

Technology Made Simple For The Technical Recruiter

An engaging book for professional educators and an ideal textbook for certificate, masters, and doctoral programs in educational technology, instructional systems and learning design, Foundations of Educational Technology, Second Edition offers a fresh, interdisciplinary, problem-centered approach to the subject, helping students build extensive notes and an electronic portfolio as they navigate the text. The book addresses fundamental aspects of educational technology theory, research and practice that span various users, contexts and settings; includes a full range of engaging exercises for students that will contribute to their professional growth; and offers the following 4-step pedagogical features inspired by M. D. Merrill's First Principles of Instruction: TELL: Primary presentations and pointers to major sources of information and resources ASK: Activities that encourage students to critique applications and share their individual interpretations SHOW: Activities that demonstrate the application of key concepts and complex skills with appropriate opportunities for learner responses DO: Activities in which learners apply key concepts and complex skills while working on practice assignments and/or projects to be created for their electronic portfolios

The second edition of this textbook covers the core objectives addressed in introductory educational technology courses while adding new sections on mobile learning, MOOCs, open educational resources, "big data," and learning analytics along with suggestions to instructors and appendices on effective writing, professional associations, journal and trade magazines.

The typical American neighbourhood is impersonal, made up of large houses on large lots, with large garages whose remote openers provide residents instant access inside. There's never any need to see or be seen! The good news is that a growing number of homeowners are saying they want more. Pocket neighbourhoods are alternative living arrangements that provide shelter and security, convenience, comfort and meaning. In a typical pocket neighbourhood, parking is intentionally separated from houses, which surround a landscaped common area. Homeowners walk to their doors, past the neighbours they might otherwise never know. This book by architect and author Ross Chapin describes existing pocket neighbourhoods and co-housing communities and provides inspiration for creating new ones.

Important changes in the telecommunications world are affecting the way business is conducted. Learn the technical and marketing side of this realm and apply the basics to your business needs.

Data Visualization Made Simple is a practical guide to the fundamentals, strategies, and real-world cases for data visualization, an essential skill required in today's information-rich world. With foundations rooted in statistics, psychology, and computer science, data visualization offers practitioners in almost every field a coherent way to share findings from original research, big data, learning analytics, and more. In nine appealing chapters, the book: examines the role of data graphics in decision-making, sharing information, sparking discussions, and inspiring future research; scrutinizes data graphics, deliberates on the messages they convey, and looks at options for design visualization; and includes cases and interviews to provide a contemporary view of how data graphics are used by professionals across industries Both novices and seasoned designers in education, business, and other areas can use this book's effective, linear process to develop data visualization literacy and promote exploratory, inquiry-based approaches to visualization problems.

Technology Made Simple for the Technical Recruiter, Second Edition
A Technical Skills Primer
Universe

Our love affair with the digital interface is out of control. We've embraced it in the boardroom, the bedroom, and the bathroom. Screens have taken over our lives. Most people spend over eight hours a day staring at a screen, and some "technological innovators" are hoping to grab even more of your eyeball time. You have screens in your pocket, in your car, on your

appliances, and maybe even on your face. Average smartphone users check their phones 150 times a day, responding to the addictive buzz of Facebook or emails or Twitter. Are you sick? There's an app for that! Need to pray? There's an app for that! Dead? Well, there's an app for that, too! And most apps are intentionally addictive distractions that end up taking our attention away from things like family, friends, sleep, and oncoming traffic. There's a better way. In this book, innovator Golden Krishna challenges our world of nagging, screen-based bondage, and shows how we can build a technologically advanced world without digital interfaces. In his insightful, raw, and often hilarious criticism, Golden reveals fascinating ways to think beyond screens using three principles that lead to more meaningful innovation. Whether you're working in technology, or just wary of a gadget-filled future, you'll be enlightened and entertained while discovering that the best interface is no interface.

This book was written to help turn the generalist recruiter into a Technical Recruiter. The Information Technology field can be intimidating for Recruiters. This book helps to clearly define the top Tech Jobs within the industry. You will understand each skill requirement in every area within a role, understand additional search terms, improve your job description, and gain confidence when you are assessing a candidate's skills over a technical phone screen call.

Iodine Made Simple is a unique volume that explains the basic properties of iodine as well as the products and technology using it. Included are eight sections: What Is Iodine?, Iodine around Us, Iodine That Sustains Electronic and Information Materials, Using Iodine for Analysis, Innovative Industrial Technology Starts with Iodine, Iodine Is Needed to Maintain Health, Iodine for Vegetable Production and Livestock Breeding, and Next-Generation Technology Starts with Iodine. As the importance of iodine in many facets of everyday life continues to grow, this book provides valuable information for the scientifically literate public and undergraduate university students interested in this field.

Technology: Made Simple focuses on the history, processes, methodologies, principles, and advancements in technology. The publication first elaborates on the history and development of technology and how it extends the muscles, senses, communication, and control of man. Discussions focus on amplifiers, control and human operators, stability, sense of touch, hearing, and vision, basics of a measurement system, rotary and linear engines, transmission of power, empiricism and science, and conservation of energy. The text then takes a look at how technology extends the capabilities of the brain, models and optimization, and the methodology of technology. Topics include implementation of the solution, search for alternative solutions, operational research techniques for finding the optimum, optimization using mathematical models, symbolic, analogue, and iconic models, electronic computer, and data representation in the computer. The manuscript ponders on the relationship of technology and society, structure and operation in the industries, and technology in action, including transportation, robots, company organization, manufacturing industry, men and machines, and appropriate technology. The text is a valuable source of information for students and researchers wanting to dig deeper into the developments in technology.

This book assesses how low-carbon generation, the advance of energy storage and consumer-based models can help decarbonise electricity supplies at a national level. This book is built around developing a decarbonised electricity mix for Britain which reduces fossil fuels from 50% of supply in 2018 down to levels within 2030 carbon targets. Crossland explores the idea of a future energy storage mix which blends domestic batteries, vehicles, thermal stores and pumped hydro to provide a flexible, responsive electricity system. He then goes on to look at how much storage can contribute to decarbonisation in a multitude of contexts – from domestic to national electricity. This book also discusses how efficiency and self-sufficiency can bring about a decarbonised electricity use within our homes today. Britain is used as the main example, but the themes and conclusions are applicable to a global audience, and each chapter draws on practical case studies from around the world to illustrate key ideas. Drawing

on the author's experience in delivering and analysing low-carbon energy projects in the UK, Sub-Saharan Africa, Latin America and Oceania, this book will be of great relevance to students, scholars and industry specialists with an interest in energy technology, policy and storage.

If you're a technical recruiter who wants to keep your skills up to date in the competitive field of technical resource placement, you need a detailed guidebook to outpace competitors. This technical skills primer focuses on technology fundamentals—from basic programming terms to big data vocabulary, network lingo, operating system jargon, and other crucial skill sets. Topics covered include · sample questions to ask candidates, · types of networks and operating systems, · software development strategies, · cloud systems administration and DevOps, · data science and database job roles, and · information security job roles. Armed with indispensable information, the alphabet soup of technology acronyms will no longer be intimidating, and you will be able to analyze client and candidate requirements with confidence. Written in clear and concise prose, *Technology Made Simple for the Technical Recruiter* is an invaluable resource for any technical recruiter.

Information Technology: Made Simple covers the full range of information technology topics, including more traditional subjects such as programming languages, data processing, and systems analysis. The book discusses information revolution, including topics about microchips, information processing operations, analog and digital systems, information processing system, and systems analysis. The text also describes computers, computer hardware, microprocessors, and microcomputers. The peripheral devices connected to the central processing unit; the main types of system software; application software; and graphics and multimedia are also considered. The book tackles equipment, software, and procedures involved in computer communications; available telecommunications services; and data and transaction processing. The text also presents topics about computer-integrated manufacturing; the technology of information processing and its business applications; and the impact of this technology on society in general. Students taking computer and information technology courses will find the book useful.

This accessible, new reference work shows how and why RF energy is created within a printed circuit board and the manner in which propagation occurs. With lucid explanations, this book enables engineers to grasp both the fundamentals of EMC theory and signal integrity and the mitigation process needed to prevent an EMC event. Author Montrose also shows the relationship between time and frequency domains to help you meet mandatory compliance requirements placed on printed circuit boards. Using real-world examples the book features: Clear discussions, without complex mathematical analysis, of flux minimization concepts Extensive analysis of capacitor usage for various applications Detailed examination of component characteristics with various grounding methodologies, including implementation techniques An in-depth study of transmission line theory A careful look at signal integrity, crosstalk, and termination

Is this blue book more valuable than a business degree? Most people enter their professional careers not understanding how to grow a business. At times, this makes them feel lost, or worse, like a fraud pretending to know what they're doing. It's hard to be successful without a clear understanding of how business works. These 60 daily readings are crucial for any professional or business owner who wants to take their career to the next level. New York Times and Wall Street Journal bestselling author, Donald Miller knows that business is more than just a good idea made profitable – it's a system of unspoken rules, rarely taught by MBA schools. If you are attempting to profitably grow your business or career, you need elite business knowledge—knowledge that creates tangible value. Even if you had the time, access, or money to attend a Top 20 business school, you would still be missing the practical knowledge that propels the best and brightest forward. However, there is another way to

achieve this insider skill development, which can both drastically improve your career earnings and the satisfaction of achieving your goals. Donald Miller learned how to rise to the top using the principles he shares in this book. He wrote *Business Made Simple* to teach others what it takes to grow your career and create a company that is healthy and profitable. These short, daily entries and accompanying videos will add enormous value to your business and the organization you work for. In this sixty-day guide, readers will be introduced to the nine areas where truly successful leaders and their businesses excel: Character: What kind of person succeeds in business? Leadership: How do you unite a team around a mission? Personal Productivity: How can you get more done in less time? Messaging: Why aren't customers paying more attention? Marketing: How do I build a sales funnel? Business Strategy: How does a business really work? Execution: How can we get things done? Sales: How do I close more sales? Management: What does a good manager do? *Business Made Simple* is the must-have guide for anyone who feels lost or overwhelmed by the modern business climate, even if they attended business school. Learn what the most successful business leaders have known for years through the simple but effective secrets shared in these pages. Take things further: If you want to be worth more as a business professional, read each daily entry and follow along with the free videos that will be sent to you after you buy the book.

This text provides an overview of important theory, principles, and concepts in the field of thermodynamics, making this abstract and complex subject easy to comprehend while building practical skills in the process. It enhances understanding of heat transfer, steam tables, energy concepts, power generation, psychrometry, refrigeration cycles, and more. Practical, easily accessible case studies illustrate various thermodynamics principles. Each chapter concludes with a list of questions or problems, with answers at the back of the book.

Things you've done online: ordered a pizza, checked the weather, booked a hotel, and reconnected with long-lost friends. Now it's time to find out how these things work. Vinay Trivedi peels back the mystery of the Internet, explains it all in the simplest terms, and gives you the knowledge you need to speak confidently when the subject turns to technology. This revised second edition of *How to Speak Tech* employs the strategy of the popular first edition: through the narrative of setting up a fictitious startup, it introduces you to essential tech concepts. New tech topics that were added in this edition include the blockchain, augmented and virtual reality, Internet of Things, and artificial intelligence. The author's key message is: technology isn't beyond the understanding of anyone! By breaking down major tech concepts involved with a modern startup into bite-sized chapters, the author's approach helps you understand topics that aren't always explained clearly and shows you that they aren't rocket science. So go ahead, grab this book, start to "speak tech," and hold your own in any tech-related conversation! What You'll Learn Understand the basics of new and established technologies such as blockchain, artificial intelligence (AI), augmented and virtual reality (AR and VR), Internet of Things (IoT), software development, programming languages, databases, and more Listen intelligently and speak confidently when technologies are brought up in your business Be confident in your grasp of terms and technologies when setting up your own organization's application Who This Book Is For Students who want to understand different technologies relevant to their future careers at startups and established organizations, as well as business and other non-technical professionals who encounter and require an understanding of key technical terms and trends to succeed in their roles Reviews "Finally, a book non-techies can use to understand the technologies that are changing our lives." Paul Bottino, Executive Director, Technology and Entrepreneurship Center, Harvard University "A great book everyone can use to understand how tech startups work." Rene Reinsberg, Founder at Celio; Former VP of Emerging Products, GoDaddy "Through the simplicity of his presentation, Vinay shows that the basics of technology can be straightforwardly understood by anyone who puts in the time and effort to learn." Joseph Lassiter, Professor of Management

Science, Harvard Business School and Harvard Innovation Lab

Book Design Made Simple gives DIY authors, small presses, and graphic designers-novices and experts alike-the power to design their own books. It's the first comprehensive book of its kind, explaining every step from installing Adobe InDesign right through to sending the files to press. For those who want to design their own books but have little idea how to proceed, Book Design Made Simple is a semester of book design instruction plus a publishing class rolled into one. Let two experts guide you through the process with easy step-by-step instructions, resulting in a professional-looking top-quality book

Provides information on implementing technology services in a small or medium-sized library.

Do you work in a non-technical role and want to understand and speak technical language? Would you be better at your job if you did? Whether you're in recruiting, marketing, business development, or any other non-technical field, this book will teach you what you need to know to understand the basics and have conversations about the web technologies being used in your business. The book covers enough about web technologies to help your career with 80+ pages of text, diagrams and images.

Liberation Technology brings together cutting-edge scholarship from scholars and practitioners at the forefront of this burgeoning field of study. An introductory section defines the debate with a foundational piece on liberation technology and is then followed by essays discussing the popular dichotomy of liberation" versus "control" with regard to the Internet and the sociopolitical dimensions of such controls. Additional chapters delve into the cases of individual countries: China, Egypt, Iran, and Tunisia.

Be smarter than your computer If you don't understand computers, you can quickly be left behind in today's fast-paced, machine-dependent society.

Computer Science Made Simple offers a straightforward resource for technology novices and advanced techies alike. It clarifies all you need to know, from the basic components of today's computers to using advanced applications. The perfect primer, it explains how it all comes together to make computers work.

Topics covered include: * hardware * software * programming * networks * the internet * computer graphics * advanced computer concepts * computers in society Look for these Made Simple titles: Accounting Made Simple Arithmetic Made Simple Astronomy Made Simple Biology Made Simple Bookkeeping Made Simple Business Letters Made Simple Chemistry Made Simple Earth Science Made Simple English Made Simple French Made Simple German Made Simple Inglés Hecho Fácil Investing Made Simple Italian Made Simple Keyboarding Made Simple Latin Made Simple Learning English Made Simple Mathematics Made Simple The Perfect Business Plan Made Simple Philosophy Made Simple Physics Made Simple Psychology Made Simple Sign Language Made Simple Spanish Made Simple Spelling Made Simple Statistics Made Simple Your Small Business Made Simple www.broadway.com

World-renowned economist Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, explains that we have an opportunity to shape the fourth industrial revolution, which will fundamentally alter how we live and work. Schwab argues that this revolution is different in scale, scope and complexity from any that have come before. Characterized by a range of new technologies that are fusing the physical, digital and biological worlds, the developments are affecting all disciplines, economies, industries and governments, and even challenging ideas about what it means to be human. Artificial intelligence is already all around us, from supercomputers, drones and virtual assistants to 3D printing, DNA sequencing, smart thermostats, wearable sensors and microchips smaller than a grain of sand. But this is just the beginning: nanomaterials 200 times stronger than steel and a million times thinner than a strand of hair and the first transplant of a 3D printed liver are already in development. Imagine "smart factories" in which global systems of manufacturing are coordinated virtually, or implantable mobile phones made of biosynthetic materials. The fourth industrial revolution, says Schwab, is more significant, and its ramifications more profound, than in any prior period of human history. He outlines the key technologies driving this revolution and discusses the major impacts expected on government, business, civil society and individuals. Schwab also offers bold ideas on how to harness these changes and shape a better future--one in which technology empowers people rather than replaces them; progress serves society rather than disrupts it; and in which innovators respect moral and ethical boundaries rather than cross them. We all have the opportunity to contribute to developing new frameworks that advance progress.

Although the popularity of the Bayesian approach to statistics has been growing for years, many still think of it as somewhat esoteric, not focused on practical issues, or generally too difficult to understand. Bayesian Analysis Made Simple is aimed at those who wish to apply Bayesian methods but either are not experts or do not have the time to create WinBUGS code and ancillary files for every analysis they undertake. Accessible to even those who would not routinely use Excel, this book provides a custom-made Excel GUI, immediately useful to those users who want to be able to quickly apply Bayesian methods without being distracted by computing or mathematical issues. From simple NLMs to complex GLMMs and beyond, Bayesian Analysis Made Simple describes how to use Excel for a vast range of Bayesian models in an intuitive manner accessible to the statistically savvy user. Packed with relevant case studies, this book is for any data analyst wishing to apply Bayesian methods to analyze their data, from professional statisticians to statistically aware scientists.

Ayub Shaikh is a renowned trainer, famous for having brought credibility, confidence and industry knowledge to over 5,000 IT recruitment consultants, HR professionals and resourcers through his training courses around the world. Everyday technology is constantly changing, and it's hard to keep up with it at times. What is all this talk about automation, STEM, analytics and super-

computers, and how will it really affect my daily life at work and in the home? This book is a simple guide to everyday technology and analytics written in plain language. It starts with explaining how computer networks are increasing in speed so fast that we can do more in less time than ever before. It explains the analytical jargon in plain English and why robotics in the home will be aided by the new technology of the quantum computer. Richly furnished with over 200 illustrations, photos and with minimal equations, *A Simple Guide to Technology and Analytics* is a ready reference book for those times when you don't really understand the technology and analytics being talked about. It explains complicated topics such as automated character recognition in a very simple way, and has simple exercises for the reader to fully understand the technology (with answers at the back). It even has explanations on how home appliances work, which are very useful the next time you go shopping for a microwave or TV. Even the Glossary at the back can be used as a quick look-up explanation for those on the go.

Are you studying for an A-Level in Law? Are you thinking about reading Law or a related subject at university? Or maybe you already have a place at Law School? If you answered 'yes' to any of the above or if you have a general interest in how the Law works, *Law Made Simple* is the perfect introduction to this huge and complex subject. Covering all the foundation subjects, Contract, Torts, Land, Trusts, Criminal, Public and EU Law as well as an introduction to the personnel and mechanisms that make up the English Legal System, *Law Made Simple* will offer you a clear and concise introduction to both the legislation and case law relating to all the major topics. This 13th edition now includes a brand new chapter on Public Law and Human Rights, a completely revised and updated chapter on Sources of Law and has been fully updated to take into account developments across the curriculum such as the ratification of the Lisbon Treaty; the Supreme Court and the Ministry of Justice; the Legal Services Act 2007; and the Fixed Term Parliaments Act 2011.

Today, there is increasing pressure on the water infrastructure and although unsustainable water extraction and wastewater handling can continue for a while, at some point water needs to be managed in a way that is sustainable in the long-term. We need to handle water utilities "smarter". New and effective tools and technologies are becoming available at an affordable cost and these technologies are steadily changing water infrastructure options. The quality and robustness of sensors are increasing rapidly and their reliability makes the automatic handling of critical processes viable. Online and real-time control means safer and more effective operation. The combination of better sensors and new water treatment technologies is a strong enabler for decentralised and diversified water treatment. Plants can be run with a minimum of personnel attendance. In the future, thousands of sensors in the water utility cycle will handle all the complexity in an effective way. *Smart Water Utilities: Complexity Made Simple* provides a framework for Smart Water Utilities based on a M-A-D

(Measurement-Analysis-Decision). This enables the organisation and implementation of "Smart" in a water utility by providing an overview of supporting technologies and methods. The book presents an introduction to methods and tools, providing a perspective of what can and could be achieved. It provides a toolbox for all water challenges and is essential reading for the Water Utility Manager, Engineer and Director and for Consultants, Designers and Researchers. Authors: Pernille Ingildsen, Chief of Plan and Project at Kalundborg utility, Denmark and Gustaf Olsson, Professor Em. in Industrial Automation, Lund University, Sweden

Java is a programming language designed for use on networks, in particular the Internet, and can also be used to write full-scale applications. It is based upon C++ and is very similar in its style and structure. Java Made Simple 2nd edition concentrates on getting the reader started and assumes no prior programming knowledge. Once the essentials have been mastered, it provides the confidence to go deeper into the language and broaden and develop invaluable programming skills.

"Think tech gurus have it all figured out? Not quite. This book explores some of the biggest technology failures of all time--and how some of those failures led to great success!"--

A No-Fuss Guide to the Delicious Art of Pâtisserie Unleash your inner pastry chef with Molly Wilkinson's approachable recipes for all of your French favorites. Trained at Le Cordon Bleu in Paris, Molly takes the most essential techniques and makes them easy for home bakers, resulting in a collection of simple, key recipes that open up the world of pastry. With friendly, detailed directions and brilliant shortcuts, you can skip the pastry shop and enjoy delicious homemade creations. Master base recipes like 30-minute puff pastry, decadent chocolate ganache and fail-safe citrus curds, and you're on your way to making dozens of iconic French treats. You'll feel like a pro when whipping up gorgeous trays of madeleines and decorating a stunning array of cream puffs and éclairs. Along with classics like The Frenchman's Chocolate Mousse, Profiteroles and Classic Mille-Feuilles, learn to assemble exquisite showstoppers such as Croquembouche and Caramel Mousse Tartelettes with Poached Pears in Ginger. This go-to guide shows you all the tips and tricks you need to impress your guests and have fun with French pastry.

This title was first published in 2002: This is an attempt to simplify the initial study of classification as used for information retrieval. The text adopts a gradual progression from very basic principles, one which should enable the reader to gain a firm grasp of one idea before proceeding to the next.

Have you ever asked yourself how the inventions, gadgets, and devices that surround us actually work? Discover the hidden workings of everyday technology with this graphic guide. How Technology Works demystifies the machinery that keeps the modern world going, from simple objects such as zip fasteners and can openers to the latest, most sophisticated devices of the information age,

including smartwatches, personal digital assistants, and driverless cars. It includes inventions that have changed the course of history, like the internal combustion engine, as well as technologies that might hold the key to our future survival, including solar cells and new kinds of farming to feed a growing population. Throughout the book, step-by-step explanations are supported by simple and original graphics that take devices apart and show you how they work. The opening chapter explains principles that underpin lots of devices, from basic mechanics to electricity to digital technology. From there, devices are grouped by application--such as the home, transportation, and computing--making them easy to find and placing similar devices side by side. *How Technology Works* is perfect for anyone who didn't have training in STEM subjects at school or is simply curious about how the modern world works. Differentiation is a practice that is beneficial to every student. Rather than focusing on leaving no child behind, differentiation aims to move every child ahead. The trouble for many teachers is, however, that differentiating for all students can be time consuming. *Differentiation Made Simple* will help classroom teachers overcome time constraints and other obstacles to differentiation by providing a wealth of ready-made and generic tools they can employ right away. The tools include task cards for literature, creative writing, and research; tic-tac-toe menus; graphic organizers; and guides to creating differentiated units—each one tied to specific questions and concerns teachers have about differentiating instruction. Also included are product lists and other assessment ideas, including rubrics and a scoring conversion table. Written especially for teachers in the trenches, *Differentiation Made Simple* will help unlock the door to creating a classroom where every child is challenged by work appropriate for his or her abilities, interests, and learning styles.

The financial services technology industry is booming and promises to change the way we manage our money online, disrupting the current landscape of the industry. Understanding fintech's many facets is the key to navigating the complex nuances of this global industry. *Fintech in a Flash* is a comprehensive guide to the future of banking and insurance. It discusses an array of hot topics such as online payments, crowdfunding, challenger banks, online insurance, digital lending, big data, and digital commerce. The author provides easy to understand explanations of the 14 main areas of fintech and their future, and insight into the main fintech hubs in the world and the so-called unicorns, fintech firms that have made it past a \$1 billion valuation. He breaks down the key concepts of fintech in a way that will help you understand every aspect so that you can take advantage of new technologies. This detailed guide is your go-to source for everything you need to confidently navigate the ever-changing scene of this booming industry.

A practical, expert-reviewed guide to growing software engineering teams effectively, written by and for hiring managers, recruiters, interviewers, and candidates.

Data Modeling Made Simple will provide the business or IT professional with a practical working knowledge of data modeling concepts and best practices. This book is written in a conversational style that encourages you to read it from start to finish and master these ten objectives: Know when a data model is needed and which type of data model is most effective for each situation Read a data model of any size and complexity with the same confidence as reading a book Build a fully normalized relational data model, as well as an easily navigatable dimensional model Apply techniques to turn a logical data model into an efficient physical design Leverage several templates to make requirements gathering more efficient and accurate Explain all ten categories of the Data Model Scorecard Learn strategies to improve your working relationships with others Appreciate the impact unstructured data has, and will have, on our data modeling deliverables Learn basic UML concepts Put data modeling in context with XML, metadata, and agile development Book Review by Johnny Gay In this book review, I address each section in the book and provide what I found most valuable as a data modeler. I compare, as I go, how the book's structure eases the new data modeler into the subject much like an instructor might ease a beginning swimmer into the pool. This book begins like a Dan Brown novel. It even starts out with the protagonist, our favorite data modeler, lost on a dark road somewhere in France. In this case, what saves him isn't a cipher, but of all things, something that's very much like a data model in the form of a map! The author deems they are both way-finding tools. The chapters in the book are divided into 5 sections. The chapters in each section end with an exercise and a list of the key points covered to reinforce what you've learned. I find myself comparing the teaching structure of the book to the way most of us learn to swim. "A great book everyone can use to understand how tech startups work." —Rene Reinsberg, GM/VP at GoDaddy, CEO and Co-founder at Locu "Finally a book non-techies can use to understand the web technologies that are changing our lives." —Paul Bottino, Executive Director, Technology and Entrepreneurship Center, Harvard University "Through the simplicity of his presentation, Vinay shows that the basics of technology can be straightforwardly understood by anyone who puts in the time and effort to learn." —Joseph Lassiter, Professor of Management Science, Harvard Business School and Harvard Innovation Lab In a way that anyone can understand, How to Speak Tech: The Non-Techie's Guide to Tech Basics in Business spells out the essential technical terms and technologies involved in setting up a company's website or web application. Nontechnical business readers will find their digital literacy painlessly improved with each ten-minute chapter of this illustrative story of one successful technology startup building its Web-based business from scratch. Vinay Trivedi—a private equity analyst and startup entrepreneur who works at the intersection of business and tech—employs the startup story line as his frame for explaining in plain language the technology behind our daily user experiences, the successful strategies of social media giants, the bold aspirations of tiny startups, and the

competitive adaptations of ordinary businesses of all sizes and sectors. Along the way, he demystifies all those tech buzzwords in our business culture whose precise meanings are so often elusive even to the people using them. Internet hardware, application software, and business process: the working premise of this book is that none of it is beyond the basic understanding of nontechnical business readers. Trivedi peels back the mystery, explains it all in simplest terms, and gives his readers the wherewithal to listen intelligently and speak intelligibly when the subject turns to technology in business.

Ten laws of simplicity for business, technology, and design that teach us how to need less but get more. Finally, we are learning that simplicity equals sanity. We're rebelling against technology that's too complicated, DVD players with too many menus, and software accompanied by 75-megabyte "read me" manuals. The iPod's clean gadgetry has made simplicity hip. But sometimes we find ourselves caught up in the simplicity paradox: we want something that's simple and easy to use, but also does all the complex things we might ever want it to do. In *The Laws of Simplicity*, John Maeda offers ten laws for balancing simplicity and complexity in business, technology, and design—guidelines for needing less and actually getting more. Maeda—a professor in MIT's Media Lab and a world-renowned graphic designer—explores the question of how we can redefine the notion of "improved" so that it doesn't always mean something more, something added on. Maeda's first law of simplicity is "Reduce." It's not necessarily beneficial to add technology features just because we can. And the features that we do have must be organized (Law 2) in a sensible hierarchy so users aren't distracted by features and functions they don't need. But simplicity is not less just for the sake of less. Skip ahead to Law 9: "Failure: Accept the fact that some things can never be made simple." Maeda's concise guide to simplicity in the digital age shows us how this idea can be a cornerstone of organizations and their products—how it can drive both business and technology. We can learn to simplify without sacrificing comfort and meaning, and we can achieve the balance described in Law 10. This law, which Maeda calls "The One," tells us: "Simplicity is about subtracting the obvious, and adding the meaningful."

Aspiring engineers will get a head start with this introduction to the past, present, and future of engineering. Enter a world of engineering with detailed explanations of the history of discovery and innovation that has made modern technology possible. *Engineering Made Simple* presents the fundamentals of making and creating, from the physics of flying to the chemistry of manufacturing. Each of the ten chapters will connect readers with a topic that helps make sense of engineering. Learn what it means to be an engineer, understand the laws scientists use to push the limits of speed and safety, and discover a past—and anticipate a future—of amazing machines and constructions. Each section will help aspiring young engineers engage with relevant areas in their school's curriculum, complete with knowledge-testing quizzes. Do you like the idea of designing and creating a better world? With this book, young people will discover

just how simple—and exciting—engineering can be.

From the New York Times bestselling authors of *Sprint* comes a simple 4-step system for improving focus, finding greater joy in your work, and getting more out of every day. "A charming manifesto—as well as an intrepid do-it-yourself guide to building smart habits that stick. If you want to achieve more (without going nuts), read this book."—Charles Duhigg, bestselling author of *The Power of Habit* and *Smarter Faster Better* Nobody ever looked at an empty calendar and said, "The best way to spend this time is by cramming it full of meetings!" or got to work in the morning and thought, "Today I'll spend hours on Facebook!" Yet that's exactly what we do. Why? In a world where information refreshes endlessly and the workday feels like a race to react to other people's priorities faster, frazzled and distracted has become our default position. But what if the exhaustion of constant busyness wasn't mandatory? What if you could step off the hamster wheel and start taking control of your time and attention? That's what this book is about. As creators of Google Ventures' renowned "design sprint," Jake and John have helped hundreds of teams solve important problems by changing how they work. Building on the success of these sprints and their experience designing ubiquitous tech products from Gmail to YouTube, they spent years experimenting with their own habits and routines, looking for ways to help people optimize their energy, focus, and time. Now they've packaged the most effective tactics into a four-step daily framework that anyone can use to systematically design their days. *Make Time* is not a one-size-fits-all formula. Instead, it offers a customizable menu of bite-size tips and strategies that can be tailored to individual habits and lifestyles. *Make Time* isn't about productivity, or checking off more to-dos. Nor does it propose unrealistic solutions like throwing out your smartphone or swearing off social media. Making time isn't about radically overhauling your lifestyle; it's about making small shifts in your environment to liberate yourself from constant busyness and distraction. A must-read for anyone who has ever thought, "If only there were more hours in the day...", *Make Time* will help you stop passively reacting to the demands of the modern world and start intentionally making time for the things that matter.

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