

Appleinsider Mac Buying Guide

This book presents high-quality papers from the Third International Conference on Smart Computing and Informatics (SCI 2018?19), organized by the School of Computer Engineering and School of Computer Application, Kalinga Institute of Industrial Technology Deemed to be University, Bhubaneswar, from 21 to 22 December 2018. It includes advanced and multi-disciplinary research on the design of smart computing and informatics, focusing on innovation paradigms in system knowledge, intelligence and sustainability that have the potential to provide realistic solutions to various problems in society, the environment and industry. The papers featured provide a valuable contribution to the deployment of emerging computational and knowledge transfer approaches, optimizing solutions in varied disciplines of science, technology and health care.

Computer Incident Response and Product Security The practical guide to building and running incident response and product security teams Damir Rajnovic Organizations increasingly recognize the urgent importance of effective, cohesive, and efficient security incident response. The speed and effectiveness with which a company can respond to incidents has a direct impact on how devastating an incident is on the company's operations and finances. However, few have an experienced, mature incident response (IR) team. Many companies have no IR teams at all; others need help with improving current practices. In this book, leading Cisco incident response expert Damir Rajnovi'c presents start-to-finish guidance for creating and operating effective IR teams and responding to incidents to lessen their impact significantly. Drawing on his extensive experience identifying and resolving Cisco product security vulnerabilities, the author also covers the entire process of correcting product security vulnerabilities and notifying customers. Throughout, he shows how to build the links across participants and processes that are crucial to an effective and timely response. This book is an indispensable resource for every professional and leader who must maintain the integrity of network operations and products—from network and security administrators to software engineers, and from product architects to senior security executives.

- Determine why and how to organize an incident response (IR) team
- Learn the key strategies for making the case to senior management
- Locate the IR team in your organizational hierarchy for maximum effectiveness
- Review best practices for managing attack situations with your IR team
- Build relationships with other IR teams, organizations, and law enforcement to improve incident response effectiveness
- Learn how to form, organize, and operate a product security team to deal with product vulnerabilities and assess their severity
- Recognize the differences between product security vulnerabilities and exploits
- Understand how to coordinate all the entities involved in product security handling
- Learn the steps for handling a product security vulnerability based on proven Cisco processes and practices
- Learn strategies for notifying customers about product vulnerabilities and how to ensure

customers are implementing fixes This security book is part of the Cisco Press Networking Technology Series. Security titles from Cisco Press help networking professionals secure critical data and resources, prevent and mitigate network attacks, and build end-to-end, self-defending networks.

Whether you're thinking of switching to a Macintosh computer, are looking into the latest Apple products, or have a Mac and want to learn about Mac OS X Leopard, then *Macs For Dummies, 10th Edition* will get you going. Here you'll learn all about how to compare the different desktop and laptop models to choose your perfect match, make Mac OS X Leopard work your way, use the new iLife 2008 digital lifestyle applications, get online and connect to a wired or wireless network, and run Windows on your Mac so you can keep the Microsoft programs you need. You'll also discover how to: Navigate your way around the Mac interface and work with icons and folders Best utilize OS X, work with the new Photo Booth, and manage clutter with Exposé and Spaces Get connected, start a Web-browsing Safari, use e-mail and iChat, and shop online Join .Mac and take advantage of iDisk backups, IMAP mail, and Web Gallery Explore all that iTunes offers, process digital photos with iPhoto, make iMovies, and have fun with GarageBand Use Windows on your Mac and transfer Windows files It's a perfect time to join the Mac generation, especially if you're a Windows user who's been thinking of defecting. *Macs For Dummies, 10th Edition* will get you there, helping you pick peripherals, download freebie programs, set up user accounts, implement security secrets, troubleshoot your Mac, and experience the iLife.

This easy-to-use guide covers troubleshooting tips and tricks for Mac hardware and software, written by the well-known Macworld columnist and Macintosh guru Chris Breen. The book contains troubleshooting tips and techniques for both Mac OS 9 and OS X, and additional projects for making a Macintosh more productive-sharing files, making Mac OS X work more like Mac OS 9, and more.

Outsmart the smartest smartphone around: the iPhone 5! If you want to rock the hottest smartphone in town, get this great guide and find out how to get the very most out of the incredible iPhone. Five, full-color minibooks cover everything you want to know: iPhone basics, how to load your phone with add-ons and amazing apps, using the Siri Personal Assistant to keep your life on track, letting iPhone entertain you, and much more. It's over 600 pages packed with the latest on the latest, including iOS 6. Find a wealth of great ways to use your iPhone at home, at work, or on the go with this fun and easy guide. Covers the iPhone 5, iPhone 4S, and iPhone 4 Five minibooks: Meet the iPhone, Stocking the iPhone with iTunes Apps and Add-Ons, Communications Central, Making Your iPhone Your Personal Assistant, and Letting iPhone Entertain You, walk you through all aspects of using your iPhone Gets you up to speed with the latest iPhone features and functions including the iOS 6 update Explains how to make phone and FaceTime video calls; exchange e-mails, text and multimedia messages; surf the web; buy apps; shoot and share videos; use Maps to get from Point A to

Point B; and much more Shares valuable tips on troubleshooting, syncing your device with iCloud, connecting on the go, and keeping your iPhone happy Whether you're an iPhone newbie or already a savvy smartphone star, you'll find something you can use in iPhone 5 All-in-One For Dummies, 2nd Edition.

'Simple can be harder than complex. You have to work hard to get your thinking clean to make it simple. But it's worth it in the end, because once you get there, you can move mountains' Steve Jobs, BusinessWeek, May 25, 1998 To Steve Jobs, Simplicity wasn't just a design principle. It was a religion and a weapon. The obsession with Simplicity is what separates Apple from other technology companies. It's what helped Apple recover from near death in 1997 to become the most valuable company on Earth in 2011, and guides the way Apple is organized, how it designs products, and how it connects with customers. It's by crushing the forces of Complexity that the company remains on its stellar trajectory. As creative director, Ken Segall played a key role in Apple's resurrection, helping to create such critical campaigns as 'Think Different' and naming the iMac. Insanely Simple is his insider's view of Jobs' world. It reveals the ten elements of Simplicity that have driven Apple's success - which you can use to propel your own organisation. Reading Insanely Simple, you'll be a fly on the wall inside a conference room with Steve Jobs, and on the receiving end of his midnight phone calls. You'll understand how his obsession with Simplicity helped Apple perform better and faster.

Describes the development of the Apple Macintosh through a variety of anecdotes, photographs, and sketches.

Master a Mac without jargon and complications. Once you go Mac, you never go back. And if you have this book, you'll be more than happy to never go back. In The Ultimate Mac User Book, we've made a bold attempt to unveil an ideal Mac setup that works for anyone. Whether you're switching from Windows or want to upgrade your knowledge of macOS, this is for you Here's what you'll learn from the book: - The anatomy of Mac's interface. How to set up your new Mac for years of use. - Basic and advanced shortcuts for all jobs on Mac. - Alternatives to popular Windows apps. - Ready-to-use workflows for writers, designers, developers, students, as well as people of any profession who want to hit new productivity milestones on Mac. - 20 hacks every seasoned Mac user should be using (but only a few actually do) in the bonus chapter. Reliable and intuitive, Macs still require a certain level of tech fluency. The family of Apple's Macintosh operating systems is very versatile, with tons of features and enhancements built on top of each other. Navigating through all of them can be complicated. Especially if you're a new user. Especially if you have no time to figure out how things work — you just want them to work. Hope we'll solve the problem for you with this book.

In-depth guide to all aspects of handling Apple's newest big cat Whether you manage a large enterprise server or your own Macs at home or in a small office, this book has what you need to understand Apple's new Mac OS X Snow

Leopard Server inside and out. Crammed with information, this detailed guide presents best practices and insights that have been field-tested by author Daniel Dilger, a professional administrator and Apple developer. You'll soon learn to deploy, administer, and update Apple's powerful new cat. Get to know Mac OS X Snow Leopard Server, Apple's scalable, 64-bit UNIX-based operating system, and the most powerful Mac OS X version yet Explains all aspects, both hardware and software Shows how to host Web 2.0 applications, crunch tons of data, or centralize the day-to-day activities of a software development team Covers installation and configuration, account authentication and authorization, using open directory, using print and file services, managing accounts and deployment, and using Apple Remote Desktop, Enterprise solutions, and command line control Explores open source applications such as iChat Theater, Mail, iCal, Podcast Producer, and more Keep Mac OS X Snow Leopard Server purring with this practical guide. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

This publication presents design for change - design as a strategic and holistic way of finding and creating sustainable solutions that are also successful in an economic sense.

Chronicles the best and the worst of Apple Computer's remarkable story. Our newly digital world is generating an almost unimaginable amount of data about all of us. Such a vast amount of data is useless without plans and strategies that are designed to cope with its size and complexity, and which enable organisations to leverage the information to create value. This book is a refreshingly practical, yet theoretically sound roadmap to leveraging big data and analytics. Creating Value with Big Data Analytics provides a nuanced view of big data development, arguing that big data in itself is not a revolution but an evolution of the increasing availability of data that has been observed in recent times. Building on the authors' extensive academic and practical knowledge, this book aims to provide managers and analysts with strategic directions and practical analytical solutions on how to create value from existing and new big data. By tying data and analytics to specific goals and processes for implementation, this is a much-needed book that will be essential reading for students and specialists of data analytics, marketing research, and customer relationship management.

Web advertising is changing. What was once a predominantly Flash-based medium is making the switch to HTML5, with the benefit of a plug-in free environment giving a larger audience for ads, and better integration with the page they are featured on. We live in a time where marketers, designers, and developers are confused as to what they can and can't do on different devices, browsers, and operating systems. What better way to finally make sense of it all, than by stepping through the entire campaign process on your own terms? HTML5 Advertising will educate you on the whole digital advertising process from start to finish, and help you take advantage of new HTML5 features such as

canvas, CSS3 animations, DOM events, audio and video, and offline storage. You'll also learn how to get around discrepancies in browser support with JavaScript and polyfills. You will be provided with tips and tricks to better optimize content across screens and make the most successful campaign with the lightest footprint possible, which is especially important when deploying to mobile devices. This book: Takes you through the advertising campaign process with HTML5 from design to delivery Provides in-depth knowledge into the digital advertising landscape and the HTML5 specification Communicates tips and tricks coming from Flash and ActionScript to HTML5, CSS3 and JavaScript. HTML5 Advertising equips you with the knowledge to attack cutting-edge, rich media projects with confidence and scale, while also learning the essentials to communicate to internal and external clients. HTML5 is here whether you like it or not, so why not jump in early and head down the path of building the future. The easy way to have fun with your iPhone - fully updated for iPhone 6 and iPhone 6 Plus! Are you all about your iPhone? You've come to the right place! iPhone All-in-One For Dummies covers all the basics and beyond to give you hands-on, all-encompassing coverage of your new smartphone. Written in plain English and packed with tons of full-color photographs that help bring the information to life, this friendly guide shows you how to activate the iPhone, control the multi-touch and voice-recognition interfaces, tour the iPhone's built-in apps and settings, set up security features, start sending texts, and configure e-mail. Next, it moves on to tackling the iPhone's more advanced features, like capturing and sharing photos, tapping into maps, acquiring and listening to music, creating and sharing notes and memos, making video calls with FaceTime, and much more. Fully updated to reflect Apple's newest iPhone hardware and iOS software, along with the new iLife and iWork apps, this new edition of iPhone All-in-One For Dummies takes the guesswork out of making the most of your iPhone. If you're using your Apple smartphone at home, at work, or on the go, everything you need to have fun and work smarter with your iPhone is right inside. Covers iPhone 6, iPhone 6 Plus, iPhone 5s, iPhone 5c, and older iPhone models Offers five full-color books of content that add up to nearly 600 pages of material—big bang for your buck Provides steps for setting up your iPhone and synching with iCloud Includes complementary online video course material Walks through troubleshooting and fixing common iPhone problems Whether this is your first iPhone or an upgrade to the latest version, iPhone All-in-One For Dummies helps you unlock all of its incredible capabilities. WALL STREET JOURNAL BESTSELLER From Michael Dell, renowned founder and chief executive of one of America's largest technology companies, the inside story of the battles that defined him as a leader In 1984, soon-to-be college dropout Michael Dell hid signs of his fledgling PC business in the bathroom of his University of Texas dorm room. Almost 30 years later, at the pinnacle of his success as founder and leader of Dell Technologies, he found himself embroiled in a battle for his company's survival. What he'd do next could ensure its

legacy—or destroy it completely. *Play Nice But Win* is a riveting account of the three battles waged for Dell Technologies: one to launch it, one to keep it, and one to transform it. For the first time, Dell reveals the highs and lows of the company's evolution amidst a rapidly changing industry—and his own, as he matured into the CEO it needed. With humor and humility, he recalls the mentors who showed him how to turn his passion into a business; the competitors who became friends, foes, or both; and the sharks that circled, looking for weakness. What emerges is the long-term vision underpinning his success: that technology is ultimately about people and their potential. More than an honest portrait of a leader at a crossroads, *Play Nice But Win* is a survival story proving that while anyone with technological insight and entrepreneurial zeal might build something great—it takes a leader to build something that lasts.

It's been nearly fifteen years since Apple fans raved over the first edition of the critically-acclaimed *The Cult of Mac*. This long-awaited second edition brings the reader into the world of Apple today while also filling in the missing history since the 2004 edition, including the creation of Apple brand loyalty, the introduction of the iPhone, and the death of Steve Jobs. Apple is a global luxury brand whose products range from mobile phones and tablets to streaming TVs and smart home speakers. Yet despite this dominance, a distinct subculture persists, which celebrates the ways in which Apple products seem to encourage self-expression, identity, and innovation. The beautifully designed second edition of *The Cult of Mac* takes you inside today's Apple fandom to explore how devotions--new and old--keep the fire burning. Join journalists Leander Kahney and David Pierini as they explore how enthusiastic fans line up for the latest product releases, and how artists pay tribute to Steve Jobs' legacy in sculpture and opera. Learn why some photographers and filmmakers have eschewed traditional gear in favor of iPhone cameras. Discover a community of collectors around the world who spend tens of thousands of dollars to buy, restore, and enshrine Apple artifacts, like the Newton MessagePad and Apple II. Whether you're an Apple fan or just a casual observer, this second edition of *The Cult of Mac* is sure to reveal more than a few surprises, offering an intimate look at some of the most dedicated members in the Apple community.

“An adulating biography of Apple’s left-brained wunderkind, whose work continues to revolutionize modern technology.” —Kirkus Reviews In 1997, Steve Jobs discovered a scruffy British designer toiling away at Apple’s headquarters, surrounded by hundreds of sketches and prototypes. Jony Ive’s collaboration with Jobs would produce some of the world’s most iconic technology products, including the iMac, iPod, iPad, and iPhone. Ive’s work helped reverse Apple’s long decline, overturned entire industries, and created a huge global fan base. Yet little is known about the shy, soft-spoken whiz whom Jobs referred to as his “spiritual partner.” Leander Kahney offers a detailed portrait of the English art school student with dyslexia who became the most acclaimed tech designer of his generation. Drawing on interviews with Ive’s former colleagues and Apple insiders, Kahney “takes us inside the creation of these memorable objects.” (The Wall Street Journal)

Journalist Leander Kahney reveals how CEO Tim Cook has led Apple to astronomical success after the death of Steve Jobs in 2011. The death of Steve Jobs left a gaping void at one of the most innovative companies of all time. Jobs wasn't merely Apple's iconic founder and CEO; he was the living embodiment of a global megabrand. It was hard to imagine that anyone could fill his shoes--especially not Tim Cook, the intensely private executive who many thought of as Apple's "operations drone." But seven years later, as journalist Leander Kahney reveals in this definitive book, things at Apple couldn't be better. Its stock has nearly tripled, making it the world's first trillion dollar company. Under Cook's principled leadership, Apple is pushing hard into renewable energy, labor and environmentally-friendly supply chains, user privacy, and highly-recyclable products. From the massive growth of the iPhone to lesser-known victories like the Apple Watch, Cook is leading Apple to a new era of success. Drawing on access with several Apple insiders, Kahney tells the inspiring story of how one man attempted to replace someone irreplaceable, and--through strong, humane leadership, supply chain savvy, and a commitment to his values--succeeded more than anyone had thought possible.

This book combines the three dimensions of technology, society and economy to explore the advent of today's cloud ecosystems as successors to older service ecosystems based on networks. Further, it describes the shifting of services to the cloud as a long-term trend that is still progressing rapidly. The book adopts a comprehensive perspective on the key success factors for the technology – compelling business models and ecosystems including private, public and national organizations. The authors explore the evolution of service ecosystems, describe the similarities and differences, and analyze the way they have created and changed industries. Lastly, based on the current status of cloud computing and related technologies like virtualization, the internet of things, fog computing, big data and analytics, cognitive computing and blockchain, the authors provide a revealing outlook on the possibilities of future technologies, the future of the internet, and the potential impacts on business and society.

Through five editions, Managerial Economics has been among the leading texts in the field.

The instant New York Times bestseller, now available in paperback and featuring a new afterword from the author—the insider's guide to the Facebook/Cambridge Analytica scandal, the inner workings of the tech world, and who really runs Silicon Valley “Incisive.... The most fun business book I have read this year.... Clearly there will be people who hate this book — which is probably one of the things that makes it such a great read.” — Andrew Ross Sorkin, New York Times Imagine a chimpanzee rampaging through a datacenter powering everything from Google to Facebook. Infrastructure engineers use a software version of this “chaos monkey” to test online services’ robustness—their ability to survive random failure and correct mistakes before they actually occur. Tech entrepreneurs are society’s chaos monkeys. One of Silicon Valley’s most audacious chaos monkeys is Antonio García Martínez. After stints on Wall Street and as CEO of his own startup, García Martínez joined Facebook’s nascent advertising team. Forced out in the wake of an internal product war over the future of the company’s monetization strategy, García Martínez eventually landed at rival Twitter. In Chaos Monkeys, this gleeful contrarian unravels the chaotic evolution of

social media and online marketing and reveals how it is invading our lives and shaping our future.

Completely up to date, this guide covers Apple's brand-new operating system, OS X Tiger, as well as all current Mac developments. With illustrations throughout, this easy-to-use book is ideal for both novices and experts seeking more information.

Explains how to use the portable electronic device to make and receive phone calls, set up iTunes and the iPod, take and organize photographs, send and receive e-mail and instant messages, browse the Internet, and play podcasts, music, video, and photogra
THE INSTANT NATIONAL BESTSELLER Editor's Choice from The New York Times
Book Review A Los Angeles Times Bestseller Indie Next Pick for January "One of the more surprising double-reverse plot twists...in some time." —The New York Times "Deep State is a propulsive, page-turning, compelling fragmentation grenade of a debut thriller." —C.J. Box, #1 New York Times bestselling author of Wolf Pack and The Bitterroots "The plot...rings eerily true...will keep you turning the pages well into the night." —Jack Carr, former Navy SEAL and acclaimed author of The Terminal List and True Believer In this white-knuckled, timely, and whip-smart debut thriller, a deadly plot against the president's life emerges from the shadows of the Deep State. Recently elected President Richard Monroe—populist, controversial, and divisive—is at the center of an increasingly polarized Washington, DC. Never has the partisan drama been so tense or the paranoia so rampant. In the midst of contentious political turf wars, the White House chief of staff is found dead in his house. A tenacious intern discovers a single, ominous clue that suggests he died from something other than natural causes, and that a wide-ranging conspiracy is running beneath the surface of everyday events: powerful government figures are scheming to undermine the rule of law—and democracy itself. Allies are exposed as enemies, once-dependable authorities fall under suspicion, and no one seems to be who they say they are. The unthinkable is happening. The Deep State is real. Who will die to keep its secrets and who will kill to uncover the truth?

To celebrate Apple's twentieth anniversary, AppleDesign provides a rare inside look at the Industrial Design Group, examining the role this small team of creative individuals has played in the rise of Apple from a Silicon Valley garage to a billion-dollar corporation. It details the formation of the Group, outlines their method for turning great ideas into even greater products, reveals many design concepts and products that never reached the marketplace, and offers a glimpse at the triumph and turmoil than results when creative desire meets (and occasionally collides with) corporate reality. With more than 400 color illustrations and detailed discussion of more than 100 products, design concepts and works-in-progress, AppleDesign provides the most thorough examination of a corporate design group ever published. From the Macintosh to the PowerBook, the Newton MessagePad, the eMate and the just-released Twentieth Anniversary Macintosh, Apple's designers have given us some of the most compelling and enduring products of our time. Their work not only enriches the lives of more than 50 million Apple users worldwide, it influences the computer industry at large, providing strong evidence for those who argue that industrial design is as powerful and relevant an art form as painting, sculpture or architecture.

The Rough Guide to Macs & OS X 10.6 Snow Leopard is the essential companion to your Apple computer. Packed full of handy advice, and covering laptops as well as desktops, the guide will help you choose a Mac and get the best deal, import files and emails from an old Mac or PC, master the finer points of OSX Snow Leopard and much more. User-friendly for novices and experts alike The Rough Guide to Macs & OS X 10.6 Snow Leopard demystifies

the jargon of today's digital world, giving practical advice on all aspects of your Mac from keeping your documents and data secure to downloading music and making the most of your iPod. Find out how to turn your Mac into a TV, make music and edit photos with iLife and go wireless with AirPort and Bluetooth as well as all the latest tips and tricks on loading up the very best software and running windows on your Mac with Boot Camp. The Rough Guide to Macs & OS X 10.6 Snow Leopard will even help you stay afloat when all goes wrong. Whether you already have a Mac or you're thinking of buying one, you need this guide.

Smart phones are just the beginning . . . A tech exec's New York Times bestselling, groundbreaking analysis of the impact of mobile intelligence. With the perspective of a historian, the precision of a technologist, and the pragmatism of a CEO, Michael J. Saylor of MicroStrategy provides a panoramic view of the future mobile world. He describes how: A Harvard education will be available to anyone with the touch of a screen. Cash will become virtual software and crime proof. Cars, homes, fruit, animals, and more will be tagged so they can tell you about themselves. Buying an item will be as easy as pointing our mobile device to scan and pay. Land and capital will become more of a liability than an asset. Social mobile media will push all businesses to think and act like software companies. Employment will shift as more service-oriented jobs are automated by mobile software. Products, businesses, industries, economies, and even society will be altered forever as the Mobile wave washes over us and changes the landscape. With so much change, *The Mobile Wave* is a guidebook for individuals, business leaders, and public figures who must navigate the new terrain as mobile intelligence changes everything. "The visionary picture he paints of the future is captivating, informative, and thought-provoking . . . Readers will be able understand and appreciate his clear and engaging exploration of a complex, red-hot, and thoroughly up-to-the minute topic."—USA Today "A thoughtful romp across invention and innovation."—Fortune "A blueprint for impending change and a sober warning for the laggards who resist it."—Forbes.com

Draws on more than forty interviews with Steve Jobs, as well as interviews with family members, friends, competitors, and colleagues to offer a look at the co-founder and leading creative force behind the Apple computer company.

This book presents a new model, the competency framework, for students, innovators, entrepreneurs, managers, and anyone who wants to better understand the dynamic world of innovation and entrepreneurship. Focused on both the individual and strategic organizational level, this book is about people and the competencies each person needs to learn to be successful in creating a more dynamic future. Matthews and Brueggemann's framework for innovation and entrepreneurship competencies empowers individuals to excel at innovation and new venture creation. It provides a practical guide and clear and concise understanding of the knowledge, skills, attitudes, and experiences that are needed to increase imagination, creativity, innovation and new venture creation capability. Innovation and Entrepreneurship will be attractive for students of entrepreneurship, innovation, management and cross-disciplinary classes, such as design thinking. Presented in a modular format, *Innovation & Entrepreneurship* informs the future direction of people and technology, as well as the educational systems producing the next generation of innovators and entrepreneurs. Based on extensive academic research, this book is organized into two sections: Twelve innovation elements and twelve competency categories. The elements are the foundation and the competency categories are the building blocks that inform our path toward a more precise understanding of how innovation and entrepreneurship plays an important role in economic development and our daily lives.

The Must-Have Promotion Guide for Every App and Hardware Developer! Developing your product took lots of hard work over months, nights, and weekends filled with blood, sweat, and tears. Don't abandon it now. Shower your app with the quality promotion it deserves! Erica

Sadun and Steve Sande help you earn strong app reviews that can transform sales from lackluster to blockbuster. As leading tech bloggers, they know exactly what reviewers are looking for. Now, they deliver simple step-by-step advice to position your product, build key relationships, and sell your story. Packed with real case studies from their overflowing inboxes, they reveal where developers can go wrong and when they've gotten it right. Great tech promotion doesn't need to cost a lot. You can do it yourself, even if you've never marketed anything before. It just takes a little time, thought, and the skills you learn in this book.

- Peek behind the curtain to learn how web review sites really work
- Get your product into shape and ready for your marketing push
- Craft great pitches that sell your excitement and explain your product's key features and appeal
- Lead reviewers "by the hand" with simple, succinct language
- Avoid common mistakes that kill your chances for a review
- Create the essential PR support material your product needs
- Respond productively to both good and negative coverage
- Keep bloggers in the loop about what you'll be doing next

Includes exclusive worksheets and checklists for:

- Profiling potential customers
- Evaluating competitors
- Estimating market size
- Writing and checking your pitch
- Tracking and targeting bloggers

Describes the psyche of Macintosh fans and the subculture they have created.

A rollicking look at 1971 - the busiest, most innovative and resonant year of the 70s, defined by the musical arrival of such stars as David Bowie, Pink Floyd, Led Zeppelin, and Joni Mitchell. On New Year's Eve, 1970, Paul McCartney told his lawyers to issue the writ at the High Court in London, effectively ending The Beatles. You might say this was the last day of the pop era. The following day, which was a Friday, was 1971. You might say this was the first day of the rock era. And within the remaining 364 days of this monumental year, the world would hear Don McLean's "American Pie," The Rolling Stones' "Brown Sugar," The Who's "Baba O'Riley," Zeppelin's "Stairway to Heaven," Rod Stewart's "Maggie May," Marvin Gaye's "What's Going On," and more. David Hepworth, an ardent music fan and well regarded critic, was twenty-one in '71, the same age as many of the legendary artists who arrived on the scene. Taking us on a tour of the major moments, the events and songs of this remarkable year, he shows how musicians came together to form the perfect storm of rock and roll greatness, starting a musical era that would last longer than anyone predicted. Those who joined bands to escape things that lasted found themselves in a new age, its colossal start being part of the genre's staying power. Never a Dull Moment is more than a love song to the music of 1971. It's also an homage to the things that inspired art and artists alike. From Soul Train to The Godfather, hot pants to table tennis, Hepworth explores both the music and its landscapes, culminating in an epic story of rock and roll's best year.

Now available in ePub format. Fully updated to cover the iPhone 5 and iOS6, the bestselling Rough Guide to the iPhone is the ultimate guide to the definitive gadget of our time. The full color guide shows you how to make the most of the iPhone 5's unique blend of fun and function. The book covers the basics, such as synchronizing with iCloud, using Facetime, making the most of Siri, and exploring the latest built-in features, including Facebook integration, panoramic photos, and Apple Maps. The guide also unlocks new secrets, such as how to make free international calls, and there's even up-to-date advice on the coolest apps available on the App Store. Whether your focus is productivity or creativity, The Rough Guide to the iPhone will turn you from an iPhone user into an iPhone guru.

The iPhone, Apple's iconic device, continues to set the pace in smart phone technology with the launch of the iPhone 5. DK's slick, full-colour Rough Guide to the iPhone unlocks the myriad of secrets of this extraordinary gadget from

synchronizing for the first time and customizing your home screen, to sending SMS messages to multiple recipients. It keeps your finger on the pulse with up-to-the-minute information on all the coolest apps available to download from the iTunes App Store and news of what's hot in the world of iPhone accessories and all the new features including iCloud, Newsstand, and Notification centre. See your favorite pop culture icons like never before in this collection of humorous photographs featuring Sideshow figures. Join celebrated photographer Daniel Picard as he explores what his favorite pop culture heroes and villains are up to when they're not caught up in the battle between good and evil. This unique collection of meticulously composed images showcases a variety of comic book and movie icons in realistic and often hilarious everyday settings. Using fan-favorite figures from Sideshow Collectibles, Picard gives these classic characters a fresh twist, presenting them in perfectly arranged, to-scale environments that create believable scenes and tongue-in-cheek parodies. Among the gallery of memorable images are photographs of a Stormtrooper with a desk job, the Joker shopping for a Batman Halloween costume, and Harley Quinn taking a selfie. Featuring a foreword by Simon Pegg, an afterword by Kevin Smith, and an introduction from Daniel Picard detailing his one-of-a-kind take on pop culture parody, *Figure Fantasy* is a true treasure for fans, collectors, and photographers alike.

The following anthology delivers sound analysis to the theoretical classification of the current societal phenomenon - between innovative, world changing and yet disruptive technology, as well as societal and cultural transformation. Lifelogging, digital self-tracking and the real-time chronicling of man's lifetime, is not only a relevant societal topic in the world of research and academic science these days, but can also be found in literature, cultural pages of the written press and the theatre. The spectrum of Lifelogging ranges from sleep, mood, sex and work logging to Thing and Deathlogging. This leads to several questions: How does one live in a data society? Is "measured" man automatically also "better" man? And if so, what is the cost? Do new categories of reality or principles of social classification develop as a result of Lifelogging? How does the "social view" on things change? The authors in this anthology provide insightful answers to these pressing questions.

Shows you what it takes to develop products that blow your users away—and take market share from your competitors. This book will explain how the principles behind agile product development help designers, developers, architects, and product managers create awesome products; and how to look beyond a shiny user interface to build a great product. Most importantly, this book will give you a shared framework for your product development team to collaborate effectively. Product development involves several key activities—including ideation, discovery, design, development, and delivery—and yet too many companies and innovators focus on just a few of them much to the detriment of the product's success in the marketplace. As a result we still continue to see high failure rates

in new product development, be it inside organizations or startups. Unfortunately, or rather fortunately, these failures are largely avoidable. In the last fifteen years, advances in agile software development, lean product development, human-centered design, design thinking, lean startups and product delivery have helped improve individual aspects of product development. However, not enough guidance has been available to integrate them in the context of the product development life cycle. Until now. Product developer extraordinaire Tathagat Varma in Agile Product Development integrates individual knowledge areas into a field manual for product developers. Organized in the way an idea germinates, sprouts, and grows, the book synthesizes the body of knowledge in a pragmatic way that is more natural to the entire product creation process rather than from individual practices that constitute it. In today's hyper-innovative world, being first to the market, or delivering feature-loaded products, or even offering the latest technology doesn't guarantee success anymore. Sure, those elements are all needed in the right measures, but they are not sufficient by themselves. And getting it right couldn't be more important: Building products that deliver awesome user experiences is the top challenge facing businesses today, especially in a post-Apple world where user experience and design has been elevated to a cult status.

"The Rough Guide to iPod and iTunes" is the ultimate companion to the defining gadget of the digital music era. An essential guide, the book is packed with tips and hints on everything from choosing the right iPod to troubleshooting, downloading tunes and managing your playlists. 1-84353-383-9 \$8.99 / DK Publishing, Inc.

The Rough Guide to the iPad is the ultimate companion to the revolutionary Apple iPad. Making sure you get the most out of your newest toy, the guide provides full coverage of the latest Apple software and hardware advances, including the multitouch screen, the iBookstore and the new iPad email system, as well as all those Apple features you can't live without: surfing the web, downloading movies and music and hundreds and hundreds of apps are covered in full detail. This first Rough Guide technology title published in full colour will help you through the whole process, from buying the right model to getting the best deal, all the way through to customising your settings and spending safely online. Whether you were first in line at the Apple store on release day, or if you are simply fantasizing about buying your own, The Rough Guide to the iPad is the book for you.

iOS Forensic Analysis provides an in-depth look at investigative processes for the iPhone, iPod Touch, and iPad devices. The methods and procedures outlined in the book can be taken into any courtroom. With never-before-published iOS information and data sets that are new and evolving, this book gives the examiner and investigator the knowledge to complete a full device examination that will be credible and accepted in the forensic community.

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