

## Interactive Project Management Pixels People And Process Voices That Matter

Learn step-by-step instructions for managing any project in a clean sequence of five classic phases—initiating, planning, executing, releasing, and closing. This book sets out clearly and engagingly which tasks need to be done and when, how, and why they need to be done. Each chapter on one of the five phases walks you through all the steps in that phase's workflow, which are laid out in a checklist attached to the chapter. The checklists are graphically supplemented by flow charts and swim lane diagrams. The master checklist serves as a map and tool for project managers to use in the real world to run projects and keep them on track. Senior project manager and PM mentor Melanie McBride understands the predicament of beginning and junior project managers: "You're at the edge of a tornado, bombarded by overly excited people offering you a Mission Impossible. Everywhere you look there are cool shiny things swirling around your head—the earnest coworker telling you to go agile, the software package promising a turnkey collaboration solution, the PMO with an arm-long list of required processes. So how do you avoid getting whacked in the head by that airborne Mac truck of a customer commit? Oh, and what exactly do you need to do to get those flying monkeys to shut up?" Project Management Basics slips the spinning project manager into the eye of the storm where things are quiet and it's easy to figure out what to do next using the author's detailed checklists and hard-headed advice. She shows that project management doesn't have to be "a chaotic hot mess, leaving you with an egg-beater hairdo." With McBride's book and checklists in hand, even first-time project managers can pull off controlled, flying-monkey-free projects. What You Will Learn See the essential duties of a project manager Master the project management life cycle in five phases Discover the what, when, how, and why of PM tasks presented in detailed steps Leverage checklists for optimum efficiency and throughput Adapt workflow controls to low-PM organizations Enhance PM with vogue methodologies without obscuring the basics Who This Book Is For Beginning and junior project managers seeking a concise, authoritative guide to the basics of project management, together with checklists, flow charts, and swim lane diagrams for immediate use in real-world projects.

The digital world is growing and changing at a rate that can seem overwhelming to those project managers who have to keep up with it to build customer-facing solutions and applications. It's rare for project managers working in this field to be provided with much direction or a process by which to carry out a project, and there has been almost nothing available specific to these types of projects in the literary marketplace. Digital Project Management: The Complete Step-by-Step Guide to a Successful Launch was developed to fill this gap by providing the knowledge, best practices, and proven steps to successfully manage digital projects from end-to-end and was created to be easily adaptable to different project types and technological advances.

Innovation Project Management Handbook provides organizational leaders and decision-makers with a cadre of agile, disciplined, and transformational tools and processes for improving innovation opportunity outcomes and achieving sustained innovation project success. The authors introduce new tools and processes developed over their decades of work i

In the third installment of her Scarlet Pimpernel stories, Baroness Orczy brings back Chauvelin, the French official unable to catch the Pimpernel in the first novel. This time he is more determined, more ruthless, and more devious. He plans to capture both the Pimpernel and his wife, threatening an entire town in the process. He has thought of every possibility, closed every loophole, anticipated every move of his arch-rival. It appears that at last the Pimpernel might have met his match. This book is part of the Standard Ebooks project, which produces free public domain ebooks.

Looks at the techniques of interactive design, covering such topics as 2D and 3D graphics, sound, computer vision, and geolocation.

Consumer health websites have garnered considerable media attention, but only begin to scratch the surface of the more pervasive transformations the Internet could bring to health and health care. Networking Health examines ways in which the Internet may become a routine part of health care delivery and payment, public health, health education, and biomedical research. Building upon a series of site visits, this book: Weighs the role of the Internet versus private networks in uses ranging from the transfer of medical images to providing video-based medical consultations at a distance. Reviews technical challenges in the areas of quality of service, security, reliability, and access, and looks at the potential utility of the next generation of online technologies. Discusses ways health care organizations can use the Internet to support their strategic interests and explores barriers to a broader deployment of the Internet. Recommends steps that private and public sector entities can take to enhance the capabilities of the Internet for health purposes and to prepare health care organizations to adopt new Internet-based applications.

For cavemouse Geronimo Stiltonoot, life is one prehistoric problem after another! It's the start of an exciting cavemice contest: a race to Boulder Bay and back! It's a dangerous route, but it will supply the village cheese maker with rare hot lava peppers, and there's a big cash prize. Trap teams up with Geronimo -- who has a lazy, slow, city autosaurus (the cavemice mode of transportation). Can they reach the finish line without going extinct on the way?

Actionable tools, processes and metrics for successfully managing innovation projects Conventional project management methods are oftentimes insufficient for managing innovation projects. Innovation is lost under the pre-determined scope and forecasted environments of traditional project management. There is tremendous pressure on organizations to innovate, and the project managers responsible for managing these innovation projects do not have the training or tools to do their jobs effectively.

Innovation Project Management provides the tools, insights, and metrics needed to successfully manage innovation projects—helping readers identify problems in their organization, conceive elegant solutions, and, when necessary, promote changes to their organizational culture. There are several kinds of innovation—ranging from incremental changes to existing products to wholly original processes that emerge from market-disrupting new technology—that possess different characteristics and often require different tools. Best-selling author and project management expert Harold Kerzner integrates innovation, project management, and strategic planning to offer students and practicing professionals the essential tools and processes to analyze innovation from all sides. Innovation Project Management deconstructs traditional project management methods and explains why and how innovation projects should be managed differently. This invaluable resource: Provides practical advice and actionable tools for effectively managing innovation projects Offers value-based project management metrics and guidance on how to establish a metrics management program Shares exclusive insights from project managers at world-class organizations such as Airbus, Boeing, Hitachi, IBM, and Siemens on how they manage innovation projects Explores a variety of types of innovation including co-creation, value-driven, agile, open versus closed, and more Instructors have access to PowerPoint lecture slides by chapter through the book's companion website Innovation Project Management: Methods, Case Studies, and Tools for Managing

Innovation Projects is an essential text for professional project managers, corporate managers, innovation team members, as well as students in project management, innovation and entrepreneurship programs.

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The Book of R is a comprehensive, beginner-friendly guide to R, the world's most popular programming language for statistical analysis. Even if you have no programming experience and little more than a grounding in the basics of mathematics, you'll find everything you need to begin using R effectively for statistical analysis. You'll start with the basics, like how to handle data and write simple programs, before moving on to more advanced topics, like producing statistical summaries of your data and performing statistical tests and modeling. You'll even learn how to create impressive data visualizations with R's basic graphics tools and contributed packages, like ggplot2 and ggvis, as well as interactive 3D visualizations using the rgl package. Dozens of hands-on exercises (with downloadable solutions) take you from theory to practice, as you learn: –The fundamentals of programming in R, including how to write data frames, create functions, and use variables, statements, and loops –Statistical concepts like exploratory data analysis, probabilities, hypothesis tests, and regression modeling, and how to execute them in R –How to access R's thousands of functions, libraries, and data sets –How to draw valid and useful conclusions from your data –How to create publication-quality graphics of your results Combining detailed explanations with real-world examples and exercises, this book will provide you with a solid understanding of both statistics and the depth of R's functionality. Make The Book of R your doorway into the growing world of data analysis.

In lively, mordantly witty prose, NegroPonte decodes the mysteries--and debunks the hype--surrounding bandwidth, multimedia, virtual reality, and the Internet, and explains why such touted innovations as the fax and the CD-ROM are likely to go the way of the BetaMax. "Succinct and readable. . . . If you suffer from digital anxiety . . . here is a book that lays it all out for you."--Newsday. This is a history of Eighteenth-Century Collections Online, a database of over 180,000 titles. Published by Gale in 2003 it has had an enormous impact on the study of the eighteenth century. Like many commercial digital archives, ECCO's continuing development obscures its precedents. This Element examines its prehistory as, first, a computer catalogue of eighteenth-century print, and then as a commercial microfilm collection, before moving to the digitisation and development of the interfaces to ECCO, as well as Gale's various partnerships and licensing deals. An essential aspect of this Element is how it explores the socio-cultural and technological debates around the access to old books from the 1930s to the present day: Stephen Gregg demonstrates how these contexts powerfully shape the way ECCO works to this day. The Element's aim is to make us better users and better readers of digital archives.

Stop to consider the culture of the 21st century: Each morning, you might hear a half-dozen ads on the radio before your feet touch the floor. Staggering out of bed, you'll pass brand logos on your clothing and in your bathroom. By the end of the day, hundreds — perhaps thousands — of marketing messages have targeted you. And yet so little is understood about how marketing affects our lives, our society, and our world. Enter Terry O'Reilly and Mike Tennant, the ad men behind The Age of Persuasion, the popular radio show broadcast on the Canadian Broadcasting Corporation and Sirius Radio. They have made it their mission to share the back-room story of modern marketing, entertaining asides and all. "Think of advertisers as millions of ants in a colony, each working hard and each with its own objective. Except that in this colony, every single ant is competing against the others. That's the ad business. Almost every ad you see, hear, and otherwise experience is competing for a piece of your imagination. And like any cross-section of humanity, the vast, worldwide advertising community is diverse: composed of geniuses and idiots, saints and buffoons, and everything in between." From the early players to the Mad Men of the 1960s and beyond, O'Reilly and Tennant offer insights into a rapidly evolving industry. Smart and funny, The Age of Persuasion provides an entertaining — and eye-opening — look at a world driven by marketing.

The quick way to learn Windows 10 This is learning made easy. Get more done quickly with Windows 10. Jump in wherever you need answers--brisk lessons and colorful screenshots show you exactly what to do, step by step. Discover fun and functional Windows 10 features! Work with the new, improved Start menu and Start screen Learn about different sign-in methods Put the Cortana personal assistant to work for you Manage your online reading list and annotate articles with the new browser, Microsoft Edge Help safeguard your computer, your information, and your privacy Manage connections to networks, devices, and storage resources

Provides information on designing easy-to-use interfaces.

"We finally have the definitive treatise on PyTorch! It covers the basics and abstractions in great detail. I hope this book becomes your extended reference document." —Soumith Chintala, co-creator of PyTorch Key Features Written by PyTorch's creator and key contributors Develop deep learning models in a familiar Pythonic way Use PyTorch to build an image classifier for cancer detection Diagnose problems with your neural network and improve training with data augmentation Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About The Book Every other day we hear about new ways to put deep learning to good use: improved medical imaging, accurate credit card fraud detection, long range weather forecasting, and more. PyTorch puts these superpowers in your hands. Instantly familiar to anyone who knows Python data tools like NumPy and Scikit-learn, PyTorch simplifies deep learning without sacrificing advanced features. It's great for building quick models, and it scales smoothly from laptop to enterprise. Deep Learning with PyTorch teaches you to create deep learning and neural network systems with PyTorch. This practical book gets you to work right away building a tumor image classifier from scratch. After covering the basics, you'll learn best practices for the entire deep learning pipeline, tackling advanced projects as your PyTorch skills become more sophisticated. All code samples are easy to explore in downloadable Jupyter notebooks. What You Will Learn Understanding deep learning data structures such as tensors and neural networks Best practices for the PyTorch Tensor API, loading data in Python, and visualizing results Implementing modules and loss functions Utilizing pretrained models from PyTorch Hub Methods for training networks with limited inputs Sifting through unreliable results to diagnose and fix problems in your neural network Improve your results with augmented data, better model architecture, and fine tuning This Book Is Written For For Python programmers with an interest in machine learning. No experience with PyTorch or other deep learning frameworks is required. About The Authors Eli Stevens has worked in Silicon Valley for the past 15 years as a software engineer, and the past 7 years as Chief Technical Officer of a startup making medical device software. Luca Antiga is co-founder and CEO of an AI engineering company located in Bergamo, Italy, and a regular contributor to PyTorch. Thomas Viehmann is a Machine Learning and PyTorch speciality trainer and consultant based in Munich, Germany and a PyTorch core developer. Table of Contents PART 1 - CORE PYTORCH 1 Introducing deep learning and the PyTorch Library 2 Pretrained

networks 3 It starts with a tensor 4 Real-world data representation using tensors 5 The mechanics of learning 6 Using a neural network to fit the data 7 Telling birds from airplanes: Learning from images 8 Using convolutions to generalize PART 2 - LEARNING FROM IMAGES IN THE REAL WORLD: EARLY DETECTION OF LUNG CANCER 9 Using PyTorch to fight cancer 10 Combining data sources into a unified dataset 11 Training a classification model to detect suspected tumors 12 Improving training with metrics and augmentation 13 Using segmentation to find suspected nodules 14 End-to-end nodule analysis, and where to go next PART 3 - DEPLOYMENT 15 Deploying to production

Sams Teach Yourself HTML, CSS and JavaScript All in One The all-in-one HTML, CSS and JavaScript beginner's guide: covering the three most important languages for web development. Covers everything beginners need to know about the HTML and CSS standards and today's JavaScript and Ajax libraries - all in one book, for the first time Integrated, well-organized coverage expertly shows how to use all these key technologies together Short, simple lessons teach hands-on skills readers can apply immediately By best-selling author Julie Meloni Mastering HTML, CSS, and JavaScript is vital for any beginning web developer - and the importance of these technologies is growing as web development moves away from proprietary alternatives such as Flash. Sams Teach Yourself HTML, CSS, and JavaScript All in One brings together everything beginners need to build powerful web applications with the HTML and CSS standards and the latest JavaScript and Ajax libraries. With this book, beginners can get all the modern web development knowledge you need from one expert source. Bestselling author Julie Meloni (Sams Teach Yourself PHP, MySQL and Apache All in One) teaches simply and clearly, through brief, hands-on lessons focused on knowledge you can apply immediately. Meloni covers all the building blocks of practical web design and development, integrating new techniques and features into every chapter. Each lesson builds on what's come before, showing you exactly how to use HTML, CSS, and JavaScript together to create great web sites.

Project management—it's not just about following a template or using a tool, but rather developing personal skills and intuition to find a method that works for everyone. Whether you're a designer or a manager, Project Management for Humans will help you estimate and plan tasks, scout and address issues before they become problems, and communicate with and hold people accountable.

"For years now, I've been running around preaching to anyone who'll listen that UX is something that everybody (not just UX people) needs to be doing. Dave has done an excellent job of explaining what developers need to know about UX, in a complete but compact, easy-to-absorb, and implementable form. Developers, come and get it!" —Steve Krug, author of Don't Make Me Think! A Common Sense Approach to Web Usability Master User Experience and Interaction Design from the Developer's Perspective For modern developers, UX expertise is indispensable: Without outstanding user experience, your software will fail. Now, David Platt has written the first and only comprehensive developer's guide to achieving a world-class user experience. Quality user experience isn't hard, but it does require developers to think in new ways. The Joy of UX shows you how, with plenty of concrete examples. Firmly grounded in reality, this guide will help you optimize usability and engagement while also coping with difficult technical, schedule, and budget constraints. Platt's technology-agnostic approach illuminates all the principles, techniques, and best practices you need to build great user experiences for the web, mobile devices, and desktop environments. He covers the entire process, from user personas and stories through wireframes, layouts, and execution. He also addresses key issues—such as telemetry and security—that many other UX guides ignore. You'll find all the resources and artifacts you need: complete case studies, sample design documents, testing plans, and more. This guide shows you how to Recognize and avoid pitfalls that lead to poor user experiences Learn the crucial difference between design and mere decoration Put yourself in your users' shoes—understand what they want (and where, when, and why) Quickly sketch and prototype user interfaces for easy refinement Test your sketches on real users or appropriate surrogates Integrate telemetry to capture the best possible usage information Use analytics to accurately interpret the data you've captured Solve unique experience problems presented by mobile environments Secure your app without compromising usability any more than necessary "Polish" your UX to eliminate user effort everywhere you can Register your product at [informit.com/register](http://informit.com/register) for convenient access to downloads, updates, and corrections as they become available.

Deliver an optimal user experience to all devices—including tablets, smartphones, feature phones, laptops, and large screens—by learning the basics of responsive web design. In this hands-on guide, UX designer Clarissa Peterson explains how responsive web design works, and takes you through a responsive workflow from project kickoff to site launch. Ideal for anyone involved in the process of creating websites—not just developers—this book teaches you fundamental strategies and techniques for using HTML and CSS to design websites that not only adapt to any screen size, but also use progressive enhancement to provide a better user experience based on device capabilities such as touchscreens and retina displays. Start with content strategy before creating a visual design Learn why your default design should be for the narrowest screens Explore the HTML elements and CSS properties essential for responsive web design Use media queries to display different CSS styles based on a device's viewport width Handle elements such as images, typography, and navigation Use performance optimization techniques to make your site lighter and faster

This 12-module CD-ROM library of print-based learning materials is designed for classroom training of developing country project managers responsible for overseeing the implementation of development and other projects. Each module includes performance-based instructional objectives; module and session outlines with a timetable of activities; scripted lectures with corresponding visuals; case studies, exercises, and solution sets with teaching notes; self-assessment questions and answers; and selected readings. The resource kit provides enough information and practice to instill a solid understanding of the principles of project implementation and an awareness of good practices.

An engaging, straightforward guide to Interactive Project Management and the value it can bring to companies and project teams \*Lean, flexible, and people-focused approach towards how to act and think. \*Brings process together with lessons on how to handle all the other stuff like meetings, pitches, inter-group dynamics and client expectations. \*Moves through the lifecycle of a project from proposal to launch. We--the digital geeks of the world--have to take responsibility for our own projects, processes and values. Creating a website or an app isn't the only goal. Finding and executing the right solution to our clients' problem is the goal. It's not about producing something, it's about producing the right thing. This book will be useful for everyone who works (or is going to work) on interactive projects because it's about more than tasks, steps and phases. It's a methodology and way to think about productive projects. The process is the right combination of detail and flexibility--robust enough to work, but simple enough to execute without over-administration or over-documentation.

Bad design is everywhere, and its cost is much higher than we think. In this thought-provoking book, authors Jonathan Shariat and Cynthia Savard Saucier explain how poorly designed products can anger, sadden, exclude, and even kill people who use them. The designers responsible certainly didn't intend harm, so what can you do to avoid making similar mistakes? *Tragic Design* examines real case studies that show how certain design choices adversely affected users, and includes in-depth interviews with authorities in the design industry. Pick up this book and learn how you can be an agent of change in the design community and at your company. You'll explore: Designs that can kill, including the bad interface that doomed a young cancer patient Designs that anger, through impolite technology and dark patterns How design can inadvertently cause emotional pain Designs that exclude people through lack of accessibility, diversity, and justice How to advocate for ethical design when it isn't easy to do so Tools and techniques that can help you avoid harmful design decisions Inspiring professionals who use design to improve our world Whether you are organising an important event or heading up a large team, running a project can be a daunting process. Spiralling costs and missed deadlines are part of everyday life for many project managers - in fact, more projects fail than succeed! But project management doesn't have to be this way. It is possible to manage projects that consistently meet deadlines and come in within budget. *Brilliant Project Management* shows you how. Drawing on over 30 years of experience, you'll discover how to ensure your projects succeed every time. In this new edition Barker & Cole have included a section highlighting valuable sources of information in the challenging world of project management, including their inside track on methods, training and professional associations. It's the ultimate guide to becoming a brilliant project manager. *Brilliant Outcomes Make a success of any project. Deliver on your promises. Save money, time and your sanity!*

*Interactive Project Management Pixels, People, and Process* New Riders

An Introduction to e-Business provides the contemporary knowledge of the key issues affecting the modern e-business environment and links theory and practice of management strategies relating to e-business. This book brings together the most cogent themes for an introduction to e-business and constitutes a valuable contribution to formalising common themes for teaching the subject in higher education. It brings together theoretical perspectives based on academic research and the application of e-business strategies. These concepts are further explored in the six case studies that follow the set chapters. This new textbook integrates the main themes to provide a complete picture of the key elements relevant to an introductory text in e-business. To fully appreciate the e-business environment it is necessary to understand the links between the different disciplines that come together to form

When Fortune Magazine estimated that 70% of all strategies fail, it also noted that most of these strategies were basically sound, but could not be executed. The central premise of *Strategic Project Management Made Simple* is that most projects and strategies never get off the ground because of adhoc, haphazard, and obsolete methods used to turn their ideas into coherent and actionable plans. *Strategic Project Management Made Simple* is the first book to couple a step-by-step process with an interactive thinking tool that takes a strategic approach to designing projects and action initiatives. *Strategic Project Management Made Simple* builds a solid platform upon four critical questions that are vital for teams to intelligently answer in order to create their own strong, strategic foundation. These questions are: 1. What are we trying to accomplish and why? 2. How will we measure success? 3. What other conditions must exist? 4. How do we get there? This fresh approach begins with clearly understanding the what and why of a project - comprehending the bigger picture goals that are often given only lip service or cursory reviews. The second and third questions clarify success measures and identify the risky assumptions that can later cause pain if not spotted early. The how questions - what are the activities, budgets, and schedules - comes last in our four-question system. By contrast, most project approaches prematurely concentrate on the how without first adequately addressing the three other questions. These four questions guide readers into fleshing out a simple, yet sophisticated, mental workbench called "the Logical Framework" - a Systems Thinking paradigm that lays out one's own project strategy in an easily accessible, interactive 4x4 matrix. The inclusion of memorable features and concepts (four critical questions, LogFrame matrix, If-then thinking, and Implementation Equation) make this book unique.

*Interaction Design* explores common pitfalls, effective workflows and innovative development techniques in contemporary interaction design by tracking projects from initial idea to the critical and commercial reception of the finished project. The book is divided into six chapters, each focusing on different aspects of the interaction design industry. Exploring design projects from around the world, the authors include examples of the processes and creative decisions behind: - Apps, games and websites - Responsive branding - Complex, large-scale services - Interactive museum installations - Targeted promotions - Digital products which influence real-world situations Each case study includes behind-the-scenes development design work, interviews with key creatives and workshop projects to help you start implementing the techniques and working practices discussed in your own interaction design projects. From immersive tourist experiences, to apps which make day-to-day life easier, the detailed coverage of the design process shows how strategists, creatives and technologists are working with interactive technologies to create the engaging projects of the future.

**NATIONAL BESTSELLER** Developing video games—hero's journey or fool's errand? The creative and technical logistics that go into building today's hottest games can be more harrowing and complex than the games themselves, often seeming like an endless maze or a bottomless abyss. In *Blood, Sweat, and Pixels*, Jason Schreier takes readers on a fascinating odyssey behind the scenes of video game development, where the creator may be a team of 600 overworked underdogs or a solitary geek genius. Exploring the artistic challenges, technical impossibilities, marketplace demands, and Donkey Kong-sized monkey wrenches thrown into the works by corporate, *Blood, Sweat, and Pixels* reveals how bringing any game to completion is more than Sisyphean—it's nothing short of miraculous. Taking some of the most popular, bestselling recent games, Schreier immerses readers in the hellfire of the development process, whether it's RPG studio Bioware's challenge to beat an impossible schedule and overcome countless technical nightmares to build *Dragon Age: Inquisition*; indie developer Eric Barone's single-handed efforts to grow country-life RPG *Stardew Valley* from one man's vision into a multi-million-dollar franchise; or Bungie spinning out from their corporate overlords at Microsoft to create *Destiny*, a brand new universe that they hoped would become as iconic as *Star Wars* and *Lord of the Rings*—even as it nearly ripped their studio apart. Documenting the round-the-clock crunches, buggy-eyed burnout, and last-minute saves, *Blood, Sweat, and Pixels* is a journey through development hell—and ultimately a tribute to the dedicated diehards and unsung heroes who scale mountains of obstacles in their quests to create the best games imaginable. Talking to people about your designs might seem like a basic skill, but it can be difficult to do efficiently and well. And, in many cases, how you communicate about your work with stakeholders, clients, and other non-designers is more critical than the designs

themselves—simply because the most articulate person usually wins. This practical guide focuses on principles, tactics, and actionable methods for presenting your designs. Whether you design UX, websites, or products, you'll learn how to win over anyone who has influence over the project—with the goal of creating the best experience for the end user. Walk through the process of preparing for and presenting your designs Understand stakeholder perspectives, and learn how to empathize with them Cultivate both implicit and explicit listening skills Learn tactics and formulas for expressing the most effective response to feedback Discover why the way you follow through is just as crucial as the meeting itself Educate your stakeholders by sharing the chapter from this book on how to work with designers

For the first time in history, eradicating world poverty is within our reach. Yet around the world, a billion people struggle to live each day on less than many of us pay for bottled water. In *The Life You Can Save*, Peter Singer uses ethical arguments, illuminating examples, and case studies of charitable giving to show that our current response to world poverty is not only insufficient but morally indefensible. *The Life You Can Save* teaches us to be a part of the solution, helping others as we help ourselves.

NATIONAL BESTSELLER NAMED ONE OF THE MOST INSPIRING BOOKS OF 2018 BY INC. NAMED ONE OF THE BEST STARTUP BOOKS OF ALL TIME BY BOOKAUTHORITY *The Messy Middle* is the indispensable guide to navigating the volatility of new ventures and leading bold creative projects by Scott Belsky, bestselling author, entrepreneur, Chief Product Officer at Adobe, and product advisor to many of today's top start-ups. Creating something from nothing is an unpredictable journey. The first mile births a new idea into existence, and the final mile is all about letting go. We love talking about starts and finishes, even though the middle stretch is the most important and often the most ignored and misunderstood. Broken into three sections with 100+ lessons, this no-nonsense book will help you: • Endure the roller coaster of successes and failures by strengthening your resolve, embracing the long-game, and short-circuiting your reward system to get to the finish line. • Optimize what's working so you can improve the way you hire, better manage your team, and meet your customers' needs. • Finish strong and avoid the pitfalls many entrepreneurs make, so you can overcome resistance, exit gracefully, and continue onto your next creative endeavor with ease. With insightful interviews from today's leading entrepreneurs, artists, writers, and executives, as well as Belsky's own experience working with companies like Airbnb, Pinterest, Uber, and sweetgreen, *The Messy Middle* will outfit you to find your way through the hardest parts of any bold project or new venture.

'It could... be one of the most dramatic medical breakthroughs of recent decades. It could transform treatment regimes, save lives, and save health services a fortune. Is it a drug? A device? A surgical procedure? No, it's a newfangled intervention called community.' George Monbiot, *The Guardian* Across the country, general hospital admissions are on the rise. But in a small town in rural England, thanks to the simple introduction of kindness and compassion, that trend has been reversed. And what this town achieved, we can all adopt in our own lives to powerful effect. Through daily mindful acts of care we are capable of changing things for the better, both inside ourselves and for the world around us. Frome in Somerset isn't special. It could be any town; it could be your town. And yet the people who live there have a story to tell about the simple, ground-shaking power of compassion. If it came in tablet form, it would be hailed as a wonder of modern medicine. By contrast, it's entirely free but offers heartening evidence that when human beings make time for each other, the beneficial effects go far beyond the reach of naïve optimism. 'A culture in which compassion is a prevailing value allows individuals to flourish and bring their talents and gifts to the communities in which they live. Unanticipated possibilities emerge, presenting fresh ways of addressing what previously appeared to be insoluble problems. Hearts are lifted. The case for hope is more strongly made. And as the people who work in this way begin to change the world immediately around them, so too, the wider world beyond begins to change.' Dr Julian Abel & Lindsay Clarke

As an industry, interactive is different. The work entails elements of software development, marketing, and advertising, yet it's neither purely technical nor traditional "agency" work. Delivery methods are different, and because the industry is relatively new, the gap in understanding between the clients buying the work and the teams building it is often wide. Enter the geek girls guide. Nancy Lyons and Meghan Wilker don't just tell you how to deliver digital work, they demonstrate how to think about it. *Interactive Project Management: Pixels, People, and Process* helps clients, agencies, and industry professionals better understand the critical role of interactive project management, and presents a collaborative, people-focused approach to delivering high-quality digital work. In this book, the authors: Define the unique characteristics of interactive projects Explain the importance of emotional intelligence in the workplace Discuss communication techniques that help teams work together more efficiently Outline a process and specific deliverables that clarify how to think about critical aspects of a project Provide questions, tasks, tips, and advice that effectively move teams from initiation to launch

The fundamental mathematical tools needed to understand machine learning include linear algebra, analytic geometry, matrix decompositions, vector calculus, optimization, probability and statistics. These topics are traditionally taught in disparate courses, making it hard for data science or computer science students, or professionals, to efficiently learn the mathematics. This self-contained textbook bridges the gap between mathematical and machine learning texts, introducing the mathematical concepts with a minimum of prerequisites. It uses these concepts to derive four central machine learning methods: linear regression, principal component analysis, Gaussian mixture models and support vector machines. For students and others with a mathematical background, these derivations provide a starting point to machine learning texts. For those learning the mathematics for the first time, the methods help build intuition and practical experience with applying mathematical concepts. Every chapter includes worked examples and exercises to test understanding. Programming tutorials are offered on the book's web site.

What is this book about? JavaScript is the language of the Web. Used for programming all major browsers, JavaScript gives you the ability to enhance your web site by creating interactive, dynamic, and personalized pages. Our focus in this book is on client-side scripting, but JavaScript is also hugely popular as a scripting language in server-side environments, a subject that we cover in later chapters. What does this book cover? Beginning JavaScript assumes no prior knowledge of programming languages, but will teach you all the fundamental concepts that you need as you progress. After covering the core JavaScript language, you'll move on to learn about more advanced techniques, including Dynamic HTML, using cookies, debugging techniques, and server-side scripting with ASP. By the end of this book, you will have mastered the art of using JavaScript to create dynamic and professional-looking web pages. Here are a few of the things you'll learn in this book: Fundamental programming concepts Comprehensive practical tutorial in JavaScript Cross-browser scripting, including Netscape 6 Cookie creation and use Plug-ins and ActiveX controls Dynamic HTML Scripting the W3C DOM Server-side JavaScript with ASP Who is this book for? This book is for anyone who wants to learn JavaScript. You will need a very basic knowledge of HTML, but no prior programming experience is necessary. Whether you want to pick up some programming skills, or want to find out how to transfer your existing programming knowledge to the Web, then this book is for you. All you need is a text editor (like Notepad) and a browser, and you're ready to go!

Don't simply show your data—tell a story with it! *Storytelling with Data* teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools

at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to: Understand the importance of context and audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience's attention to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

Get a 360-degree view of digital project management. Learn proven best practices from case studies and real-world scenarios. A variety of project management tools, templates, models, and frameworks are covered. This book provides an in-depth view of digital project management from initiation to execution to monitoring and maintenance. Covering end-to-end topics from pre-sales to post-production, the book explores project management from various dimensions. Each core concept is complemented by case studies and real-world scenarios. The Complete Guide to Digital Project Management provides valuable tools for your use such as: Frameworks: governance, quality, knowledge transfer, root cause analysis, digital product evaluation, digital consulting, estimation Templates: estimation, staffing, resource induction, RACI Models: governance, estimation, pricing, digital maturity continuous execution, earned value management and effort forecast Metrics: project management, quality What You'll Learn Study best practices and failure scenarios in digital projects, including common challenges, recurring problem themes, and leading indicators of project failures Explore an in-depth discussion of topics related to project quality and project governance Understand Agile and Scrum practices for Agile execution See how to apply Quality Management in digital projects, including a quality strategy, a quality framework, achieving quality in various project phases, and quality best practices Be able to use proven metrics and KPIs to track, monitor, and measure project performance Discover upcoming trends and innovations in digital project management Read more than 20 real-world scenarios in digital project management with proven best practices to handle the scenarios, and a chapter on a digital transformation case study Who This Book Is For Software project managers, software program managers, account managers, software architects, lead developers, and digital enthusiasts

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