

Just F Ing Demo Tactics For Leading Kickass Product Demos

Since its creation in 1963, United States Southern Command has been led by 30 senior officers representing all four of the armed forces. None has undertaken his leadership responsibilities with the cultural sensitivity and creativity demonstrated by Admiral Jim Stavridis during his tenure in command. Breaking with tradition, Admiral Stavridis discarded the customary military model as he organized the Southern Command Headquarters. In its place he created an organization designed not to subdue adversaries, but instead to build durable and enduring partnerships with friends. His observation that it is the business of Southern Command to launch "ideas not missiles" into the command's area of responsibility gained strategic resonance throughout the Caribbean and Central and South America, and at the highest levels in Washington, DC.

Time is running out. Massive change is upon us and business to business (B2B) sales organizations are breaking down. The old sales strategies aren't working like they used to--you used to know exactly how to be effective, but now you're not so sure. Competitors have raced ahead and there are only two options left: Embrace the change. Or ignore it and fall behind. Discover the new rules. Inside Rule of 24, authors Robert D. Riefstahl and Daniel J. Conway show you how to not only survive, but thrive and dominate selling software in the new digital landscape. The rules have changed --customers are more educated, resourceful and directive than at any other time in history. Future-proof yourself and your sales team, understand what's coming next and how to deal with it. Inside Rule of 24, you will learn: How to transform your sales process by utilizing the power of extreme personalization > What the Rule of 24 is, and how it changes the way you think about selling How to audit yourself, your industry and learn exactly what your customer is expecting from you How to become a master of all of your selling mediums and crush your competition How to build seamless client interactions that thrill B2B buyers Written for companies who want to prosper and grow in the digital age, this book is your roadmap. After reading Rule of 24, you'll be riding atop the wave of imminent change, instead of helplessly swimming against it. Rule of 24 changes everything.

Tracing neoliberalism's devastating erosions of democratic principles, practices, and cultures.

This is the no B.S. guide to presenting software like a pro. If you're a SaaS startup founder or sales rep, you'll learn to: Ensure prospects attend your demos Discover why your demos fail to close the deal Better differentiate yourself from competitors Customize your demo to your prospects' needs Improve your demo-win rates Deal with questions and objections during the demo Expertly handle bugs and demo fails Giving successful product demos is not rocket science. Anybody can do it-if you've got the right blueprint.

If we are boring our audience falls asleep. No-one wants this to happen. Wouldn't it be great to have proven ways to keep the audience making good eye contact, interacting and participating? How about knowing the secrets of entertaining activities, games and creating a connection? This book is all about keeping the audience interested. Having them excited to listen to us. Being an entertaining speaker. And being engaging so our message gets across. Not sure what to do after the first 20 seconds? You need a plan. Need a way to fill in 10 minutes before a coffee break? There are 33 ways to help inside. Want to be remembered as a fun, positive speaker? Become an entertainer. Find out how in the chapter on personalising your message to the individual. Want to tell entertaining stories? There is a chapter dedicated to exactly this activity. Being a great public speaker is about the emotional memory we leave in our audience. We have to create something special for them in the time we have on the stage. This book will show you how.

Sales and Sales Engineering leaders across the world have used the Trusted Advisor label hundreds of times over the past twenty years. Yet it really doesn't mean that much without a lot of explanation. You may be thinking about some of these questions right now. Becoming a Trusted Advisor is not as simple as it sounds, which is why so many organizations either never try, or make a half-hearted effort. Trusted Advisor - two words, five syllables and fifteen letters hide a massive complexity. For the first time ever, there is now a book specifically designed to start the individual Sales Engineer on the journey to becoming a Trusted Advisor. Section One covers how to define and actually measure trust with your clients. Section Two looks at the practical aspects involved in building trust through Discovery, Presentations, Demos and all the other standard activities of an SE. Section Three examine how to get started and put it all into practice - both for individuals and for SE teams. This is not one of those tiny 40 page eBooks. It's over 150 pages of thoughts, ideas, best practices and real life examples based on dozens of clients and thousands of students who have already taken the workshop.** Note the 2020 Paperback version is a reformatted version of the original eBook with a only few minor edits and updates. **

This indispensable sales tool shows you the ropes of lead qualification, the RFP process, and needs analysis and discovery, and explains how your technical know-how can add invaluable leverage to sales efforts at every step. You learn how to plan and present the perfect pitch, demonstrate products effectively, build customer relationship skills, handle objections and competitors, negotiate prices and contracts, close the sale, and so much more - including how to avoid the critical selling mistakes so often made by technical pros who jump to sales. The book also addresses key career management and team-building topics, and includes detailed case studies, concise chapter summaries, and handy checklists of skill-building tips that reinforce all the career-boosting skills and techniques you learn.

A unique collection of competition problems from over twenty major national and

international mathematical competitions for high school students. Written for trainers and participants of contests of all levels up to the highest level, this will appeal to high school teachers conducting a mathematics club who need a range of simple to complex problems and to those instructors wishing to pose a "problem of the week", thus bringing a creative atmosphere into the classrooms. Equally, this is a must-have for individuals interested in solving difficult and challenging problems. Each chapter starts with typical examples illustrating the central concepts and is followed by a number of carefully selected problems and their solutions. Most of the solutions are complete, but some merely point to the road leading to the final solution. In addition to being a valuable resource of mathematical problems and solution strategies, this is the most complete training book on the market.

Make workplace conflict resolution a game that EVERYBODY wins! Recent studies show that typical managers devote more than a quarter of their time to resolving coworker disputes. The Big Book of Conflict-Resolution Games offers a wealth of activities and exercises for groups of any size that let you manage your business (instead of managing personalities). Part of the acclaimed, bestselling Big Books series, this guide offers step-by-step directions and customizable tools that empower you to heal rifts arising from ineffective communication, cultural/personality clashes, and other specific problem areas—before they affect your organization's bottom line. Let The Big Book of Conflict-Resolution Games help you to: Build trust Foster morale Improve processes Overcome diversity issues And more Dozens of physical and verbal activities help create a safe environment for teams to explore several common forms of conflict—and their resolution. Inexpensive, easy-to-implement, and proved effective at Fortune 500 corporations and mom-and-pop businesses alike, the exercises in The Big Book of Conflict-Resolution Games delivers everything you need to make your workplace more efficient, effective, and engaged.

Create great product demos and sell more of your product with the strategies and inspiration in this book. Insightful interviews are presented with professionals who are giving killer product demos in several types of businesses today. The strategies taught in this book are based on the analysis of product demos that made history and brought millions to their companies (Apple, Intel, Microsoft, Tesla, and more). Every day thousands of companies give demos to sell their products. In pre-sales for enterprise software a bad demo can make your product look too complex to the point where decision makers won't buy it. In Software-as-a-Service (SaaS) you need to quickly convert signups into active and paying users. At a product launch event you want a perfect demo that is both persuasive and memorable. Remember Steve Jobs? What You'll Learn Apply a simple step-by-step method to create effective product demonstrations Know the 5 steps to create a wow moment Study the first exhaustive analysis of product demos that made history: Douglas Engelbart's Mother of All Demos; Steve Job's Macintosh, iPod, and iPhone; and many more Avoid common mistakes and maximize your presence as a technical presenter Align your demo with your sales process in enterprise software, Software-as-a-Service (SaaS), mobile apps, etc. Be aware of trends in technology for product demos Who This Book Is For Startup entrepreneurs, sales engineers, executive or sales representatives, and other

professionals

Have you ever seen a bad software demo ? Peter Cohan helps organizations put the Wow! into their demos to make them crisp, compelling and successful - to get the job done. He has had roles in four corners: technical, product and field marketing (he was banished to Basel, Switzerland for two years for bad behavior); sales and sales management; senior management (he built a business unit up from an empty spreadsheet into a \$30M per year operation); and, in this last role, he has been that most important of all possible entities, a customer Peter Cohan leverages twenty-five years of experience in selling and marketing business software and as a customer. The Great Demo! method comes directly from extensive firsthand experiences in developing and delivering software demonstrations, and in coaching others to achieve surprisingly high success rates with their sales and marketing demos. For more information on demonstration methods, guidelines and tips, explore the author's website at www.SecondDerivative.com or contact the author directly at PCohan@SecondDerivative.com.

A fresh argument for rioting and looting as our most powerful tools for dismantling white supremacy Looting--a crowd of people publicly, openly, and directly seizing goods--is one of the more extreme actions that can take place in the midst of social unrest. Even self-identified radicals distance themselves from looters, fearing that violent tactics reflect badly on the broader movement. But Vicky Osterweil argues that stealing goods and destroying property are direct, pragmatic strategies of wealth redistribution and improving life for the working class--not to mention the brazen messages these methods send to the police and the state. All our beliefs about the innate righteousness of property and ownership, Osterweil explains, are built on the history of anti-Black, anti-Indigenous oppression. From slave revolts to labor strikes to the modern-day movements for climate change, Black lives, and police abolition, Osterweil makes a convincing case for rioting and looting as weapons that bludgeon the status quo while uplifting the poor and marginalized. In *Defense of Looting* is a history of violent protest sparking social change, a compelling reframing of revolutionary activism, and a practical vision for a dramatically restructured society.

“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

No more than today, in the era of cloud technologies and social distancing, could the old saying "people buy from people" be more appropriate. Demo Guru focuses on bringing the human aspect back into the world of technical sales by establishing a perfect connection between Sales, Presales, and Prospective Customers as a key driver to unbeatable win rates. Profiting from years of experience in demonstrating enterprise software across the globe, this handbook is the Holy Grail for any experienced or novice Sales Engineer who passionately takes pride in evangelizing software solutions. Demo Guru provides all the essential tools to master the Presales profession to excellence. Provocative case studies, factual tips, and humorous true stories from the fields navigate best practices and new trends with the immutable goal of establishing Presales consultants as the trusted side of any sales process. From soft skills development to engaging audience interactions, this guide offers insightful information and innovative techniques necessary to excel at the most typical day-in-the-life Presales activities, including RFP responses, web demonstrations, and road-show demo marathons. It also provides intriguing insights on how to evolve the traditional Presales experience to serve the needs of Product Management, Marketing, R&D, and Sales Enablement. Demo Guru is a testament to the highly rewarding profession of Sales Engineering for any consultative sales fanatic and the critical function it represents for any software organization.

This 200-page book includes 100 inspiring stories from around the world that focus on

HOW innovative practitioners are advancing human rights. Learn how: Peace Brigades International protects endangered human rights activists using unarmed volunteer body guards; 30 million people in Turkey were inspired to participate in a massive campaign against government corruption; The Documentation Center of Cambodia promotes healing for genocide survivors by tracing the fates of disappeared loved ones; and Nigdy Wiecej in Poland has created a network of volunteer correspondents to document incidents of neo-fascist violence around the country. In addition to these case studies, the book also includes an introduction to tactical and strategic thinking for human rights practitioners and a series of practical worksheets to help organizations determine which tactics and strategies will work best for them.

TECHNICAL SALES ENGINEERS / TECHNICAL PRESALES SUPPORT: In today's digital economy, software is eating the world, and the companies with the best sales demonstrations are winning the game. Is a convincing demonstration the only thing that's standing between you and your next customer? Are you ready to make your next demo the best demo of the year? Do you feel that you can do better but don't know how? **NEVER AGAIN LOSE A DEAL YOU SHOULD HAVE WON!** Walk into every demo feeling confident and prepared. Include the one critical moment that must be in every demo. Hit that home run and know how to set it up. Master the art of answering difficult questions. Leverage the power of saying NO with ease. **A BOOK WRITTEN SPECIFICALLY FOR YOU!** Avoid late nights and long sales cycles. Accelerate pipeline velocity and close more deals. Learn and apply the best practices in the business. Know exactly what to say and do before, during and after a demo. Achieve the technical win, alarming, predictable consistency. This book addresses the root causes of the most common mistakes made by sales engineers. Add it to your cart NOW to permanently improve your software demos and sales results.

The demonstration or presentation of complex products like technology or medical devices is like leading a person over a treacherous ravine. Throughout a demo or presentation, your prospect wants to run back to the relative safety of their existing world. This book will help you comfortably lead your prospect to your solution and make you the best demonstrator and presenter in your field! Tactics that you will find useful include: *Identifying and avoiding Demo Crimes *Winning demo techniques like "Tell-Show-Tell" *Building a value case for your solution *Managing your audience and reading their personalities *Creating winning themes *Performing differentiating Web demos and presentations *Conducting high value Discoveries *Managing your room environment *Winning teamwork techniques We are an idea company that has built a deep set of actionable techniques and strategies derived from years of working with the most innovative and successful companies in the world. Our clients include Microsoft, SAP, Oracle, IBM, Getinge and many others. We adapted the ideas in this book based upon training thousands of highly paid, highly experienced professional demonstrators and presenters in every region of the world thus making it globally applicable and effective. We understand that the very best ideas are judged by their impact, and our clients validate the impact of our concepts through increased sales effectiveness every day. Don't miss out on this opportunity to truly differentiate your products and services. Cardiac arrest can strike a seemingly healthy individual of any age, race, ethnicity, or gender at any time in any location, often without warning. Cardiac arrest is the third leading cause of death in the United States, following cancer and heart disease. Four

out of five cardiac arrests occur in the home, and more than 90 percent of individuals with cardiac arrest die before reaching the hospital. First and foremost, cardiac arrest treatment is a community issue - local resources and personnel must provide appropriate, high-quality care to save the life of a community member. Time between onset of arrest and provision of care is fundamental, and shortening this time is one of the best ways to reduce the risk of death and disability from cardiac arrest. Specific actions can be implemented now to decrease this time, and recent advances in science could lead to new discoveries in the causes of, and treatments for, cardiac arrest. However, specific barriers must first be addressed. Strategies to Improve Cardiac Arrest Survival examines the complete system of response to cardiac arrest in the United States and identifies opportunities within existing and new treatments, strategies, and research that promise to improve the survival and recovery of patients. The recommendations of Strategies to Improve Cardiac Arrest Survival provide high-priority actions to advance the field as a whole. This report will help citizens, government agencies, and private industry to improve health outcomes from sudden cardiac arrest across the United States.

Longlisted for the National Book Award New York Times Bestseller A former Wall Street quant sounds an alarm on the mathematical models that pervade modern life -- and threaten to rip apart our social fabric We live in the age of the algorithm. Increasingly, the decisions that affect our lives--where we go to school, whether we get a car loan, how much we pay for health insurance--are being made not by humans, but by mathematical models. In theory, this should lead to greater fairness: Everyone is judged according to the same rules, and bias is eliminated. But as Cathy O'Neil reveals in this urgent and necessary book, the opposite is true. The models being used today are opaque, unregulated, and uncontestable, even when they're wrong. Most troubling, they reinforce discrimination: If a poor student can't get a loan because a lending model deems him too risky (by virtue of his zip code), he's then cut off from the kind of education that could pull him out of poverty, and a vicious spiral ensues. Models are propping up the lucky and punishing the downtrodden, creating a "toxic cocktail for democracy." Welcome to the dark side of Big Data. Tracing the arc of a person's life, O'Neil exposes the black box models that shape our future, both as individuals and as a society. These "weapons of math destruction" score teachers and students, sort resumes, grant (or deny) loans, evaluate workers, target voters, set parole, and monitor our health. O'Neil calls on modelers to take more responsibility for their algorithms and on policy makers to regulate their use. But in the end, it's up to us to become more savvy about the models that govern our lives. This important book empowers us to ask the tough questions, uncover the truth, and demand change. -- Longlist for National Book Award (Non-Fiction) -- Goodreads, semi-finalist for the 2016 Goodreads Choice Awards (Science and Technology) -- Kirkus, Best Books of 2016 -- New York Times, 100 Notable Books of 2016 (Non-Fiction) -- The Guardian, Best Books of 2016 -- WBUR's "On Point," Best Books of 2016: Staff Picks -- Boston Globe, Best Books of 2016, Non-Fiction

Is understudied, both inside and outside of government. Tactical weapons, although less awesome than their strategic siblings, carry significant security and political risks, and they have not received the attention that is commensurate to their importance. Second, it is clear that whatever the future of these arms, the status quo is

unacceptable. It is past the time for NATO to make more resolute decisions, find a coherent strategy, and formulate more definite plans about its nuclear status. Consequently, decisions about the role of nuclear weapons within the Alliance and the associated supporting analysis are fundamental to the future identity of NATO. At the Lisbon Summit in Portugal in November 2010, the Alliance agreed to conduct the Deterrence and Defense Posture Review (DDPR). This effort is designed to answer these difficult questions prior to the upcoming NATO Summit in May 2012.

In this much needed resource, Maryellen Weimer-one of the nation's most highly regarded authorities on effective college teaching-offers a comprehensive work on the topic of learner-centered teaching in the college and university classroom. As the author explains, learner-centered teaching focuses attention on what the student is learning, how the student is learning, the conditions under which the student is learning, whether the student is retaining and applying the learning, and how current learning positions the student for future learning. To help educators accomplish the goals of learner-centered teaching, this important book presents the meaning, practice, and ramifications of the learner-centered approach, and how this approach transforms the college classroom environment. Learner-Centered Teaching shows how to tie teaching and curriculum to the process and objectives of learning rather than to the content delivery alone.

1984 is George Orwell's terrifying vision of a totalitarian future in which everything and everyone is slave to a tyrannical regime lead by The Party. Winston Smith works for the Ministry of Truth in London, chief city of Airstrip One. Big Brother stares out from every poster, the Thought Police uncover every act of betrayal. When Winston finds love with Julia, he discovers that life does not have to be dull and deadening, and awakens to new possibilities. Despite the police helicopters that hover and circle overhead, Winston and Julia begin to question the Party; they are drawn towards conspiracy. Yet Big Brother will not tolerate dissent - even in the mind. For those with original thoughts they invented Room 101. . .

Just F*ing Demo!Tactics for Leading Kickass Product DemosCreatespace Independent Publishing Platform

The Second Edition of this best-selling textbook continues to offer immensely practical advice and technical expertise that will aid researchers in analyzing and interpreting their collected data, and ultimately build theory from it. The authors provide a step-by-step guide to the research act. Full of definitions and illustrative examples, the book presents criteria for evaluating a study as well as responses to common questions posed by students of qualitative research.

In The Sales Enablement Playbook, sales veterans Cory Bray and Hilmon Sorey provide insights into creating a culture of sales enablement throughout your organization. This book provides a series of stand-alone chapters with frameworks and tactics that you can immediately implement, regardless of company size or industry. Whether you are a sales executive, sales practitioner, or a non-sales executive looking for ways to impact growth, The Sales Enablement Playbook will help you identify your role in a thriving enablement ecosystem.

Grant Wardlaw provides a comprehensive analysis on terrorism and the counter-terrorist policies of democratic states.

True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer;

objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance.

Over forty years have passed since Allied armies landed in Normandy with the purpose of liberating western Europe and destroying Hitler's Third Reich. Despite this passage of time and extensive writings on the landings in France, officers and historians are still intensely interested in D-Day and the Normandy campaign. Indeed, a great deal remains to be learned about the U.S. Army's participation in the Normandy campaign, and a detailed examination of the fighting yields a fruitful case study for America's professional officer corps concerning how American soldiers performed in combat, how squads and platoons closed with and destroyed the enemy, and how the Army adapted methods to overcome a whole host of problems that it encountered in combat. This study attempts to identify the problems that hampered the operations of the U.S. First Army during the weeks immediately following the D-Day landings. In Normandy, inexperienced American combat units struggled with veteran German defenders on terrain specially suited for the defense. The U.S. Army was faced with the problem of conducting offensive operations in the Normandy hedgerow country- known as the Bocage. Shortcomings in preinvasion training and preparation resulted initially in uncoordinated efforts whenever American infantry, tanks, and artillery tried to combine forces during attacks.

A guide to being a Software Sales Engineer in the modern world. Get started understanding the tenets of Sales Engineering, hiring SEs, and giving the best presentations possible. This book includes a breakdown on different types of Sales Engineers, tips and tricks on presentations, and humorous stories to help every SE and manager on their way to greatness. A series of closely interrelated essays on game theory, this book deals with an area in which progress has been least satisfactory—the situations where there is a common interest as well as conflict between adversaries: negotiations, war and threats of war, criminal deterrence, extortion, tacit bargaining. It proposes enlightening similarities between, for instance, maneuvering in limited war and in a traffic jam; deterring the Russians and one's own children; the modern strategy of terror and the ancient institution of hostages.

By paying attention to people, we can discover new aspects of problems that help us solve them more effectively. The nine steps in this book are designed to do just that. They will help you make sense of the mystery of human behavior that surrounds all tough problems. The first six steps are about seeing - each of them shows you a new thing to look for in human behavior. The next two steps are about thinking - each one is a tool you can use to better understand the human behaviors you have observed. The last step is about solving - it describes what you can accomplish with your newfound knowledge.

Ten Strategies of a World-Class Cyber Security Operations Center conveys MITRE's accumulated expertise on enterprise-grade computer network defense. It covers ten key qualities of leading Cyber Security Operations Centers (CSOCs), ranging from their structure and organization, to processes that best enable smooth operations, to approaches that extract maximum value from key CSOC technology investments. This book offers perspective and context for key decision points in structuring a CSOC, such as what capabilities to offer, how to architect large-scale data collection and analysis, and how to prepare the CSOC team for agile, threat-based response. If you manage, work in, or are standing up a CSOC, this book is for you. It is also available on MITRE's website, www.mitre.org.

The popular author of Classroom Instruction That Works discusses 10 questions that can help teachers sharpen their craft and do what really works for the particular students in their classroom.

IPCC Report on sources, capture, transport, and storage of CO₂, for researchers, policy-makers and engineers.

Get more out of your legacy systems: more performance, functionality, reliability, and manageability Is your code easy to change? Can you get nearly instantaneous feedback when you do change it? Do you understand it? If the answer to any of these questions is no, you have legacy code, and it is draining time and money away from your development efforts. In this book, Michael Feathers offers start-to-finish strategies for working more effectively with large, untested legacy code bases. This book draws on material Michael created for his renowned Object Mentor seminars: techniques Michael has used in mentoring to help hundreds of developers, technical managers, and testers bring their legacy systems under control. The topics covered include Understanding the mechanics of software change: adding features, fixing bugs, improving design, optimizing performance Getting legacy code into a test harness Writing tests that protect you against introducing new problems Techniques that can be used with any language or platform—with examples in Java, C++, C, and C# Accurately identifying where code changes need to be made Coping with legacy systems that aren't object-oriented Handling applications that don't seem to have any structure This book also includes a catalog of twenty-four dependency-breaking techniques that help you work with program elements in isolation and make safer changes.

Thinking about launching a new career or progressing in your existing career as a Field Application Engineer or a Technical Sales professional? Do you dream of a career visiting and helping engineers in multiple industries, international travel, and a great salary earned using your ever-increasing technical knowledge? If so, then this is the book for you. This book does not contain hundreds of acronyms and sales buzz words, nor is it full of details you will find in a corporate sales book. If you want a list of corporate jargon, this isn't the book for you. This book contains a set of hard-and-fast rules and techniques that will propel you out of your engineering comfort zone and into the exciting world of sales. If you have the engineering mentality—on or off, one or zero, black or white, binary way of thinking—this book's direct, efficient approach is just the thing you need to learn the skills required to find success in your new career! The Author Before working in technical sales, Russell Jay Williamson had many years of design engineering experience. Experience in both a large multinational corporation with over 100,000 employees and a small company with only 11 employees has provided him with a great perspective on how Engineers work in this industry. Since switching into sales, he has developed the skills described in this book over many years from trial and error. This book describes these techniques that he has refined and will provide you, the reader, with the shortcuts you need so you

don't waste years becoming the best Sales Engineer you can be.

NOTE - This book is intentionally brief (40 pages), aimed at a reader with minimal free time looking to immediately improve their demo. Why do so many demos of revolutionary, game-changing products end with confused investors, overwhelmed buyers, and lost dollars? People leading demos are being forced to fit an ever-expanding feature set into their audience's ever-shrinking attention span. Making matters worse, those leading the demos can rarely afford to spend months at a time figuring out how to improve their success rates. In Just F*Ing Demo!, Rob Falcone outlines the tactics that helped him overcome these challenges, lead clear, relevant demos, and exceed revenue generation goals quarter after quarter. The book will teach readers: - How to structure a demo; - How to ask questions that uncover what your audience truly cares about; - How to translate audience needs into a flow that is extremely easy to follow; - How to use simple but powerful interpersonal tactics within the demo itself. Just F*Ing Demo! distills Falcone's highly successful training program into an intentionally concise yet impactful read. From the entrepreneur seeking investment to the sales professional chasing a deal, anyone can carve out a few hours, read this book, and immediately make their demos kick ass.

The inspirational bestseller that ignited a movement and asked us to find our WHY Discover the book that is captivating millions on TikTok and that served as the basis for one of the most popular TED Talks of all time—with more than 56 million views and counting. Over a decade ago, Simon Sinek started a movement that inspired millions to demand purpose at work, to ask what was the WHY of their organization. Since then, millions have been touched by the power of his ideas, and these ideas remain as relevant and timely as ever. START WITH WHY asks (and answers) the questions: why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with WHY. They realized that people won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. START WITH WHY shows that the leaders who have had the greatest influence in the world all think, act and communicate the same way—and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY. John Care and Chris Daly lay out the 3+1 rules of SE Leadership. A simple framework designed for everyone - from SEs thinking about moving into management to the newest of new SE Managers to a Global SE Vice President. This is a fascinating blend of tactical and strategic advice based on 30+ years of experience and many years of running SE specific workshops. All designed to allow you to follow the 3+1 Rules: Develop And Serve Your People, Run Pre-

Sales As A Business, and Serve Your Customers all matched up with Rule #0 Manage Yourself. It's a common and often repeated story. You take a rock star Sales Engineer who is highly valued for their sales and business skills - and make them a manager because they are a great SE. With no regard for their possible leadership skills whatsoever. Perhaps they are pointed at a few online HR resources and take a mandatory "Managing Within The Law" session. Then they are released into the wild, and asked to manage, lead and motivate a team of Sales Engineers - each of whom performs the job differently than the newly minted manager used to do.

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