

## **The Step By Step Guide To Pivot Tables Introduction To Dashboards The Microsoft Excel Step By Step Training Guide Series Book 2**

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"Drupal 7 is an amazingly powerful web content management system. But many newcomers find it confusing, and most Drupal books are just too complicated to help. If you want to spend less time struggling with complex instructions, and more time building sites that make you proud, this is the book for you! Top Drupal trainer Stephen Burge teaches everything you need to know--and nothing you don't need to know! You'll master Drupal one easy step at a time, through a complete, real-world sample project. You'll find crystal-clear visuals, simple explanations, perfect analogies--all extensively tested with real Drupal beginners. Drupal 7 Explained requires absolutely no experience with Drupal, content management, website construction, programming, scripting, or even HTML."--

Do you want to develop iPhone apps but don't know where to start? If you want to learn Swift programming from Scratch, this short book is for you. Learn Swift for iPhone iOS development, no programming development experience is required. Download your copy NOW!!**Book Objectives**This book is about Swift programming. The following are the objectives of the author: To familiarize you with the basics of Swift programming language. To equip you with Swift programming skills, both beginner and advanced skills. To help you understand the difference between Swift and Objective-C. To help you appreciate the power of Swift as a programming language for the development of mobile applications. Who this Book is for? The author intends to benefit any of the following groups of people: Anybody who wants to learn basic Swift programming skills. Anybody who needs to advance their Swift programming skills. Anybody who needs to learn iOS app development for iOS 9 and above. Professors, lecturers or tutors who are looking to find better ways to explain Swift programming to their students in the simplest and easiest way. Students and academicians, especially those focusing on Swift programming, computer science and software development. **Requirements**The author expects you to have a computer installed with Mac OS X. If you don't have a MacBook, you can consider creating a Mac OS X virtual machine on your computer. **What is inside the book?** SWIFT BASICS SWIFT DATA TYPES SWIFT VARIABLES AND CONSTANTS SWIFT OPERATORS DECISION MAKING SWIFT LOOPS SWIFT FUNCTIONS SWIFT CLASSES SWIFT METHODS SWIFT ARRAYS SWIFT DICTIONARY SWIFT SETS SWIFT CLOSURES From the back coverThe author begins by introducing the readers to the foundations of the Swift programming language. The aim is to help them the individuals who developed the language, how the Swift compiler works. The reader has been guided on what they require so as to program in Swift. The author has then discussed the basics of Swift including writing comments, writing and running the first Swift program, Swift syntax, etc. The various features provided by Swift have been discussed in

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depth, including data types, variables, constants, loops, decision making, functions, operators, object oriented programming features, etc. The author has organized the book into chapters, with each chapter having many sub-chapters. Swift codes have been added, alongside thorough explanations of the code and images showing the expected output upon the execution of every script. The author begins with the basics of Swift and ends by discussing the complex features provided by the programming language. A step-by-step approach has been employed in every chapter for ease of understanding.

**Building Your Own Home A Step-by-Step Guide** "This is an impressive undertaking. I've seen plenty of books about home construction techniques but this is the first one I've seen that packages construction information with the whole process of acquiring the property." --P. Gilbert Mercurio, Executive Vice President Westchester County Board of Realtors "Written by an expert in both design and construction, the book is highly readable and addresses each aspect of the home building process in terms of cost-effectiveness, quality and aesthetics." --Michel Sargious, PhD, P.Eng. Professor Department of Civil Engineering The University of Calgary Now Building Your Own Home puts complicated material into terms anyone can easily understand. From managing the construction process like a pro to mastering every legal and financial detail, you get step-by-step instruction to guide you through the entire construction process. It explains with 132 clarifying photographs and illustrations how each part of the house is built. You'll learn how to: \* find a good lot and select an appropriate design \* apply for a building permit, secure the best financing terms as well as the best insurance coverage \* handpick top-notch independent contractors--and successfully manage their work \* control every stage of construction, from door knobs to deck installation to the plumbing and electrical work Easy-to-read and filled with practical information, Building Your Own Home contains everything you need to build a customized house of your dreams.

Is your monster misbehaving? Is he eating your favorite shirts? Is he using your hairbrush to clean his teeth? Is he annoying your family on car trips? Never fear those monster mishaps again! Laura Numeroff and Nate Evans, the world's leading experts on monsters and the mischief they make, have created the ultimate 10-Step Guide to Living With Your Monster. A portion of the proceeds from Laura Numeroff's 10-Step Guide To Living With Your Monster will be donated to the Michael J. Fox Foundation for Parkinson's Research.

If you're thinking about starting your own business then keep reading... 2 comprehensive manuscripts in 1 book How to Start a Business: Step-By-Step Start from Business Idea and Business Plan to Having Your Own Small Business, Including Home-Based Business Tips, Sole Proprietorship, LLC, Marketing and More LLC: The Ultimate Guide to Starting a Limited Liability Company, and How to Deal with LLC Accounting and LLC Taxes Are you excited to start a business?

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Do you have an idea, or are just fascinated with the idea of launching and growing your own enterprise? If so, then congratulations! Starting a business can be a remarkable journey that can change your life for the better. But before you start, remember the following... You don't know what you don't know. And what you don't know can be a huge roadblock in business. You see, most people who start a business make the same mistakes - with both their planning and execution. You may even make costly yet avoidable errors which cause you to lose huge amounts of money. But now, you can stay informed with insider tips, usually only known to successful businesspeople, which will guide you and help you to avoid pitfalls. Tips the majority of Americans don't know about. Part 1 of this book includes: A step-by-step guide to walk you through the process of launching your business from start to finish Amazing tips for creating and developing your idea The truth about business plans and all you need to know about the topic Quick and powerful questions regarding legal structures so you can discover the best one for you 7 secrets that makes a remarkable brand 4 powerful strategies for effective branded marketing Valuable insights into funding Proven business administration tips so you can avoid getting into trouble A simple guide to scaling your business And much, much more! Some of the topics that are discussed in part 2 of this book are: LLC's Explained, Pros, Cons LLC Case Law: A Cautionary Tale LLC and Piercing the Corporate Veil Steps to Starting an LLC LLC State-Specific Guidelines LLC Hiring Tips LLC Accounting Explained LLC Taxes And Much More So, what are you waiting for? Get this book now and learn more about how to start a business!

Practical Mindfulness offers an easy way of taking control of your life for the better. Focusing on simple breathing techniques, meditation tips and relaxation methods, this unique book will improve your concentration and help you achieve success. An innovative Q&A approach ensures that the process is personalised to you, enabling you to identify negative patterns of thinking and challenge them using well-respected exercises. Providing expert clarity through step-by-step guidance and visual pointers, the subject material is brought to life. The targeted exercises will help you boost your self-esteem, build better relationships, learn more effectively and distance yourself from damaging emotions using real-life scenarios. Practical Mindfulness is a life-changing programme that will teach you to relax, give you the self-confidence to succeed and rid you of the anxiety that holds you back.

People who love kids spend a sizeable amount of their adult life obsessing about how their lives would be with kids in it. They wonder how they can be good parents and be their kids' ultimate companion. They actively or passively prepare for this period of their lives and try to figure out ways to connect with their kids. The kids came with a need to express themselves, and it turns out that drawing is one of these needs. Herein lies the problem; the parent cannot draw. If this is your story, we understand how hard it is for you to confront that wrong notion that you cannot be there for your kids. You

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do not have to feel this way because you can always get help. Now, that help has come in the form of this drawing book. You do not have to feel like you are not doing enough for your kids in the area of creative expression because now, you can always bring out this book and guide them on how to use it to fulfill their drawing needs. The best part of this is that you will be doing it together; you learn as they learn and at the same time, you get to connect with them on a deeper level. So yes, you may not have much artistic or drawing skill, but you can help your kids develop theirs, and this book and the drawing guides in it will help you get them there. You and your kids are about to have the most amazing creative experience - one that you will talk about for years to come.

"An engaging resource written for anyone interested in learning how to save their personal digital information. The digital era has reshaped the nature, scope, and use of personal information. This book analyzes the concepts associated with preserving and managing personal digital information"--

More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you:

- Avoid the 9 deadly sins that destroy startups' chances for success
- Use the Customer Development method to bring your business idea to life
- Incorporate the Business Model Canvas as the organizing principle for startup hypotheses
- Identify your customers and determine how to "get, keep and grow" customers profitably
- Compute how you'll drive your startup to repeatable, scalable profits.

The Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

Every day we are bombarded with new technology products that are confusing and difficult to use. For example, the new touch-screen voting machines in Florida are so difficult to use that some elections have been nullified due to all of the errors voters made while using the machines. There has to be a way to make things easy-to-use. There is-and it is found inside the covers of this book.

Today, millions of websites rely on WordPress - from personal sites to the very largest organizations. Now, with WordPress Explained, you can build and run a great WordPress website, blog, or content management system -- even if

you're an absolute beginner. Top WordPress trainer Stephen Burge has taught thousands of WordPress and web newcomers: nobody knows more about guiding you up the WordPress learning curve. You'll master WordPress hands-on, through a complete case study, crystal-clear screenshots, simple explanations, and on-target analogies, all extensively tested with real WordPress beginners. Burge walks you through installing WordPress, mastering the Dashboard, creating your site, adding content, controlling users, enforcing security, building out links, managing comments and discussion forums, posting via email, testing performance, adding powerful additional site features, optimizing your site for search engines -- even selling products through your site. Throughout, he focuses on what you really need to know, and skips the arcane WordPress tasks and features that would only get in your way. WordPress Explained is visual, intuitive, packed with hands-on practice exercises, and backed with online videos to help you learn even more, even faster. If you're busy and non-technical... if you want to learn WordPress and have fun doing it... if you like direct hands-on learning more than abstract theory... this is the WordPress guide you've been searching for!

A basic introduction to the instrument and music-making skills, staff notation and chord theory. Provides step-by-step explanations with images highlighting important detail and technique.

All writers yearn for success and recognition. And now we are entering a golden era in which self-publishers are in the driver's seat. In *The Author's Toolkit*, aspiring authors, students, and even established writers will find the resources they need to achieve their goals and avoid common writer pitfalls. Updated and expanded to cover the changes in copyright fees and registration, the newest developments in electronic publishing, the growth of ebooks and print on demand, and tips for using social media for promotion and community, this detailed guide offers advice on every step of the writing and publishing process. Readers will learn how to:

- Develop and research fiction and nonfiction ideas
- Find a "hook" to attract reader interest
- Organize a plot and delineate characters
- Format for print and ebook readers
- Find an agent
- Understand literary contracts
- Market and promote a finished book
- Obtain backing such as crowdfunding

Written in an informative and easy-to-understand style, this guide is a treasure chest of resources and tools for writers seeking professional advice. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

If you're looking for a step-by-step walkthrough on how to start a podcast right from the ground with no previous experience, then keep reading... 'The medium of podcasting and the personal nature of it, the relationship you build with your listeners and the relationship they have with you - they could be just sitting there, chuckling and listening... there's nothing like that' - Marc Maron Podcasting is the expressional medium with therapeutic value we've been missing in our lives for decades. Luckily, popularity has been growing exponentially over the last few years - did you know the number of Americans who are weekly podcast listeners over the last 7 years has tripled? Let alone a 24% increase in the UK from 2018-2019. Although there's never been a better time to get into podcasting, with all the contradicting and often false information scattered all over the internet, it's no wonder why so many people often struggle to find a starting point when there's so many conflicting views on what the best quality equipment is, what launch strategy should be used, and even editing. In fact, it can even create the illusion that starting a podcast is a daunting and time-consuming process. You might be reluctant to commit to something you lack both knowledge and experience in or you're worried that when you do make that leap there'll be no one on the other side listening? Maybe you're skeptical of whether you'll be able to get guests on as a newbie with no name to yourself. In Podcasting Made Simple you will discover: The X factor that leaves listeners craving their next fix of your content The secret to creating an immersive parasocial relationship with your audience Why trying to monetize incorrectly can actually ruin your chances of turning your hobby to an income Why many podcasters' advertisement and promotion actually repels potential listeners How to create a loveable personal brand through emotional familiarity The simple, straight forward guide to recording and editing (equipment recommendations included). 5 simple tricks to make postproduction a breeze How to choose and execute the launch strategy that's right for you Why over half of podcasts are given up on by 6 months down the line How to format the perfect email that will get sponsors running your way, even if you have a low listenership Unique ways to start attracting guests, and become an authoritative figure The pre-guest ritual that guarantees a free-flowing interview The single most important voice technique that you can use to differentiate your show from competitors ? This digestible guide is made for people who have no experience, so yes, this will work for you even if you've never spoken into a microphone. Even if you're not a technology guru, and have no presence on social media. Even if you have an extremely busy schedule and a low budget. Even if you think your content ideas are absolutely absurd and no one will listen. Even if there are thousands of podcasts similar to yours already published, and you have no marketing experience

Communication scholars must be inquisitive, seek answers, synthesize information, and make educated decisions similar to being a detective.

If you're looking for a step by step walkthrough on how to start a podcast right from the ground with no previous

experience, then keep reading... 'The medium of podcasting and the personal nature of it, the relationship you build with your listeners and the relationship they have with you - they could be just sitting there, chuckling and listening... there's nothing like that' - Marc Maron Podcasting is the expressional medium with therapeutic value we've been missing in our lives for decades. Luckily, popularity has been growing exponentially over the last few years - did you know the number of Americans who are weekly podcast listeners over the last 7 years has tripled? Let alone a 24% increase in the UK from 2018-2019. Although there's never been a better time to get into podcasting, with all the contradicting and often false information scattered all over the internet, it's no wonder why so many people often struggle to find a starting point when there's so many conflicting views on what the best quality equipment is, what launch strategy should be used, and even editing. In fact, it can even create the illusion that starting a podcast is a daunting and time-consuming process. You might be reluctant to commit to something you lack both knowledge and experience in or you're worried that when you do make that leap there'll be no one on the other side listening? Maybe you're skeptical of whether you'll be able to get guests on as a newbie with no name to yourself. In *Podcasting Made Simple* you will discover: The X factor that leaves listeners craving their next fix of your content The secret to creating an immersive parasocial relationship with your audience Why trying to monetize incorrectly can actually ruin your chances of turning your hobby to an income Why many podcasters' advertisement and promotion actually repels potential listeners How to create a loveable personal brand through emotional familiarity The simple, straight forward guide to recording and editing (equipment recommendations included). 5 simple tricks to make postproduction a breeze How to choose and execute the launch strategy that's right for you Why over half of podcasts are given up on by 6 months down the line How to format the perfect email that will get sponsors running your way, even if you have a low listenership Unique ways to start attracting guests, and become an authoritative figure The pre-guest ritual that guarantees a free-flowing interview The single most important voice technique that you can use to differentiate your show from competitors This digestible guide is made for people who have no experience, so yes, this will work for you even if you've never spoken into a microphone. Even if you're not a technology guru, and have no presence on social media. Even if you have an extremely busy schedule and a low budget. Even if you think your content ideas are absolutely absurd and no one will listen. Even if there are thousands of podcasts similar to yours already published, and you have no marketing experience. If you're ready to start your podcasting journey, then scroll up and click the 'Add to Cart' button now!

This book aims to capture the fundamentals of computer programming without tying the topic to any specific programming language. To the best of the authors' knowledge there is no such book in the market.

The host and writer of the popular website "Ask the Decorator" offers her step-by-step, style-neutral decorating method



appropriate for anyone wishing to redecorate a home.

Sustainability is now the greatest business imperative, yet how do you actually develop and implement a sustainability plan if you aren't an expert? From the authors of the award-winning handbook *The Business Guide to Sustainability* comes this highly practical guide to designing and implementing a customized sustainability plan in any business, organization or government department of any type and scale. This step-by-step guide explains how to create a sustainability plan and sustainability report. Each chapter has two vital sections. The first contains background reading, tips and case examples to help you be successful. The second presents a set of methods each with step-by-step instructions and a selection matrix to help choose the best methods. The book also contains sample worksheets and exercise materials that can be copied for organization-wide use.

The craft of bookbinding has a long history and tradition. It has developed through the ages and is now enjoying a period of renewed popularity and creativity. Whether you are a beginner or an established bookbinder wishing to refresh your memory, this practical book introduces the techniques with step-by-step instructions and photographs. It explains how to transform a few sheets of paper and some thread into a book to be proud of. For the more experienced, the author also covers how to work with leather to create classic, professional bindings. Topics covered include single-section bindings; paperback and hardback; multi-section bindings; full cloth case, photograph album, quarter leather binding with paper or cloth-covered sides, and wrap-around structure; containers; phase box, slipcase and portfolio case. Lavishly illustrated with over 300 colour photographs.

"If I could give an aspiring writer one piece of advice, it would be to read this book." — Hugh Howey, New York Times best selling author of *Wool* "Tim Grahl is fast becoming a legend, almost single-handedly changing the way authors around the world spread ideas and connect with readers. If you've got a book to promote, stop what you're doing right now and start reading *Your First 1000 Copies*." — Daniel H. Pink, New York Times bestselling author of *Drive* and *When* "Your First 1000 Copies is a must-read for authors trying to build a connection with their readers." — Dan Heath & Chip Heath, co-authors of *Made to Stick*, *Switch*, and *Decisive* "I watched in awe as Tim Grahl had 5 clients on the New York Times bestseller list in the same week. There is no one I trust more to learn about book marketing." - Pamela Slim, Author, *Body of Work* "Tim was an early pioneer in teaching book authors how Internet marketing actually works." - Hugh MacLeod, author of *Ignore Everybody* and *Evil Plans* Imagine if you had a direct connection with thousands of readers who loved reading your books. And imagine if those readers eagerly awaited the launch of your next book. How would that direct relationship with your readers change your writing career? How would you feel knowing that every time you started a new book project, you already had people excited to buy it and ready to recommend it to others? In *Your First 1000 Copies*, seasoned book marketing expert Tim Grahl walks you through how successful authors are using the online marketing tools to build their platform, connect with readers and sell more books. Tim has worked with over 100 different authors from top best sellers such as Hugh Howey, Daniel Pink, Barbara Corcoran Charles Duhigg, Chip and Dan Heath,

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Ramit Sethi and Pamela Slim to authors just get started on their first writing project. He has worked with authors across all fiction and non-fiction genres. Along with his client work, he has studied many other successful authors to learn what works and what doesn't. The result is *Your First 1000 Copies* where he walks you through the Connection System, a plan that every author can immediately start using. The plan looks like this: - Permission - How to open up communication with your readers where you can reliably engage them and invite them to be involved. - Content - How to use content to engage with current readers and connect with new ones. - Outreach - How to ethically and politely introduce yourself to new readers. - Sell - How all of these steps can naturally lead to book sales without being pushy or annoying This is a system that any author can immediately put in place to start building their platform. Whether you're a seasoned author looking to step into the new publishing landscape, or you're a brand new author, *Your First 1000 Copies* will give you the tools to connect with readers and sell more books.

Narcotics Anonymous Step Working Guides are meant to be used by NA members at any stage of recovery, whether it's the first time through the steps, or whether they have been a guiding force for many years. This book is intentionally written to be relevant to newcomers and to help more experienced members develop a deeper understanding of the Twelve Steps.

Your dream wedding starts with this first simple step. Your wedding day marks the beginning of a new and exciting chapter in your life, so you'll want to make sure it's as wonderful as you always dreamed it would be. This book will guide you through all the organisational detail of your wedding preparations so that you'll feel completely confident about the many choices and decisions you will have to make. Written and designed in a logical, easy-to-use style, it concentrates on the practical aspects of preparing for your big day and is divided into three parts: \* The Countdown Calendar, detailing all the vital steps at each stage of the preparations \* The Action Plans, showing the step-by-step sequences needed to organise the transport, flowers, photography and all the other essentials \* The Checklists, providing lots of space for you to record all the relevant information, so that you can track your progress and ensure that nothing has been overlooked If you follow this book step by step, you'll feel confident that your big day will be a great success and one that you'll remember for the rest of your life.

Step by Step Guide Book on Home Wiring Step by Step Guide Book on Home Plumbing The Step by Step Guide to Planning Your Wedding Hachette UK

Have you ever wanted to write a book? Have you started to write your book, but weren't able to finish? Are you ready to learn how to get a book published? Discover inside secrets to: - Writing a book fast - Where and how to start writing your book - Finding the time in your busy life to write and finish a book Publishing a book the easy way Achieving real and practical writing results This book is for those of us who want to write regardless of what others say about our ability to write. It is for those of us who want a step-by-step guide to the process and strategies to finishing and publishing a book. The book is specially formulated to be a tool to support your success. If you want to avoid mistakes and prevent costly pitfalls, whether those pitfalls be measured in time and/or money wasted, then this book is for you. This book is all about achieving real and practical writing results. You will only become a writer/author through the act of writing. This is your golden opportunity to stop talking about writing a book and actually do it. Only

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when your book is finished will you truly understand the authority and respect authorship demands and how the title of "author" can open up new channels of achievement and profit. Learn How to Write a Book Outline In Garrett Pierson's book "How to Write a Book ASAP" you'll find the system to creating a book outline that guarantees your success. Writing a book outline is essential to your book writing and publishing success and the process that Garrett lays out is by far the best for any author to follow. Need to Write Your Book Fast? Whether you want to write a book in a weekend or you desire to learn how to write a book in 30 days, 60 days, 90 days or even two years, this book will show you the exact steps to finishing your book fast. You will find all the right ingredients to get started, why you shouldn't start writing until you're ready, detailed strategies to organization and self-control, a crash course in the basic writing process, clear steps to finishing your book fast and staying laser focused, traditional publishing vs. Self-publishing and what is right for you, how to become the authority in your market when your book is finished, plus much more! When reading this book you'll also discover: How everyday people just like you and I, have finished and published their book in record time... The ONE skill you need to master ... To leapfrog confusing details, and get started FAST... How to craft a proven time management system to create all the time you need to write your book... How you can finish your book in as little as 30 days using a 7-step system that really works... 5 roadblocks that 97% of writers encounter and how to overcome them immediately... The BIGGEST MYTH of writing a book flattened and debunked instantly... A multi-channel market positioning technique that can skyrocket you from no one to famous in no time at all... And Much More... You've waited long enough. Let's get started, you'll be glad you did! Learn how to write a book ASAP. Click the buy button today.

Lean User Testing A Pragmatic Step-by-Step Guide to User Tests If you believe in agile software development and delivering value to your customers and your company, reading this book is the right decision as it will greatly support your process to identify and create valuable, feasible and usable products. "We Know What We Need to Build" Who hasn't yet heard that dreaded, gut feeling-based notion in the past? To my experience, it is rarely valid, but more often an expression of an outdated thinking, that values output over outcome, that believes in requirement documents and micromanaging the product team. This book, however, is dedicated to completely different approach, that Steve Blank once wrapped up in his famous quote: There are No Facts Inside Your Building - Get Outside." And you should do so as early as possible in the process -it is the most important task of any product team. This book is therefore a deliberately short, focused, pragmatic manual for everyone, who designs, develops or markets software: Product manager, engineers and designers (UX/UI). It is based on hundreds of user interviews that I have run up to now and provides all you need to know to start your own user interview initiative in about two hours of your time. Save up to 90% of Typical User Interview Costs And there is more good news: The lean user testing approach will save up to 90% of the costs compared to outsourcing user interviews to a professional usability agency, but will return at least 80% of possible insights. Avoid Building Expensive Features Nobody Wants No more flying blind in the early stages: Test your hypotheses quickly and turn product discovery into your advantage over the competition. Learn how to avoid wasting money on software nobody wants and how to deliver value instead. Obsolete features aren't just expensive to build. They also need to be maintained and probably be

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removed at a later stage again, not to mention their opportunity costs: Imagine what you could have built instead. Gain More Runway for Your Startup Optimizing the cycle-time of your product hypotheses will focus available engineering and product management resources on valuable, usable and feasible features, thus extending your runway and improving your standing for the next funding round. Improve Communication with Stakeholders User tests greatly simplify the communication with stakeholders - the interviews, you will be running, are your product organization's first line of defense when it comes to turning down unreasonable feature requests. About the Author The author has worked for many years as a product manager and agile coach (Scrum, Lean Startup, Lean Change). During that time, he developed B2C as well as B2B software, mainly for startups, including a former Google subsidiary. He originally studied chemistry, business administration, and law. However, he has never worked in a laboratory. Instead, back in 1996, he released the first online shop software with SAP R/3 connectivity, only to learn that the early bird does not necessarily catch the worm. After his move to Berlin, Germany, he founded a marketplace for local service. In 2011, Entrepreneurs Club Berlin e.V. followed, as did Startup Camp Berlin- one of the largest German startup conferences today. His latest project, Age Of Product - Invent For Your Customers, focuses on the exchange of knowledge between product people, designers, and developers. It is about lessons learned and best practices on how to identify which product to build and how to build it in an efficient way. Age Of Product will host events and workshops in Berlin from autumn 2015 on and might also organize a new conference in the near future."

"Some argue the big advances in our impact on design and usability will come from better methods. Some argue they will come from earlier involvement in the development process. The biggest impact, however, will come as more and more companies realize the benefits of user-centered design and embrace it. Eric offers a practical road map to get there."--Arnie Lund, Director of Design and Usability, Microsoft Corporation "This book is a great how-to manual for people who want to bring the benefits of improved usability to their companies. It's thorough yet still accessible for the smart businessperson. I've been working with user-centered design for almost 20 years and I found myself circling tips and tricks."--Harley Manning, Research Director, Forrester Research "This book should be required reading for all executive champions of change. It does an excellent job in laying the foundation for incorporating usability engineering concepts and best practices into corporations. Business success in the new economy will greatly depend on instituting the changes in design methods and thinking that are so clearly and simply put forth in this very practical and useful book."--Ed Israelski, Program Manager--Human Factors, Abbott Laboratories "For those of us who have evangelized usability for so many years, we finally have a book that offers meaningful insights that can only come from years of practical experience in the real world. Here is a wonderful guide for all who wish to make usability a "way of life" for their companies."--Felica Selenko, Principal Technical Staff Member, AT&T "Dr. Schaffer's mantra is that the main differentiator for companies of the future will be the ability to build practical, useful, usable, and satisfying applications and sites. This is a book that provides the road map necessary to allow your organization to achieve these goals." --Colin Hynes, Director of Site Usability, Staples, Inc. "Eric's methodology helped RBC Royal Bank's online banking complete a new user interface, and provided a

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blueprint for making usable designs a routine part of our development process. The site became successful in making money, saving money, and increasing customer satisfaction--evidencing the effectiveness of his approach."--Carolyn Burke, Senior Manager, e-Commerce and Payments Strategy, RBC Royal Bank of Canada "If you're tasked with bringing usability to a large organization, this book is for you (and your boss). Informed by years of case studies and consulting experience, Eric provides the long view, clearly describing what to expect, what to avoid, and how to succeed in establishing user-centered principles at your company."--Pat Malecek, User Experience Manager, AVP, CUA, A.G. Edwards & Sons, Inc. "Usability issues are a key challenge for user-interface development of increasingly complex products and services. This book provides much-needed insights to help managers achieve their key objectives and to develop more successful solutions."--Aaron Marcus, President, Aaron Marcus and Associates At one time, computer hardware was the key differentiator in information technology--what gave an organization its competitive edge. Then, as hardware prices fell, software took center stage. Today, software has become a broadly shared commodity, and a new differentiator has emerged--usability. Applications, including Web sites, are usable if they are practical, useful, easy to work with, and satisfying. Usability is now the factor likeliest to give an organization a distinct advantage. Institutionalization of Usability shows how to make user-centered design and development a routine practice within an enterprise. Other excellent books explain precisely how to make software usable; this book builds on that foundation, and focuses instead on how to get usability recognized and incorporated into an organization's values and culture. Based on author Eric Schaffer's extensive experience, the book provides a solid methodology for institutionalizing usability, guiding readers step by step with practical advice on topics like organizational change, milestones, toolsets, infrastructure, and staffing requirements needed to achieve fully mature usability engineering. Learn how to: Educate your organization about the importance of usability Hire and coordinate usability staff and consultants Plan the standards, design, and implementation phases Retrofit a method that has added user-centered activities Recruit participants for usability interviews and testing Select the right staff and project to showcase--by timeline, user impact, and visibility Evangelize, train and mentor staff, and support the community Whether you are an executive leading the institutionalization process, a manager supporting the transition, or an engineer working on usability issues, Institutionalization of Usability will help you to build usability into your software practices. Packed with computer-aided designs, information on new types of fabrics, and specially commissioned photos, this comprehensive guide maintains its original appeal, while enticing a whole new generation of readers. Buy this book and get FREE COLORING BOOK. All the information within You just can't find the right book or tutorial to teach you how to get started. Some books skip steps while others just have the pictures with no instructions at all. Online tutorials can be frustrating, especially the video tutorials. Nothing seems to explain it where you can follow it at your own pace without leaving steps out. This book was written with you, the beginner, in mind. From the tools you will need to get started to shading and basic techniques, this book has been made for you. I will walk you step-by-step through each lesson and even offer extra practice for you to cut your teeth on. No question will be left unanswered as you go from page to page following the steps. You will be drawing

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Adobe Photoshop is a complex but incredibly powerful piece of software that allows you to create all sorts of amazing effects. Photoshop Fundamentals is the essential guide to getting started with Adobe Photoshop. Packed with tutorials, illustrations and procedures to help you make sense of the software. We'll take a look at purchasing, downloading and installing Photoshop, getting acquainted with the interface Touching up and repairing photographs A look at using Camera RAW, removing lens distortion and making photos look more professional Also we'll explore using Photoshop's tools to manipulate images and create special effects Get to grips with the infamous layers concept and begin to create multi-layer projects, experiment with filters Create 3D objects and build a 3D scene, inserting 3D models into a 3D scene, exploring different image formats and resolution A look at image types, from bitmaps to vectors Recording and using automated actions, using automated actions in batch processing when you need to process lots of images, and much more...

This book provides guidance to readers for how to conduct an integrative review. Over the decades, with the expansion of evidence-based practice (EBP), the evolution of methods used in reviews has resulted in a wide spectrum of review types. Due to the overlapping characteristics of the various review methods, confusion exists related to terminology, descriptions and methods of each type. To fill this gap, this book examines components necessary to conduct a rigorous integrative review from formulating

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questions through dissemination of the results of the review. Each chapter focuses on one component or step in this process and is written in a straightforward and readable manner. An integrative review is considered by many as an actual research study, hence it should be approached following established research methods involving well-defined steps. The integrative review is often compared with the systematic review. Both are used in healthcare research and follow a systematic process in reviewing literature and developing recommendations, but there are important differences that are addressed in the book. Evidence-based practice (EBP) demands high quality, rigorous evidence for nurse clinicians to make informed decisions with and for their patients. In nursing education, the integrative review is a frequent capstone project for graduate students and forms the basis for many doctoral projects. The Integrative review process should be valid, reliable and transparent and this book provides clear guidelines for writing an integrative review for students, educators, clinicians, and researchers. This book is a useful addition to courses for both undergraduate and graduate level writers of integrative reviews. In academia, a likely adoption would be in graduate research and research methods courses, and baccalaureate honor courses.

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