

Windows 7 Superguide

Viral marketing should not be a happy accident Aashish Chopra's first viral video was shot with close to no budget and sparing equipment. Yet, today, his content has over 350 million views and industry masters universally agree that Aashish has cracked the viral code. In *Fast, Cheap and Viral*, the ace marketer shares the secrets behind his success – all of them learnt and honed on his journey. This one-stop super-guide to viral video marketing gives you the low-down on: HOW TO GRAB EYEBALLS in a sea of content; HOW TO DRIVE ENGAGEMENT (because views can be bought, but engagement is earned); WHY STORYTELLING BEATS PRODUCTION VALUE and behind-the-scenes tips and tricks; HOW TO BUILD YOUR PERSONAL BRAND and kill job insecurity. For every student, entrepreneur, blogger, marketing manager or leader who dreams of reaching millions on a shoestring budget, this book is the definitive manual on sustainable viral success

Windows 7 Superguide (PCWorld Superguide)IDG Consumer and SMB IncWindows 7 SuperguideCreateSpace

In this book, we'll walk you through our favorite tips for mobile photography: Learn the best way to capture bright sunsets, how to hold your device so it doesn't shake, and tips for taking quick shots. After that, we take an in-depth look at photography on each of the major smartphone operating systems: You'll learn how to take, edit, and share

images whether you're using an iPhone, an Android phone, or a Windows Phone 8 device. Once you've gotten a handle on great mobile photography, we suggest some third-party apps to enhance the experience. And if you're a professional photographer, don't miss our section on using your iPad or Android tablet to improve your workflow. The only surefire way to become a better photographer is experience. Luckily, digital photography allows you to make as many mistakes, cost-free, as your memory card can hold. And as you combine technical knowledge and compositional awareness with lots of practice, you'll be able to capture moments of brilliance. We hope this book will help you along that journey.

From the Editors of PCWorld, discover everything there is to know about the latest Android platform. Ice Cream Sandwich is the most delicious Android yet. Get the scoop on Google's latest mobile OS in PCWorld's newest Superguide, Android Ice Cream Sandwich. Android Ice Cream Sandwich is a marvel of advanced engineering: a powerful, handsome, and versatile operating system that presents a universe of opportunities--if you know how to use it. But most of us could use some help on that score. Fortunately, assistance is now available in the form of PCWorld's just-published Superguide, an in-depth look at Android Ice Cream Sandwich for smartphone and tablet owners. The all-new guide, written by PCWorld's mobile experts, can get you started on Ice Cream Sandwich in a hurry, with a walk-through of new features, a generous collection of tips and tricks, and a guide to essential apps for both phones and tablets.

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Want to defend your phone against obnoxious ads? Or back up your phone? Or upload 20,000 of your own songs to the cloud and then stream them back to your Ice Cream Sandwich device for free? This authoritative volume offers step-by-step instructions for everything you need to know to accomplish these tasks and many more. Other sections evaluate the best browsers, security apps, and utilities for your phone, and even show you how to transform your smartphone into a high-end camera. For Ice Cream Sandwich tablet users, we explain how to use Android Widgets, and we rate the best news, weather, reference, and communication apps.

From the Editors of PCWorld, learn to Master Windows 7 with our curated list of tips, tricks, and secret utilities. Learn how to save time closing your apps, stream media to other PCs, download more themes, take control of Windows Update, and many more useful tasks. The 50 essential tips you'll find in this Superguide will help you work faster and eliminate little daily annoyances. Frustrated by Windows tendency to resize Windows without asking? The guide tells you how to disable that arrangement. Having trouble with your Internet connection? Find out about little-known utilities that keep tabs on your connection. PCWorlds Superguide will also tell you how to add fly-out menus to the Start Menu, remove shovelware, stream media to other PCs, or whip up a system repair disc.

Every time Apple releases a new operating system, we pull together the most essential, in-depth, and up-to-date information about the Mac OS and create a new book that

gives our readers access to it all in one place. With Snow Leopard now out and rapidly gaining acceptance, it's time for us to release Total Snow Leopard. Following in the footsteps of our popular, everything-in-one-place guides to Mac OS X (Total OS X, Total Panther, Total Tiger, and Total Leopard), Total Snow Leopard is an information-packed 102-page book featuring just about everything you'll need to know about Snow Leopard—all features, great and small. We've taken the best of Macworld's coverage of Mac OS X and distilled it into this book, including contributions from such luminaries as Christopher Breen, Glenn Fleishman, Dan Frakes, Rob Griffiths, Joe Kissell, Ted Landau, Kirk McElhearn, Rich Mogull, Dan Moren, Jonathan Seff, Michael Scalisi, Derrick Story, Ben Waldie, and Sharon Zardetto. The book includes information to help you set up Snow Leopard smoothly and take advantage of its most important features. It'll also help you master the Web with Safari 4, get e-mail with Exchange, keep your Snow Leopard Mac secure, and increase productivity with text substitutions and the Services menu. We think this book is a great resource for everyone who uses Snow Leopard and hope you enjoy our Superguide. If you're looking for more help with OS X, iOS, and all things Apple, make sure to check out our other Superguides.

iOS 5 has hit the stage, and eager users everywhere are getting ready to upgrade their devices. If you're concerned about the upgrade process, or simply want to know all your setup options before making the big switch, let the editors at Macworld help you upgrade your iPhone, iPod touch, or iPad with this step-by-step guide. Want to upgrade

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to iOS 5? We lay out which devices will run Apple's newest mobile OS, and how to download and install it. Once you've gotten the software on your iPhone, iPod touch, or iPad, we'll walk you through its marquee features: Master new multitasking gestures on the iPad 2 and explore Notification Center; play with Apple's three new apps, Reminders, Messages, and Newsstand; learn about improvements to Safari, Mail, Camera, Photos, and Game Center; check out the smaller tweaks made to Maps, Calendar, Music, Videos, FaceTime, Weather, and Stocks; and discover what's been done under-the-hood in regards to Twitter integration, new typing tricks, AirPlay mirroring, and Accessibility. If you're confused about Apple's new sync service, iCloud, never fear: Our iOS 5 Upgrade Guide also offers a rundown of the service and each of its features, as well as a step-by-step guide for setting it up on your device. And for those who wish to untether their iOS device from their computer, the guide explains how to take advantage of iOS 5's Wi-Fi Sync and eliminate cord-based backup and information transfer.

From the Editors of PCWorld, this Starter Guide will explain how Windows 8 works and show you the new features you can look forward to in Microsoft's latest operating system. Let us guide you through the installation or upgrade process and show you the navigation tools you'll need to familiarize yourself with. Learn about the Modern UI, tiles, and accessing the traditional desktop, as well as keyboard shortcuts. This Starter Guide will explain how Windows 8 works and

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Whether you're relatively new to the Mac or someone who remembers the days before there were three colored buttons in the upper left corner of every Mac window, OS X Mavericks has something new for you. Total OS X Mavericks covers every inch of Apple's new operating system: We provide an overview of all the features packed into OS X 10.9, then dive into what you need for a basic installation. From there, we offer in-depth descriptions of new features like iCloud Keychain, Finder Tabs, and Finder Tags, detail what to expect from new apps like iBooks and Maps and OS X's new multiple displays, and explain Apple's under-the-hood changes in plain English. There's never been a better time to be a Mac user. And with Total OS X Mavericks to help you get acquainted with the Mac's latest and greatest features, you'll be on the fast track to more fun and greater productivity.

Now in its second edition, this book focuses on practical algorithms for mining data from even the largest datasets.

Microsoft's new operating system may look like a radical departure from Windows 7, but it works, it makes sense, and it's the future. Numerous small improvements to the desktop user interface make many computing tasks easier to perform. In this book, we help you decide whether to upgrade to Windows 8, the best way to go about doing so, and the biggest changes between this version and previous versions of the operating system.

Windows 8 is rife with features and behaviors that conspire to perplex even the most experienced PC user. Not all of them are bad, but few are immediately intuitive. Making matters worse, Microsoft designed the OS primarily for touch control, and as a result many mouse and keyboard commands feel like tacked-on afterthoughts. But help is on the way. We've assembled a list of our favorite Windows 8 shortcuts, tricks, and workarounds. Many focus on making the most of the OS on a traditional desktop PC, but we also have a special chapter devoted to Windows 8 touch gestures.

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Curious about the new iPad? Let the editors at Macworld help you learn everything you need to know about it with our third-generation iPad Superguide. This in-depth Superguide covers everything you need know about your iPad's hardware and software, including the latest on iOS 5. We also highlight and recommend some great apps and accessories to get you started. We provide step-by-step instructions for getting acquainted with your new iPad. Familiarize yourself with every port, button, and switch on your device, and start the setup process. Customize your settings by enabling parental controls, changing the behavior of your iPad's side-switch, and (if you have an LTE-enabled iPad) creating a data plan. Learn about the many multitouch gestures you'll be using to open, close, zoom, and swipe on the 9.7-inch LED-backlit screen. Communicate with others using Mail, Safari, Messages, and FaceTime. In addition, we'll show you how to sync and load all your favorite music, movies, television shows, podcasts, apps, and files using iTunes; how to convert most any file to work on the iPad; and how to stream your media to a television or other source using AirPlay. Organize your life using the iPad's built-in Calendar, Notes, Reminders, and Contacts apps, and get the best recommendations for third-party apps to help increase productivity. Discover how to get work done on the iPad using iWork, Google Docs, and Microsoft Office files. Even without a tech support

background, it's easy to troubleshoot most simple problems on the iPad. In our Troubleshooting Tips chapter, we give a rundown of common questions plaguing users and the easiest ways to fix them. We'll also share some simple tricks to keep your device up and running, and suggestions for when you need to consult with the experts.

Microsoft has spent thousands of hours making Windows 95 highly customizable in hopes that it can be everything to everyone - easy to use for beginners and feature-rich for seasoned Windows users. But changing operating systems isn't like changing your shoes. You have to find your favorite Windows 3.1 features, unlearn old habits that are now obsolete, and start working productively in the brave new world of Windows 95. Fortunately, PC/Computing veterans Matt Lake and Yael Li-Ron are here to help with the ultimate guide to Windows 95. They'll show you how to take control of Windows 95 before it takes over your desktop and your life.

Illustrates the new features of Windows 10.

Windows Phone 8 is unlike any of Microsoft's previous mobile operating systems, and users recognize it. The OS is a very different beast than Apple's iOS or Google's Android system, and has a lot of great things going for it: a fluid and gorgeous user interface, great starter apps, and intuitive features you won't find elsewhere. It can show you all of your social media updates in one screen, it's almost endlessly customizable, and it smoothly integrates with your other machines, be they desktops,

smartphones, or tablets. Windows Phone 8 is a major upgrade from the previous incarnation, and it continues to gain fans and supporters because it does things in a distinctly different way than other mobile operating systems. As the OS matures, Microsoft is adding more and more functionality and apps, and more and more people are realizing there's definitely a space for it in the smartphone market. We hope you enjoy our Superguide, but, more importantly, we hope you'll enjoy Windows Phone 8 as much as we do. It's a unique OS, and we're pleased to recommend it.

Audio and video content is all around us. And these days much of it comes not from TV cables, satellite dishes, and radio antennas, but from our digital devices around the house, streaming over the Internet and local networks. And that's why we created the Digital Entertainment Superguide, a primer with everything you need to know to get started. This book walks you through how to set up your home network and choose the right hardware—set-top boxes, smart TVs, media center computers, streaming speakers, remote controls, and more—for your needs. Like to watch TV shows and movies but not sure where to find what? We've got you covered with a guide to streaming video sources for your TV or mobile devices. We don't leave music lovers out either, as we help you choose the best streaming audio service. Do you want Mog, Rdio, Rhapsody, Slacker, or Spotify? How much does each service cost? Which sounds best? We answer all those questions and more in the pages that follow. Finally, if you're wondering how to move audio and video around the house—stream music

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wirelessly from an iPhone to an AirPlay speaker in the living room or send video from a computer to your beautiful wall-mounted HDTV—you've come to the right place. We'll even show you how to use your smartphone or tablet to control it all. So read on, and let the fun begin!

Activate, customize, and navigate your iPhone. Meet Siri, your new voice assistant. Connect with friends using iMessage, FaceTime, and email. Organize your life with Apple's productivity apps. Watch, read, play, and listen to your media collection. Find solutions for common troubleshooting issues. Enhance your iPhone with the latest accessories. Macworld's iPhone 4S Superguide (the 35th book in our Superguide series) offers in-depth explanations, how-tos, tips, tricks, and troubleshooting for any iPhone-obsessed user in your life. Inside this book, you'll find a complete rundown of how to use your iPhone to communicate, be productive, and enjoy multimedia. If you're not sure where to start, don't worry, because our full-featured guide offers some nice tips for beginners: Take a tour of the iPhone and learn how to activate it; tweak each one of your device's settings; discover basic gestures for navigating through apps and home screens; and learn about some of our favorite tips and tricks. And don't forget to meet your new personal voice assistant, Siri, and explore iCloud, Apple's sync service. Once you've gotten everything set up, it's time to download some third-party apps and explore what your iPhone has to offer. Connect with friends and family using the Phone app, iMessage, and FaceTime; get online using 3G or Wi-Fi; secure your connection

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via a VPN; browse the Web and email coworkers; and navigate the world with the Maps app and GPS. You can further organize your life with included Apple apps like Calendar, Notes, and Reminders, and expand your work productivity with Apple's iWork office suite or other third-party apps. When you've finished a project, learn how to export it to a cloud service like Dropbox or print it out. More interested in the multimedia side of your iPhone? Check out our chapter on syncing your music, videos, podcasts, TV shows, and apps. You can also play games with friends by using Apple's Game Center, read books with iBooks, and make movie and musical masterpieces with iMovie and GarageBand, respectively. If you run into trouble, never fear: Our troubleshooting tips will keep your iPhone sailing smooth. And in case you're stumped on how to best outfit your device, we provide suggestions for great iPhone 4S cases, headphones, speakers, and more.

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It's time for ten! Windows 10 is ready to take you and your PC into a fantastic new age of computing. No matter if you're running a tiny tablet or laptop or a super powerful desktop, Windows 10 will make the most of your PC, empowering you to do more than

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ever before. In this guide, we look at Windows 10 on both touch enabled devices and traditional, keyboard and mouse equipped PCs. Building on the success of our Windows 7 and Windows 8 Superguides, the Windows 10 Superguide is our biggest and best guide yet, with no less than 65 lessons. You will learn how to navigate your Windows 10 PC, search and organise files and folders, interact with Cortana, tweak your privacy settings, secure and maintain your PC and much more. Unleash the true potential of your new Windows 10 machine with the Windows 10 Superguide. Find out why individuals, businesses, schools and learning centres all over the world love and trust our Superguides. Supplement your learning with our video courses or contact the author directly for a one on one training session. There really is no more thorough, concise or better value course available anywhere! Windows 10 Superguide is used and approved by SeniorNet New Zealand.

There's an old saying in the photography community: "The best camera is the one you have with you." In the years we've been writing about digital photography, smartphones have increasingly become that ubiquitous camera. Let us help you take your photos to the next level with TechHive's Master Mobile Photography Superguide, now available on the iBookstore, Kindle Store, Nook Store, Google Play, and as a PDF. Most of today's smartphone cameras have specs you might have found in a point-and-shoot a few years ago. But even though your smartphone has many other features, the goal of this book is shutterbug-related: We want to help you get the most out of your phone's

camera features, whether you have an iPhone, Android, or Windows Phone 8 device. The only surefire way to become a better photographer is experience. Luckily, digital photography allows you to make as many mistakes, cost-free, as your memory card can hold. And as you combine technical knowledge and compositional awareness with lots of practice, you'll be able to capture moments of brilliance. We hope this book will help you along that journey.

The latest book in our popular Superguide series, *Macworld's Switching to Mac Superguide*, is aimed at new Mac owners who are making their first baby steps into the OS X world. If you or someone in your family is finally making the switch to a Mac from a PC, this indispensable guide can help with the big move. Moving from Windows to OS X means rewiring your muscle memory and learning to do old things in new ways. The basic stuff you do dozens of times a day-opening and closing programs and files, managing windows-are all done differently on a Mac. Switching can feel like you've been transported to a country where the language sounds vaguely familiar, but is definitely not your native tongue. This book will be your guide and interpreter. In *Macworld's Switching to Mac Superguide*, we give you a quick orientation to your new computing landscape and its principal parts (the Finder, the Dock, the Menu Bar). We explain how to work with files and programs and how to get started with OS X's built-in applications. We also walk you through the process of moving-transferring old files to the new system and customizing, and even show you how to run Windows on your Mac

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(if you must) or to share files, screens, backup drives, and routers between your new Mac and Windows PCs. Think of us as a friendly new neighbor: eager to welcome you and happy to do whatever we can to help you settle in. If you can't quite leave Windows behind, don't worry. You can run Windows right on your Mac. We'll tell you what tools you need and how to get started. Finally, just in case you hit a few bumps on the road with your Mac, you'll find instructions on how to troubleshoot your Mac like a pro.

Offers practical suggestions for storage problems in the car, garage, and home, lists ways to use time more effectively, and tells how to avoid procrastination

Backpacker brings the outdoors straight to the reader's doorstep, inspiring and enabling them to go more places and enjoy nature more often. The authority on active adventure, Backpacker is the world's first GPS-enabled magazine, and the only magazine whose editors personally test the hiking trails, camping gear, and survival tips they publish. Backpacker's Editors' Choice Awards, an industry honor recognizing design, feature and product innovation, has become the gold standard against which all other outdoor-industry awards are measured.

Provides a guide to the operating system, offers solutions to common problems, and details components including Windows Registry

Are you ready for Windows 7? Microsoft's newest operating system is taking the computing world by storm with its great new features and improved system performance. Now, thanks to our latest Superguide, learning Windows 7 just got a

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whole lot easier. Whether you are new to computers or just new to Windows 7, this Superguide will help you to get the most out of the new operating system. The book contains 345 pages with lessons and pictures. Get the most out of your new computer or operating system upgrade investment with the Windows 7 Superguide. There really is no better Windows 7 beginners book available anywhere on the internet. The Windows 7 Superguide is an essential purchase for all new Windows 7 users. Technical support for all the topics covered in this book is available directly from the author at forum.top-windows-tutorials.com/

Whether you've just purchased your very first Mac or you're a long-time Mac user who wants a comprehensive guide to their OS, let Macworld's Mac Basics Superguide welcome you to the Mac and latest version of OS X, Mountain Lion. We'll help you move files from your old Mac or PC, get acquainted with the desktop, the Dock, Mission Control, and gestures. We'll provide a primer for tweaking your system preferences, changing your desktop wallpaper, setting parental controls, and adding third-party utilities. And we'll introduce you to the many built-in apps OS X has to offer, along with an overview on buying apps from the Mac App Store. When it comes to security, the Mac has some great features, and you needn't be confused: We explain just what Gatekeeper and app sandboxing are, and what they have to offer. And in case you get jammed up, the book has a whole chapter dedicated to basic troubleshooting and when to call in the experts. That's why we make Mac Basics, the Macworld Superguide

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dedicated to getting started with all things Mac. There are plenty of manuals and guides that explain every single system feature and setup detail; this book is instead designed to actively get you (or your family member) up and running without making you feel like you're studying a textbook. Our 230-page book has you covered from the first time you turn on your Mac. We walk you through the setup process and transferring any old files you might have; and introduce you to the menus, windows, and places you need to know about to get going. From there, we help you customize Multi-Touch gestures, organize your files, and tweak your preferences. We'll get your Mac suited up with third-party apps and accessories. And you can follow our troubleshooting tips and security suggestions to keep your computer safe and sound. You won't find everything they need to know about the Mac in this book. (That's what Macworld.com is for.) But we hope it can provide you with the tools you'll need and make you excited to learn more. If you are debating the upgrade to Mountain Lion, you might instead consider getting our Total Mountain Lion Superguide, which collects all our top-notch Mountain Lion coverage into one easy-to-read ebook. If you're insistent on staying with Lion or Snow Leopard, there's always our best-selling Total Lion Superguide, and our Snow Leopard version of Mac Basics.

PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

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From the Editors of PCWorld, discover how to Extend Your Battery Life. Few things in life are as frustrating as running out of juice at the most inopportune times. You need to make an important call just as your phone's screen goes dark. You have to finish an important document just as your laptop's battery runs out. You have your camera poised to snap the perfect shot but when you press the shutter, nothing happens. The tips range from the obvious (dim your phone and laptop screens, turn off Wi-Fi when you don't need it) to the unexpected (choose a dark-colored wallpaper for your phone, tweak the screen timeout). Other sections recommend handy apps and accessories for your smartphone and laptop.

Is your PC dragging? Does your broadband network creep along at dial-up speeds? Do Web pages take forever to load on your smartphone? Don't wait! If your gear has lost its pep, these fixes will get you back into the fast lane.-Supercharge your PC's hardware-Learn how to replace your graphics card-Upgrade your RAM-Adjust network card settings-Give your printer a speed boost

Explains how to turn Word documents into HTML code and how to output Excel data and Access database objects to a Web page or intranet site

From the Editors of Macworld, learn how to activate and sync your iPad 2 with ease. Multitask and organize like a pro. Manage your media, be productive, and unleash your creativity. Video chat with friends using FaceTime. Find solutions for common troubleshooting issues. Outfit your device with the latest accessories. Now let the

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editors at Macworld help you learn everything you need to know about it with our iPad 2 Superguide. The book has something for everyone, whether you're brand-new to the iPad or old hand. This in-depth Superguide covers everything you need know about your iPad's hardware and software, including the latest on iOS 4.3. We also highlight and recommend some great apps and accessories to get you started. In this 181-page book, we provide step-by-step instructions for getting acquainted with your iPad 2. Familiarize yourself with every port, button, and switch on your device with a labeled diagram and descriptions of each. Customize your settings by setting parental controls, changing the behavior of your iPad's side-switch, and creating a data plan (3G-enabled iPads only). Learn about the many multitouch gestures you'll be using to open, close, zoom, and swipe on the 9.7-inch LED-backlit screen. Communicate with others using Mail, Safari, and FaceTime. In addition, we'll show you how to sync and load all your favorite music, movies, television shows, podcasts, apps, and files using iTunes; how to convert any file to work on the iPad; and how to stream your media to a television or other source using AirPlay. Organize your life using the iPad's built-in Calendar, Notes, and Contacts apps, and get the best recommendations for third-party apps to help increase productivity. Discover how to get work done on the iPad using iWork, Google Docs, and Microsoft Office files. Even without a tech support background, it's easy to troubleshoot most simple problems on the iPad. In our Troubleshooting Tips chapter, we give a run-down of common questions plaguing users and the easiest ways to fix

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them. We'll also share some simple tricks to keep your device up and running, and suggestions for when you need to consult with the experts.

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