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this is a practical hands on book with clear instructions and lot of code examples it takes a simple approach guiding you through different architectural topics using realistic sample projects

everything you need to know about wordpress take your wordpress experience to the next level with the information packed inside this all in one from the basics of seting up your account to choosing a host and theme to keeping your site secure the 8 books of expert information will help you take the wordpress community by storm inside build your site foundation choose a server become a ste admin pro use seo and social media to extend your site personalize your site with themes and plugins read and understand site analytics

use social media to build a great personal brand and a great career need to demonstrate more value to customers or employers want a new job or career use social media to build the powerful personal brand that gets you what you want in branding yourself two leading social media consultants show how to use today s social media platforms to attract new business and job opportunities you ll never find any other way erik deckers and kyle lacy show you how to supercharge all your business and personal relationships demonstrate that you are the best solution to employers or partners toughest problems become a recognized thought leader and translate your online network into great jobs great projects and a great career discover how to build an authentic storyline and online identity that gets you the right opportunities choose the best social media tools for your personal goals blog your story boldly and effectively promote your events accomplishments victories and even defeats and lessons learned integrate online and offline networking to get more from both reach people with hiring authority and budgets on linkedin use twitter to share the ideas and passions that make you uniquely valuable launch an online branding program that really gets noticed avoid killer social networking mistakes leverage your online expert status to become a published author or public speaker measure the success of your social media branding get new projects or jobs through your online friends and followers

today s journalism and communication students need the tools to develop and maintain their own media businesses and freelance careers in addition to mastering the basics of converged journalism practice they need training in business entrepreneurship mass communication and business law and career and reputation management the entrepreneurial journalist s toolkit provides a solid foundation of multimedia journalism and also teaches readers to create solid business plans and develop funding proposals while maintaining high legal and ethical standards this book details the process of pitching and working with clients managing multi platform communication campaigns to maximize reach keeping the books and filing taxes it is provides everything a new or experienced journalist needs to get started as a media entrepreneur

this book gives the viewer a place right from the beginning to solve the problems and possibilities of the digital marketplace the topics covered provide an outline of important digital marketing ideas and methods each section combines educational studies with digital marketing methods to provide a good knowledge of this interesting new field this approach will assist learners to move into marketing professionals and provide experts with a framework for digital brand management content means some knowledge with marketing ideas acquired from work experience or previous

education by customers by integrating seo are designed to integrate with a degree course in digital marketing to produce a comprehensive learning experience each chapter is related to a module in the syllabus and the book provides complete coverage of the syllabus and includes only the most essential points of learning that will allow you to pass your exams and obtain an internationally recognized and respected digital marketing certification will prepare best

learn how to use analytics to discover how people get to your wordpress site and where they go when they get there

with the technological advancement of mobile devices social networking and electronic services technologies continues to play an ever growing part of the global way of life incorporated into cultural economical and organizational levels technologies concepts methodologies tools and applications 4 volume provides a comprehensive depiction of current and future trends in support of the evolution of information systems applications and the internet through coverage of the latest models concepts and architectures this multiple volume reference supplies audiences with an authoritative source of information and direction for the further development of the internet and based phenomena

this book reflects on the multifaceted themes of use and presents various approaches to log analysis provided by publisher

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this is a must have work for anybody in information security digital forensics or involved with incident handling as we move away from traditional disk based analysis into the interconnectivity of the cloud sherri and jonathan have created a framework and roadmap that will act as a seminal work in this developing field dr craig s wright gse asia pacific director at global institute for cyber security research it s like a symphony meeting an encyclopedia meeting a spy novel michael ford corero network security on the internet every action leaves a mark in routers firewalls web proxies and within network traffic itself when a hacker breaks into a bank or an insider smuggles secrets to a competitor evidence of the crime is

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defend against corporate espionage launched from social networks protect your organization from devastating social media attacks with instruction from a team of information security experts securing the clicks network security in the age of social media explains the latest threats along with detailed fixes best practices and from the headlines case studies find out how to analyze risk implement robust security protocols and enforce social media usage policies regulatory compliance online reputation management and incident response are also covered in this comprehensive volume assess your global social media presence and identify vulnerabilities establish solid security policies at every level of your organization allocate resources for planning administration and corrective action monitor usage by employees clients competitors and the public block cyberstalking phishing malware and identity theft exploits guard intellectual property rights trademarks copyrights and logos preserve your brand image using online reputation management tools gary bahadur is the founder and ceo of kraa security kraasecurity com social media security which protects organizations from threats through a combination of prevention services he was the cofounder and cio of foundstone inc jason inasi is ceo and cofounder of the factory interactive thefactoryi com a digital design and marketing agency and president of inasi group an international multidisciplinary technology advisory firm alex de carvalho is vice president of business development and community at voxmed cofounder of the startup forum director of social media at medimix international and adjunct professor of social media at the university of miami

the internet and other new technologies have changed the tourism industry in an unprecedented way and keeping pace has become challenging online information is now one of the primary influences on consumer decisions in nearly all major markets for example 41 per cent of tourists arriving in spain in 2007 had booked through the internet and in the united states the number of trips bought online exceeded those purchased offline such changes are impacting and influencing the way destinations and companies manage and market themselves

the ultimate guide to making big money on america s 1 online auction site

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instagram is the hottest social media site two years after its launch the number of its daily mobile users surpassed that of twitter this book provides what you need to grab customers on the world s popular photo sharing site

this practical guide will show you how to make your business blog different from the crowd and attractive to your target audience by implementing the features of wordpress this book is for current users of the wordpress platform who want to get the most out of wordpress to manage business professional blogs it is not an introduction to wordpress and does not cover basics such as installation or creating posts and pages configuring blog settings etc readers are expected to have a wordpress blog or to be in the advanced stages of planning one the book is aimed at managers of business professional blogs which broadly fall into four categories professional expert blogs owned by individuals who blog in their area of expertise to increase their personal exposure and standing corporate blogs owned by companies that blog to reach customers and encourage closer relationships sales and referrals online news sources magazines blogs that provide content on particular topics funded by ads campaign blogs not for profit blogs run by charities or causes designed to promote ideas or encourage certain behaviors non business bloggers will also find the book useful if they want to take their wordpress skills beyond the basics

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