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Shell scripts are an efficient way to interact with your machine and manage your files and system operations. With just a few lines of code, your computer will do exactly what you want it to do. But you can also use shell scripts for many other essential (and not-so-essential) tasks. This second edition of *Wicked Cool Shell Scripts* offers a collection of useful, customizable, and fun shell scripts for solving common problems and personalizing your computing environment. Each chapter contains ready-to-use scripts and explanations of how they work, why you'd want to use them, and suggestions for changing and expanding them. You'll find a mix of classic favorites, like a disk backup utility that keeps your files safe when your system crashes, a password manager, a weather tracker, and several games, as well as 23 brand-new scripts, including: – ZIP code lookup tool that reports the city and state – Bitcoin address information retriever – suite of tools for working with cloud services like Dropbox and iCloud – for renaming and applying commands to files in bulk – processing and editing tools Whether you want to save time managing your system or just find new ways to goof off, these scripts are wicked cool!

As a web user, you'll no doubt have noticed some of the breathtaking

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applications available in today's modern web, such as Google Maps and Flickr desktop applications than the old style web sites you are used to. You've probably also wished that you could create such things, and then thought "nahhh, I'd need to know a lot of complicated code to be able to even start creating sites like these." Well, think again. There is a lot of complicated code involved in cutting-edge "Ajax-style" web applications, but a lot of the hard work is already done for you, and available on the Web. JavaScript libraries exist to provide most of that Ajax/DOM Scripting functionality out of the box. Application programming interfaces (APIs) exist to allow you to transplant complicated applications such as Google Maps and Flickr right into your own web sites. And hosting services such as Flickr and YouTube provide all you need to store and retrieve your media (be it images, video, or whatever) at your leisure, without having to worry about bandwidth issues and file naming nightmares. All you need to know is enough to successfully wire together all this functionality successfully and responsibly, and this book shows you how. It starts from the very beginning of your journey, showing you what's available, what you need, and how to set up an effective development environment. After a solid base has been built, it shows you how to build up each aspect of your site, including storing, retrieving, and displaying content, adding images and video to your site, building effective site navigation

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and laying it all out beautifully using CSS, promoting your content so you will attract visitors to your site, and adding special effects to enhance usability and design aesthetics...all with ready-made functionality available on the Web! Life as a web developer has never been easier.

Use this book to learn how to utilize CSS techniques such as fluid grids and flexible images combined with responsive design techniques such as media queries to deliver an optimal experience for your library patrons regardless of device. Design one website to fit them all.

Many organizations require continuous operation of their mission-critical, IBM® FileNet P8® systems after a failure has occurred. Loss of system resources and services as a result of any failure can translate directly into lost customers and lost revenue. The goal, therefore, is to design and implement a FileNet P8 system that ensures continuous operation even after a failure happens. This IBM Redbooks® publication focuses on FileNet P8 Version 4.5.1 systems disaster recovery. The book covers strategies, preparation levels, site sizing, data replication, testing, and what to do during a disaster. Backup and restore planning is a critical aspect of a disaster recovery strategy. We discuss backup types and strategies. We also discuss alternative strategies such as rolling storage policies and IBM FlashCopy® capability. With the help of use cases and

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our lab testing environment, the book provides guidelines for setting up a FileNet P8 production environment and a standby FileNet P8 disaster recovery system. This book is intended for IT architects, IT specialists, project managers, and decision makers, who must identify the best disaster recovery strategies and integrate them into the FileNet P8 system design process.

This gritty, unflinching philosophical detective novel addresses themes of Aboriginal rights, privilege, and art. Margaret Thatcher Gandarrwuy is an internationally renowned Aboriginal artist whose works command high prices, until a new painting is unveiled. It is discovered slashed, with the words “The artist is a thief” hastily scrawled across it. Jean-Loup Wild, a Melbourne financial consultant, is sent by an Aboriginal civil rights group to investigate and is caught between the art world, with its wealth, fashions, heroes, and sophisticated private language, and the Aboriginal community, with its poverty, social problems, kinship ties, and unchanging traditional law. While operating in these dual worlds, Jean-Loup delves deeply into the layers of Australian society, discovering the prejudices at the bedrock.

Object-Oriented scripting with Perl and Python Scripting languages are becoming increasingly important for software development. These higher-level languages, with their built-in easy-to-use data structures are convenient for programmers to

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use as "glue" languages for assembling multi-language applications and for quick prototyping of software architectures. Scripting languages are also used extensively in Web-based applications. Based on the same overall philosophy that made *Programming with Objects* such a wide success, *Scripting with Objects* takes a novel dual-language approach to learning advanced scripting with Perl and Python, the dominant languages of the genre. This method of comparing basic syntax and writing application-level scripts is designed to give readers a more comprehensive and expansive perspective on the subject. Beginning with an overview of the importance of scripting languages—and how they differ from mainstream systems programming languages—the book explores:

- Regular expressions for string processing
- The notion of a class in Perl and Python
- Inheritance and polymorphism in Perl and Python
- Handling exceptions
- Abstract classes and methods in Perl and Python
- Weak references for memory management
- Scripting for graphical user interfaces
- Multithreaded scripting
- Scripting for network programming
- Interacting with databases
- Processing XML with Perl and Python

This book serves as an excellent textbook for a one-semester undergraduate course on advanced scripting in which the students have some prior experience using Perl and Python, or for a two-semester course for students who will be experiencing scripting for the first time. *Scripting with*

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Objects is also an ideal resource for industry professionals who are making the transition from Perl to Python, or vice versa.

Aimed at developers, designers, programmers, and online marketers, explains how to build user-friendly and effective Web sites that attract traffic from search engines.

How can you make it easier for people to find your website? And how can you convert casual visitors into active users? SEO Warrior shows you how it's done through a collection of tried and true techniques, hacks, and best practices. Learn the nuts and bolts of search engine optimization (SEO) theory, the importance of keyword strategy, and how to avoid and remedy search engine traps. You'll also learn about search engine marketing (SEM) practices, such as Google AdWords, and how you can use social networking to increase your visibility. Ideal for web developers, savvy marketers, webmasters, and anyone else interested in SEO, this book serves not only as an SEO tutorial, but also as a reference for implementing effective SEO techniques. Create compelling sites with SEO that can stand the test of time Optimize your site for Google, Yahoo!, Microsoft's Bing, as well as search engines used in different parts of the world Conduct keyword research to find the best terms to reach your audience--and the related terms they'll respond to Learn what makes search engines tick by utilizing custom scripts Analyze your site to see how it measures up to the competition Make your Web pages stand out above the noise with JavaScript and the expert

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instruction in this much-anticipated update to the bestselling JavaScript Bible. With renowned JavaScript expert Danny Goodman at your side, you'll get a thorough grounding in JavaScript basics, see how it fits with current Web browsers, and find all the soup-to-nuts detail you'll need. Whether you're a veteran programmer or just starting out, this is the JavaScript book Web developers turn to again and again. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Discusses the benefits and techniques of creating faster and more efficient Web sites, covering topics such as user psychology, response time, file size, and bandwidth. Learn to build and optimize attractive, functional web sites for smartphones Today, mobile devices outnumber desktop and laptop computers three to one. Skill in developing web sites that work on mobile devices is in demand, and this friendly, step-by-step guide shows how to build and optimize sites using HTML5 and other standard web development tools. Building web sites that work for all types of smartphones and tablets, including iPhones, iPads, Android devices, and BlackBerry devices is a skill much in demand as mobile devices outpace both desktop and laptop computers, and this book gets you started. Guides you through creating and optimizing mobile sites with HTML, CSS, and JavaScript Covers HTML5, WebKit extensions, platform variations, accommodating different browsers, security issues, and making mobile sites richer with Flash, graphics, and video Includes code for differences in mobile app

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design and navigation, including touch devices HTML, CSS, and JavaScript Mobile Web Development For Dummies makes it easy to start developing great sites for mobile devices.

Presents an illustrated A-Z encyclopedia containing approximately 600 entries on computer and technology related topics.

You have a cool Web site, and a really great product, service, or cause you want people to know about. But visitors aren't beating down your cyber-door. What happened? The answer, most likely, is that you haven't made your site irresistible to search engines. Search engines have a great deal of control over the volume of traffic a Web site gets, because they put your site in front of people searching for your product or service. If you know the secrets of wooing the search engines, you can Gain greater visibility for your site Advance your position in the rankings Avoid techniques that cause search engines to bump your site to the end of the list Make pay-per-click advertising pay off In addition to the familiar ones like Google and Yahoo!, there are dozens of other search engines out there. Search Engine Optimization For Dummies, 2nd Edition shows you how to create a site that will pop to the top like a cork whenever people search for related products or services. It will help you Become familiar with search engines and search directories and find out which keywords work Build your site with techniques that search engines like and avoid the ones they don't Register your site with the top search systems and get it listed in directories Find out why links are

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important and see how to get other sites to link to yours Work with Google AdWords and Yahoo! Search, and explore the best and most economical ways to use pay-per-click advertising Discover the common mistakes that make Web sites invisible to search engines There's even a companion Web site with all the links in the book neatly (and conveniently) arranged so you don't have to type them, plus a bonus chapter to help you power up your skills. Search Engine Optimization For Dummies, 2nd Edition has been updated with the latest information on search engines plus plenty of tips and tricks to help your site get the attention it deserves!

When it comes to advertising on the web, you just can't argue with the numbers. A \$7 billion market today is expected to grow to \$18.9 billion by 2010. Jupiter Research also estimates that search advertising will be a larger share of the market than display advertising by 2010. These phenomenal numbers are due largely to Google, which has changed the way the world publishes content - and advertises. Google Advertising Tools from O'Reilly examines the business and technology behind making money with content and advertising on the web. This focused, easy-to-read guide shows you how to use Google's advertising services to make it happen. You'll find all the background information you need to work with Google AdSense, which automatically delivers text and image ads that are precisely targeted to your site, and Google AdWords, which lets you generate text ads that accompany specific search term results. This book has specific and detailed sections on: Turning your web site into a profit center with

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AdSense Making sense of AdSense metrics Driving traffic to your site Optimizing sites for search engine placement Working with AdWords campaigns, auctions, and reports Managing campaigns dynamically using the AdWords APIs Once you've read all four parts, you'll have a comprehensive picture of how advertising works on the web and how you can use the Google advertising programs to your advantage.

Provides access to a Web search engine for sites on movie scripts, movies, the film industry, and filmmaking, presented by Colin Chapman. Highlights information on planning a film budget and industry news for filmmakers and screenwriters.

Producing for the Web is a clear and practical guide to the planning, setting up and management of a web site. It gives readers a comprehensive overview of the current technologies available for on-line communications and shows how to use them for maximum effect when planning a web site. Producing for the Web sets out the practical toolkit that a web producer will require to create their site, from web and image editors to information processing and programme applications. Supported by a regularly updated and comprehensive web site, Producing for the Web includes: * an introduction to the Internet and the World Wide Web * illustrated examples of good page design and site content * on-line support, tutorials and information on latest technologies * advice on content, maintenance and how to use sites effectively * how best to maximise available programmes and applications * tips on writing and style * a discussion about ethics and regulation * an extensive list of resources and Internet terminology.

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Have you ever dreamt or imagined that's its possible to make money even when you are relaxed & fast asleep in your bed? Well it's true! And, we can help you make those dreams or thoughts a reality with our new explosive Ebook "7 Easy Ways To Make Big Money While You Sleep!". Inside you will find it jammed packed with money making ideas & everything you need to make it happen! It fully reveals over 7 BOOM money-makers you can get into right now no matter what your current position/job/etc... in life is!! So what have you got to loose? NOTHING! Don't wait any longer. Get this revealing eBook today.

Constraint Programming is an approach for modeling and solving combi- torial problems that has proven successful in many applications. It builds on techniques developed in Arti?cial Intelligence, Logic Programming, and - erations Research. Key techniques are constraint propagation and heuristic search. Constraint Programming is based on an abstraction that decomposes a problem solver into a reusable constraint engine and a declarative program modeling the problem. The constraint engine implements the required pr- agation and search algorithms. It can be realized as a library for a general purpose programming language (e.g. C++), as an extension of an existing language (e.g. Prolog), or as a system with its own dedicated language. The present book is concerned with the architecture and implementation of constraint engines. It presents a new, concurrent architecture that is far superior to the sequential architecture underlying Prolog. The new archit- ture is based on concurrent search with

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copying and recomputation rather than sequential search with trailing and backtracking. One advantage of the concurrent approach is that it accommodates any search strategy. Furthermore, it considerably simplifies the implementation of constraint propagation algorithms since it eliminates the need to account for trailing and backtracking. The book investigates an expressive generalization of the concurrent architecture that accommodates propagation-preserving combinators (known as deep guard combinators) for negation, disjunction, implication, and re-creation of constraint propagators. Such combinators are beyond the scope of Prolog's technology. In the concurrent approach they can be obtained with a reflective encapsulation primitive.

Learn jQuery and JavaScript in 24 one-hour lessons Sams Teach Yourself jQuery and JavaScript in 24 Hours helps you build dynamic single-page web apps that deliver the rich experiences your users want. This book's straightforward, step-by-step approach shows you how to create effects, animations, lists, complex forms, and more. In just a few hours, you'll be building great user interfaces for any device, even the newest smartphones and tablets. Every lesson builds on what you've already learned, giving you a rock-solid foundation for real-world success. Step-by-step instructions carefully walk you through the most common jQuery and JavaScript development tasks. Practical, hands-on examples show you how to apply what you learn. Quizzes and exercises help you test your knowledge and stretch your skills Notes and tips point out shortcuts and solutions Learn how to... Quickly start building web pages with jQuery and

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JavaScript Master jQuery syntax, logic, functions, and objects Efficiently access, manipulate, and navigate DOM elements Build highly interactive web pages with events and event handlers Implement cookies, pop-up windows, and timers Create animations, special effects, and image galleries Construct, interact with, and validate forms Use advanced elements, such as table filters, custom dialogs, and dynamic sparklines Access server-side data via AJAX Work with data using JSON, XML, queues, and binding Build superior user interfaces more quickly with jQuery UI Add richer page interactions with jQuery UI Widgets Create mobile-friendly pages with jQuery Mobile Customize your mobile pages with jQuery Mobile ThemeRoller Contents at a Glance PART I: Introduction to jQuery and JavaScript Development HOUR 1: Intro to Dynamic Web Programming HOUR 2: Debugging jQuery and JavaScript Web Pages HOUR 3: Understanding Dynamic Web Page Anatomy HOUR 4: Adding CSS/CSS3 Styles to Allow Dynamic Design and Layout HOUR 5: Jumping into jQuery and JavaScript Syntax HOUR 6: Understanding and Using JavaScript Objects PART II: Implementing jQuery and JavaScript in Web Pages HOUR 7: Accessing DOM Elements Using JavaScript and jQuery Objects HOUR 8: Navigating and Manipulating jQuery Objects and DOM Elements with jQuery HOUR 9: Applying Events for Richly Interactive Web Pages HOUR 10: Dynamically Accessing and Manipulating Web Pages HOUR 11: Accessing Data Outside the Web Page PART III: Building Richly Interactive Web Pages HOUR 12: Enhancing User Interaction Through Animation and Other Special Effects

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HOUR 13: Interacting with Web Forms HOUR 14: Creating Advanced Web Page Elements PART IV: Advanced Concepts HOUR 15: Accessing Server-Side Data via AJAX HOUR 16: Interacting with External Services, Facebook, Google, Twitter, and Flickr PART V: jQuery UI HOUR 17: Introducing jQuery UI HOUR 18: Using jQuery UI Effects HOUR 19: Advanced Interactions Using jQuery UI Interaction Widgets HOUR 20: Using jQuery UI Widgets to Add Rich Interactions to Web Pages PART VI: jQuery Mobile HOUR 21: Introducing Mobile Website Development HOUR 22: Implementing Mobile Web Pages HOUR 23: Formatting Content in Mobile Pages HOUR 24: Implementing Mobile Form Elements and Controls

An unparalleled opportunity to learn about an exciting new technology that is revolutionizing network and Internet content delivery Network Query Language (NQL) is a revolutionary new scripting language that makes it astonishingly quick and easy to aggregate, analyze, interpret, and redistribute information via networks. Described as the "first language of the content engineering era," NQL allows programmers to develop bots, intelligent agents, middleware, and sophisticated Web applications in a small fraction of the time it would ordinarily take. This book offers developers and network administrators an unparalleled opportunity to learn about this exciting new technology-what it is, how it works, and how to use and make the most of its many features-from the man who invented it. CD-ROM contains a 60-day-timeout version of NQL in both Windows and Java (Linux and Macintosh) formats.

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SEO--short for Search Engine Optimization--is the art, craft, and science of driving web traffic to web sites. Web traffic is food, drink, and oxygen--in short, life itself--to any web-based business. Whether your web site depends on broad, general traffic, or high-quality, targeted traffic, this PDF has the tools and information you need to draw more traffic to your site. You'll learn how to effectively use PageRank (and Google itself); how to get listed, get links, and get syndicated; and much more. The field of SEO is expanding into all the possible ways of promoting web traffic. This breadth requires a range of understanding. In this PDF you'll find topics that cover that range, so you can use SEO to your benefit. Those topics include: Understanding how to best organize your web pages and websites. Understanding technologic and business tools available that you can use to achieve your SEO goals. Understanding how Google works. (Since Google is far and away the most important search engine, effectively using SEO means effectively using Google. This PDF covers how to boost placement in Google search results, how not to offend Google, how best to use paid Google programs, and more.) Understanding best SEO practices (whether your organization is small and entrepreneurial, or whether you have responsibility for a large web presence). When you approach SEO, you must take some time to understand the characteristics of the traffic that you need to drive your business. Then go out and use the techniques explained in this PDF to grab some traffic--and bring life to your business. This volume includes the papers accepted for the First International Conference

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on Electronic Commerce and Web Technologies, which was held in Greenwich, UK, on September 4-6, 2000. The conference is the first of a series of planned conferences on these topics with the goal to bring together researchers from academia, practitioners and commercial developers from industry, and users to assess current methodologies and explore new ideas in e-commerce and web technology. The conference attracted 120 papers from all over the world and each paper was reviewed by at least three program committee members for its merit. The program committee finally selected 42 papers for presentation and inclusion in these conference proceedings. The conference program consisted of 14 technical sessions and two invited talks spread over three days. The regular sessions covered topics such as web application design, intellectual property rights, security and fairness, distributed organizations, web usage analysis, modelling of web applications, electronic commerce success factors, electronic markets, XML, web mining, electronic negotiation, integrity and performance, facilitating electronic commerce, and mobile electronic commerce. There were two invited addresses at the conference. The first was by Anthony Finkelstein, University College London, UK on "A Foolish Consistency: Technical Challenges in Consistency Management". This was a common address to the DEXA, the DaWaK and the EC-Web attendees. The second talk was by Paul Timmers,

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European Commission, Information Technologies Directorate on "The Role of Technology for the e-Economy".

A hands-on guide for marketers of any expertise level provides detailed coverage of a wide variety of topics, from keyword searching and link analysis/building to content strategies and position tracking, in a guide complemented by a CD-ROM of free SEO tools, software, and resources. Original.

Search Engine Optimization Your visual blueprint for effective Internet marketing John Wiley & Sons

A guide to Greasemonkey, a Firefox extension, that allows users to modify Web pages that are visited.

Packed with insider tips and tricks, this how-to guide is fully revised to cover the latest version of Google Analytics and shows you how to implement proven Web analytics methods and concepts. This second edition of the bestselling Advanced Web Metrics with Google Analytics is the perfect book for marketers, vendors, consultants, and Webmasters who want to learn the installation, configuration, tracking techniques, and best practices of Google Analytics. Google Analytics is a free tool that measures Web site effectiveness and helps users better understand how web site performance; this book is a detailed usage guide written by one of the software's original creators Explains what filters keep data

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accurate, how to measure Flash usage and tag for e-mail marketing, and what visitor segmentation provides the most useful feedback Examines principles and practices of Web analytics, then shows how to use GA's reports and how to track dynamic Web pages, banners, outgoing links, and contact forms Discusses advanced setups for configuring goals and filters, how to integrate GA with third-party systems, and how to leverage the new API Advanced Web Metrics with Google Analytics, Second Edition is valuable for both novice and experienced users of Google Analytics.

This Book is open Secret Knowledge of Hacker and Penetration Tester. Computer attacks happen each and every day, with increasing virulence. To create a good defense, you must understand the offensive techniques of your adversaries. In my career as a system penetration tester, incident response team member, and information security architect, I've seen numerous types of attacks ranging from simple scanning by clueless kids to elite attacks sponsored by the criminal underground. This book boils down the common and most damaging elements from these real-world attacks, while offering specific advice on how you can proactively avoid such trouble from your adversaries.

To be a successful ASP.NET 4 developer, you need to know how to apply the vast array of new functionality available in the latest release of the .NET 4

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Framework and Visual Studio 2010. This book will immerse you in a variety of advanced topics, including architecting different application data tiers, memory caching paradigms, data mining, and search engine optimization. Working through step-by-step exercises using P/LINQ, DLR, MEF, MVC, IronPython, Axum, and Ajax, you will learn a variety of approaches to building each of the key application tiers common to all web solutions. Using a proven technique of illustrating advanced concepts with functional solutions, all topics in the book are modeled on a fully operational content management system (CMS), built from the ground up. This ensures that you'll be introduced to real-world examples that demonstrate the full functionality of the .NET 4 Framework for ASP.NET, and that you'll be able to apply your new skills to any web development situation.

This useful book offers 101 fun shell scripts for solving common problems and personalizing the computing environment. Readers will find shell scripts to create an interactive calculator, a spell checker, a disk backup utility, a weather tracker, a web logfile analysis tool, a stock portfolio tracker, and much more. The cookbook style examples are all written in Bourne Shell (sh) syntax; the scripts will run on Linux, Mac OS X, and Unix.

In 2008 the Workshop on Languages and Compilers for Parallel Computing left the USA to celebrate its 21st anniversary in Edmonton, Alberta, Canada.

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Following its long-established tradition, the workshop focused on topics at the frontier of research and development in languages, optimizing compilers, applications, and programming models for high-performance computing. While LCPC continues to focus on parallel computing, the 2008 edition included the presentation of papers on program analysis that are precursors of high performance in parallel environments. LCPC 2008 received 35 paper submissions. Each paper received at least three independent reviews, and then the papers and the referee comments were discussed during a Program Committee meeting. The PC decided to accept 18 papers as regular papers and 6 papers as short papers. The short papers appear at the end of this volume. The LCPC 2008 program was fortunate to include two keynote talks. Keshav Pingali's talk titled "Amorphous Data Parallelism in Irregular Programs" - argued that irregular programs have data parallelism in the iterative processing of worklists. Pingali described the Galois system developed at The University of Texas at Austin to exploit this kind of amorphous data parallelism. The second keynote talk, "Generic Parallel Algorithms in Threading Building Blocks (TBB)," presented by Arch Robison from Intel Corporation addressed very practical aspects of using TBB, a production C++ library, for generic parallel programming and contrasted TBB with the Standard Template Library (STL).

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Want to learn how to make money while you sleep? That's how the wealthy do it! In "7 Ways To Automate Cash Flow," you will learn several hacks to building wealth around the clock. Topics include Creating Information Products, Affiliate Marketing, Google Affiliate Program, Search Engine Marketing, Online Accommodations, and Traffic Reselling. There a million ways to make money online, but not all are created equal. AND competition can be fierce. Check out these unique ways to make passive income 24 hours a day, 7 days a week.

Advanced JavaScript, Third Edition provides an in-depth examination of the most important features of JavaScript. Beginning with an overview of JavaScript, the book quickly moves into more advanced features needed for complex yet robust JavaScript scripts, such as objects, arrays, and date and time functions. Additionally, various features of JavaScript that are essential for modern web pages are discussed, including manipulating the status bar, creating dynamic calendars, and working with forms, images, and the Document Object Model. Numerous examples illustrate how to implement various techniques. Topics covered how to enhance your web pages with LED signs, banners, and images; implementing cookies to store and retrieve information; the structure of the Document Object Model and how it can be used to view, access, and change an HTML document; Security measures to protect private information while using

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the Internet.

Combines language tutorials with application design advice to cover the PHP server-side scripting language and the MySQL database engine.

TECHNOLOGY NOW: YOUR COMPANION TO SAM COMPUTER CONCEPTS helps students learn computer concepts that are essential for success in the workplace today. Technology Now aligns perfectly with the SAM Computer Concepts tasks; this 1:1 correspondence of book topics to SAM content provides a streamlined learning experience for all students, no matter what their learning style or level of experience. Adapted for print (or digital e-book) by technology expert and author Professor Corinne Hoisington, Technology Now not only compliments and reinforces the online experience, but also provides additional material beyond what is in SAM to help students learn; hands-on activities let students try new technologies and ethical issues scenarios, critical thinking activities, and team projects help to elevate their thinking and keep them engaged and motivated. Technology Now is written in simple language with fun and interesting examples that today's students can relate to; information is current, concise and presented visually in bite-sized chunks with key terms highlighted and defined. Customize the printed book to include just the chapters that meet your course's learning objectives, and set up your SAM course so it

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contains only the SAM tasks covered in the book. Use the e-book version with SAM for a 100% digital course. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Welcome to the only guidebook series that takes a visual approach to professional-level computer topics. Open the book and you'll discover step-by-step screen shots that demonstrate over 140 key search engine optimization techniques, including analyzing your competition, researching and analyzing keywords, developing your link building skills, and setting up blogs and communities. Succinct explanations will walk you through using Google Analytics, networking with Facebook and MySpace, setting up pay-per-click campaigns, and much more.

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