over digital markets in anticompetitive and abusive ways. Their answers were often evasive and non-responsive, raising fresh questions about whether they believe they are beyond the reach of democratic oversight. Although these four corporations differ in important ways, studying their business practices has revealed common problems

In the years between 1848 and 1918, the Habsburg Empire was an intensely pluricultural space that brought together numerous “nationalities” under constantly changing – and contested – linguistic regimes. The multifaceted forms of translation and interpreting, marked by national struggles and extensive multilingualism, played a crucial role in constructing cultures within the Habsburg space. This book traces translation and interpreting practices in the Empire's administration, courts and diplomatic service, and takes account of the “habitualized” translation carried out in everyday life. It then details the flows of translation among the Habsburg crownlands and between these and other European languages, with a special focus on Italian–German exchange. Applying a broad concept of “cultural translation” and working with sociological tools, the book addresses the mechanisms by which translation and interpreting constructs cultures, and delineates a model of the Habsburg Monarchy's “pluricultural space of communication” that is also applicable to other multilingual settings. Published with the support of the Austrian Science Fund (FWF)  width=300

The status of grammaticalization has been the subject of many controversial discussions. The contributions to *What makes Grammaticalization?* approach the prevalent phenomenon from the angle of language structure and focus on the interrelation between the levels of phonology, pragmatics (inference), discourse and the lexicon and some of them try to integrate the areal perspective. A wealth of data from Slavonic languages as well as from languages of other genetic and areal affiliation is discussed. The book is of interest to linguists specializing in grammaticalization, lexicalization and morphological typology, to language typologists as well as to functional, historical and

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cognitive linguists.

KwangBin Baek

With contributions by numerous experts

A beginner's guide to building fully functioning web applications from scratch using the latest features of ASP.NET Core 3 and C# 8 Key Features Get to grips with the new features and APIs in ASP.NET Core 3, EF Core 3, and Blazor Create web APIs that integrate your applications with other systems and services Learn to deploy your web applications in new environments such as the cloud and Docker containers Book Description ASP.NET Core is an open source framework from Microsoft that makes it easy to build highly efficient and dynamic cross-platform web applications. Updated for the latest features of ASP.NET Core 3, this second edition will equip you with the skills you need to build powerful web applications. The book starts with an introduction to ASP.NET Core and its features, giving you a complete understanding of the framework. You will also learn how to set up your development environment with Visual Studio 2019 and build a fully functioning application from scratch. You'll then understand core concepts for building web applications such as Model View Controller (MVC), dependency injection, and WebSockets. As you advance, you'll discover how to use Entity Framework Core 3 to automate all database-related activities for your application. You will then build and document secure web APIs using security best practices to protect your web applications from threats and vulnerabilities. Finally, you will learn how to use Azure DevOps as a CI/CD tool to deploy and monitor your applications using Microsoft Azure, Amazon Web Services (AWS), and Docker. By the end of this book, you'll have the skills you need to develop efficient and robust web applications in ASP.NET Core 3. What you will learn Delve into basic and advanced ASP.NET Core 3 concepts with the help of examples Build an MVC web application and use Entity Framework Core 3 to access data Add web APIs to your web applications using RPC, REST, and HATEOAS Create a fully automated continuous integration and continuous delivery (CI/CD) pipeline using Azure DevOps Use Azure, Amazon Web Services, and Docker to deploy and monitor your applications Secure your web application from common attacks such as Cross-Site Scripting and SQL injection Explore client-side development using C# Razor components Who this book is for This book is for developers who want to build modern web applications with ASP.NET Core. The book will also be helpful for anyone working in infrastructure engineering and operations to monitor and diagnose problems during the runtime of ASP.NET Core 3.0 web applications. Although no prior understanding of ASP.NET or .NET Core is required, basic C# programming knowledge is assumed.

Make Your Business Idea Come True. Imagine if you had the ability to know precisely what your customers want, and built a business around it. What if you could minimise the risk of failure when starting something of your own? What if you could act on your idea today and build it into a revenue-generating business? Written by a cohort of successful startup founders, mentors, business strategists and intrapreneurs from around the world, this book answers the question: what is the secret to building products that customers really love and willingly pay for? In this book, you'll learn: —Why you should (or shouldn't) act on your idea NOW —How to develop the mindset of a fearless entrepreneur with a strong sense of purpose —How to make better decisions when outcomes are uncertain, using the DM Canvas and the mental time travel technique —Why you should not spend your time and resources in search of investor funding, but instead delay investments as much as possible —How to design and build products with high chances of success in the real world

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(instead of speculating and failing) —How the "Innovator's Canvas" can help you build a flexible and robust business model —How to tell your story to get the attention of your customers —How to create valuable IP, not just patents to show in your pitch deck —BONUS: Be remarkable and stand out from your competition —BONUS: How you can build a culture of fearless innovation Each idea is unique, but there is a universal process to innovate. Buy this book to test your idea, unleash the entrepreneurial spirit within you and make your idea happen!

Mobile Marketing provides an in-depth hardware and software review of mobile technology - including mobile platforms, app development, social media and location-based services - and information on how to exploit the software to boost marketing, communications and advertising strategies. It explains the dynamics between the key players and how these forces are shaping future developments in terms of service provision, media integration and content strategy. Supported by in-depth case studies such as Sony, L'Oreal and Ernst & Young which illustrate the potential pitfalls and rewards of mobile marketing initiatives, Mobile Marketing shows how our new mobile lifestyle can be a rewarding environment for those businesses willing to embrace new technology and, with imagination and creativity, develop mobile marketing strategies that can win customers, boost brand awareness, raise profile and increase profits.

Computational optimization is an important paradigm with a wide range of applications. In virtually all branches of engineering and industry, we almost always try to optimize something - whether to minimize the cost and energy consumption, or to maximize profits, outputs, performance and efficiency. In many cases, this search for optimality is challenging, either because of the high computational cost of evaluating objectives and constraints, or because of the nonlinearity, multimodality, discontinuity and uncertainty of the problem functions in the real-world systems. Another complication is that most problems are often NP-hard, that is, the solution time for finding the optimum increases exponentially with the problem size. The development of efficient algorithms and specialized techniques that address these difficulties is of primary importance for contemporary engineering, science and industry. This book consists of 12 self-contained chapters, contributed from worldwide experts who are working in these exciting areas. The book strives to review and discuss the latest developments concerning optimization and modelling with a focus on methods and algorithms for computational optimization. It also covers well-chosen, real-world applications in science, engineering and industry. Main topics include derivative-free optimization, multi-objective evolutionary algorithms, surrogate-based methods, maximum simulated likelihood estimation, support vector machines, and metaheuristic algorithms. Application case studies include aerodynamic shape optimization, microwave engineering, black-box optimization, classification, economics, inventory optimization and structural optimization. This graduate level book can serve as an excellent reference for lecturers, researchers and students in computational science, engineering and industry.

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This book offers a comprehensive account of the nature and development of political communication in Africa. In light of the growing number of African states now turning towards democratic rule, as well as the growing utilization of information technologies in Africa, the contributors examine topics such as: the role of social media in politics, strategic political communication, political philosophy and political communication, Habermas in Africa, gender and political communication, image dilemma in Africa, and issues in political communication research in Africa, and identify the frontiers for future research on political communication in Africa.

From the creator of the ASO 2018 Learn App Store Optimization (extremely shrunk-down version was distributed for free, Amazon has the full version) and many other "black hat", "grey hat", and "white hat" posts, the general public can now have access to the most hidden ASO tactics. This book is purely educational. I strongly believe that in the new digital era, sharing of information will encourage collaboration which will eventually promote growth and the need of advancement. The establishment will also help app developers to become more aware of and understand what can be done in the digital world so they can make informed decisions on their apps. If you find this book useful, please help me by sharing it with your friends and colleagues. Special thanks to my mentor Gabriel Machuret of ASO Agency!

Our love affair with the digital interface is out of control. We've embraced it in the boardroom, the bedroom, and the bathroom. Screens have taken over our lives. Most people spend over eight hours a day staring at a screen, and some "technological innovators" are hoping to grab even more of your eyeball time. You have screens in your pocket, in your car, on your appliances, and maybe even on your face. Average smartphone users check their phones 150 times a day, responding to the addictive buzz of Facebook or emails or Twitter. Are you sick? There's an app for that! Need to pray? There's an app for that! Dead? Well, there's an app for that, too! And most apps are intentionally addictive distractions that end up taking our attention away from things like family, friends, sleep, and oncoming traffic. There's a better way. In this book, innovator Golden Krishna challenges our world of nagging, screen-based bondage, and shows how we can build a technologically advanced world without digital interfaces. In his insightful, raw, and often hilarious criticism, Golden reveals fascinating ways to think beyond screens using three principles that lead to more meaningful innovation. Whether you're working in technology, or just wary of a gadget-filled future, you'll be enlightened and entertained while discovering that the best interface is no interface.

I am an independent mobile app entrepreneur just like you, and I wrote this book to teach you all my strategies for how to: - Get 100,000s of downloads from mobile app store marketing - Save money by doing your own ASO (search engine optimization SEO for Android and the Apple App stores) better than most consultants you might consider hiring - Create an app marketing strategy outside the app stores by getting press coverage and learning how to promote an app using

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social media and social sharing - Make money with effective app store monetization to help you maximize your app revenue with subscriptions, in-app purchases, publishing effective ads, selling affiliate products and other strategies used by successful mobile app businesses - Create a successful mobile app business I wrote this book with all my heart and soul. The book draws on my own years of experience building top apps in my niche, promoting apps, making money with my apps, and then coaching other app entrepreneurs on how they can make turn their mobile apps into successful businesses. So you, my dear reader, are hopefully getting the best of all worlds. First, I have very deep hands on experience building and growing apps. Second, I have a wealth of experience coaching and observing other app entrepreneurs whose experiences and aspirations are probably very similar to yours. I share all that in this book. This is a very to the point book with many actionable tips and strategies for how to promote your mobile app (iPhone or Android), make money from your smartphone applications, and generally treat it as a real business. All suggestions in this book are based on my own experiences promoting my own problemio.com business apps which at the point of publication of this book have cumulative 500,000+ downloads, and helping over 100 other app entrepreneurs. I am an independent mobile application developer and mobile application entrepreneur just like you. I am not a multi-million dollar app development studio or a big company. If you are an independent app developer just like me, you can use the mobile application marketing strategies that I outline in this short book. Many of the strategies are simple and effective, and you can begin working on them as early as today. There are a total of over 20 strategies to promote your apps in the book. They all worked for my apps. Since all apps are different, you will have to see which of the strategies will work well for you. Most of the strategies should be effective for you. Get the book now, and become a pro at app store marketing (app store SEO which is otherwise known as ASO), and start increasing the downloads for your app as early as today!

Most startups end in failure. Almost every failed startup has a product. What failed startups don't have are enough customers. Traction Book changes that. We provide startup founders and employees with the framework successful companies use to get traction. It helps you determine which marketing channel will be your key to growth. "If you can get even a single distribution channel to work, you have a great business." -- Peter Thiel, billionaire PayPal founder The number one traction mistake founders and employees make is not dedicating as much time to traction as they do to developing a product. This shortsighted approach has startups trying random tactics -- some ads, a blog post or two -- in an unstructured way that will likely fail. We developed our traction framework called Bullseye with the help of the founders behind several of the biggest companies and organizations in the world like Jimmy Wales (Wikipedia), Alexis Ohanian (Reddit), Paul English (Kayak.com), Alex Pachikov (Evernote) and more. We interviewed over forty successful founders and researched countless more traction stories -- pulling out the repeatable tactics and strategies they used to get

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traction. "Many entrepreneurs who build great products simply don't have a good distribution strategy." -- Mark Andreessen, venture capitalist Traction will show you how some of the biggest internet companies have grown, and give you the same tools and framework to get traction.

Explains how to design, create, and market a successful application across any mobile platform, including iPhone, iPad, Android, and BlackBerry.

Does your business have an app? Then this book is your go-to resource for App Store Optimization (ASO) in the Apple App Store and Google Play Store. Maybe you need help identifying better keywords, or managing other factors to increase downloads. Or your app is already successful, but you're wondering how you might boost your efforts through conversion rate optimization. Rand Fishkin, the founder and former CEO of Moz, reveals how traditional Silicon Valley "wisdom" leads far too many startups astray, with the transparency and humor that his hundreds of thousands of blog readers have come to love. Everyone knows how a startup story is supposed to go: A young, brilliant entrepreneur has a cool idea, drops out of college, defies the doubters, overcomes all odds, makes billions, and becomes the envy of the technology world. This is not that story. It's not that things went badly for Rand Fishkin; they just weren't quite so Zuckerberg-esque. His company, Moz, maker of marketing software, is now a \$45 million/year business, and he's one of the world's leading experts on SEO. But his business and reputation took fifteen years to grow, and his startup began not in a Harvard dorm room but as a mother-and-son family business that fell deeply into debt. Now Fishkin pulls back the curtain on tech startup mythology, exposing the ups and downs of startup life that most CEOs would rather keep secret. For instance: A minimally viable product can be destructive if you launch at the wrong moment. Growth hacking may be the buzzword du jour, but initiatives can fizzle quickly. Revenue and growth won't protect you from layoffs. And venture capital always comes with strings attached. Fishkin's hard-won lessons are applicable to any kind of business environment. Up or down the chain of command, at both early stage startups and mature companies, whether your trajectory is riding high or down in the dumps: this book can help solve your problems, and make you feel less alone for having them.

This illustrated volume identifies the challenges and opportunities facing food and agriculture in the context of the 2030 Agenda, presents solutions for a more sustainable world and shows how FAO has been working in recent years to support its Member Nations in achieving the Sustainable Development Goals.

This book analyzes the effects of the latest technological advances in blockchain and artificial intelligence (AI) on business operations and strategies. Adopting an interdisciplinary approach, the contributions examine new developments that change the rules of traditional management. The chapters focus mainly on blockchain technologies and digital business in the "Industry 4.0" context, covering such topics as accounting, digitalization and use of AI in business operations and cybercrime. Intended for academics, blockchain experts, students and practitioners, the book helps business strategists design a path for future opportunities.

This volume, Mechanical Design: Theory and Methodology, has been put together over the past four years. Most of the work is



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ongoing as can be ascertained easily from the text. One can argue that this is so for any text or monograph. Any such book is only a snapshot in time, giving information about the state of knowledge of the authors when the book was compiled. The chapters have been updated and are representative of the state of the art in the field of design theory and methodology. It is barely over a decade that design as an area of study was revived, mostly at the behest of industry, government, and academic leaders. Professor Nam Suh, then the head of the Engineering Directorate at the National Science Foundation, provided much of the impetus for the needed effort. The results of early work of researchers, many of whom have authored chapters in this book, were fundamental in conceiving the ideas behind Design for X or DFX and concurrent engineering issues. The artificial intelligence community had a strong influence in developing the required computer tools mainly because the field had a history of interdisciplinary work. Psychologists, computer scientists, and engineers worked together to understand what support tools will improve the design process. While this influence continues today, there is an increased awareness that a much broader community needs to be involved.

### Advanced App Store Optimization Your Complete Guide to ASO

Does your business have an app? Then this book is your go-to resource for App Store Optimization (ASO) in the Apple App Store and Google Play Store. Maybe you need help identifying better keywords, or managing other factors to increase downloads. Or your app is already successful, but you're wondering how you might boost your efforts through conversion rate optimization. This 385-page book is the essential guide for developers and marketers looking to have their apps discovered.

Sentiment analysis and opinion mining is the field of study that analyzes people's opinions, sentiments, evaluations, attitudes, and emotions from written language. It is one of the most active research areas in natural language processing and is also widely studied in data mining, Web mining, and text mining. In fact, this research has spread outside of computer science to the management sciences and social sciences due to its importance to business and society as a whole. The growing importance of sentiment analysis coincides with the growth of social media such as reviews, forum discussions, blogs, micro-blogs, Twitter, and social networks. For the first time in human history, we now have a huge volume of opinionated data recorded in digital form for analysis. Sentiment analysis systems are being applied in almost every business and social domain because opinions are central to almost all human activities and are key influencers of our behaviors. Our beliefs and perceptions of reality, and the choices we make, are largely conditioned on how others see and evaluate the world. For this reason, when we need to make a decision we often seek out the opinions of others. This is true not only for individuals but also for organizations. This book is a comprehensive introductory and survey text. It covers all important topics and the latest developments in the field with over 400 references. It is suitable for students, researchers and practitioners who are interested in social media analysis in general and sentiment analysis in particular. Lecturers can readily use it in class for courses on natural language processing, social media analysis, text mining, and data mining. Lecture slides are also available online. Table of Contents: Preface / Sentiment Analysis: A Fascinating Problem / The Problem of Sentiment Analysis / Document Sentiment Classification / Sentence Subjectivity and Sentiment Classification /

Aspect-Based Sentiment Analysis / Sentiment Lexicon Generation / Opinion Summarization / Analysis of Comparative Opinions / Opinion Search and Retrieval / Opinion Spam Detection / Quality of Reviews / Concluding Remarks / Bibliography / Author Biography

The economic activity that drives growth in developing countries is heavily concentrated in cities. Catchphrases such as “metropolitan areas are the engines that pull the national economy” turn out to be fairly accurate. But the same advantages of metropolitan areas that draw investment also draw migrants who need jobs and housing, lead to demands for better infrastructure and social services, and result in increased congestion, environmental harm, and social problems. The challenges for metropolitan public finance are to capture a share of the economic growth to adequately finance new and growing expenditures and to organize governance so that services can be delivered in a cost-effective way, giving the local population a voice in fiscal decision making. At the same time, care must be taken to avoid overregulation and overtaxation, which will hamper the now quite mobile economic engine of private investment and entrepreneurial initiative. Metropolitan planning has become a reality in most large urban areas, even though the planning agencies are often ineffective in moving things forward and in linking their plans with the fiscal and financial realities of metropolitan government. A growing number of success stories in metropolitan finance and management, together with accumulated experience and proper efforts and support, could be extended to a broader array of forward-looking programs to address the growing public service needs of metropolitan-area populations. Nevertheless, sweeping metropolitan-area fiscal reforms have been few and far between; the urban policy reform agenda is still a long one; and there is a reasonable prospect that closing the gaps between what we know how to do and what is actually being done will continue to be difficult and slow. This book identifies the most important issues in metropolitan governance and finance in developing countries, describes the practice, explores the gap between practice and what theory suggests should be done, and lays out the reform paths that might be considered. Part of the solution will rest in rethinking expenditure assignments and instruments of finance. The “right” approach also will depend on the flexibility of political leaders to relinquish some control in order to find a better solution to the metropolitan finance problem.

Mobile Marketing Finding Your Customers No Matter Where They Are Use Mobile Marketing to Supercharge Brands, Sales, and Profits! Using brand-new mobile marketing techniques, you can craft campaigns that are more personal, targeted, immediate, measurable, actionable—and fun! Now, one of the field’s leading pioneers shows exactly how to make mobile marketing work for your business. Cindy Krum cuts through the hype, revealing what’s working—and what isn’t. She guides you through identifying the right strategies and tactics for your products, services, brands, and customers...avoiding overly intrusive, counterproductive techniques...and how to successfully integrate mobile into your existing marketing mix. Above all, Krum shows you how to effectively execute on your mobile marketing opportunities—driving greater brand awareness, stronger customer loyalty, more sales, and higher profits. Topics include Getting started fast with mobile marketing Understanding the international mobile marketing landscape Targeting and tracking the fast-changing mobile demographic Taking full advantage of the iPhone platform

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Leveraging mobile advertising, promotion, and location-based marketing Building micro-sites and mobile applications Performing search engine optimization for mobile sites and applications Building effective mobile affiliate marketing programs Integrating online and offline mobile marketing Avoiding mobile marketing spam, viruses, and privacy violations Previewing the future of mobile marketing

Fermented foods have been an important part of the human diet in many cultures for many centuries. Modern research, especially on the immune system, is revealing how these foods and their active ingredients impact human health. Handbook of Fermented Functional Foods presents the latest data on fermented food products, their production processes, an

Comprehensive and up-to-date information on Earth's most dominant year-to-year climate variation The El Niño Southern Oscillation (ENSO) in the Pacific Ocean has major worldwide social and economic consequences through its global scale effects on atmospheric and oceanic circulation, marine and terrestrial ecosystems, and other natural systems. Ongoing climate change is projected to significantly alter ENSO's dynamics and impacts. El Niño Southern Oscillation in a Changing Climate presents the latest theories, models, and observations, and explores the challenges of forecasting ENSO as the climate continues to change.

Volume highlights include: Historical background on ENSO and its societal consequences Review of key El Niño (ENSO warm phase) and La Niña (ENSO cold phase) characteristics Mathematical description of the underlying physical processes that generate ENSO variations Conceptual framework for understanding ENSO changes on decadal and longer time scales, including the response to greenhouse gas forcing ENSO impacts on extreme ocean, weather, and climate events, including tropical cyclones, and how ENSO affects fisheries and the global carbon cycle Advances in modeling, paleo-reconstructions, and operational climate forecasting Future projections of ENSO and its impacts Factors influencing ENSO events, such as inter-basin climate interactions and volcanic eruptions The American Geophysical Union promotes discovery in Earth and space science for the benefit of humanity. Its publications disseminate scientific knowledge and provide resources for researchers, students, and professionals.

If you're looking for a book that will provide you with a magic solution to all your problems, you can stop reading now. However, if you're trying to become more productive and make some changes in the routine machine that is your life, you have come to the right place. In Zero Excuses, you'll learn: Why we create excuses instead of working towards our goals How to lose everything in a couple of hours (and have the courage to start all over again) What you and Lionel Messi have in common How to become a chess champion (or die trying) The six ingredients of a successful plan You won't learn: How to be an absolutely successful, flawless human being How to be 100% free of excuses How to make a \$100k in a month "Gabriel Machuret made my life a living hell - and I cannot thank him enough. He tore down my fears and destroyed my limiting beliefs. Working with him is a hard and painful journey, but the results are life-changing." Jonny Nastor - HackTheEntrepreneur.com "Gabriel Machuret lets you in on his crazy journey over the last decade. Failed businesses, living in multiple countries, starting over, and the ups and down of what it takes to grind and try to survive. Funny, informative, and a great follow-along guide to help you along your life adventures."

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Marcin Teo - Entrepreneur

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