

Nike Ipad User Guide

If you are thinking of starting up a business — whether online or in a pushcart or a small café — you need to look into your branding. (how does it work, anyway?), brace yourself...According to Jacky Tai, you should start your branding exercise as early as possible. Brand Zero distills the author's wealth of experience in grappling with branding strategies in the real world into a practical and easy-to-understand guide anyone. About the Authors For a decade, Jacky Tai headed the marketing departments for several companies in the United States and Singapore before he joined International Enterprise Singapore. Heading its branding initiatives, Tai developed revolutionary training programmes that helped various companies — from innovative start-ups to established players — to better understand branding strategies. Jacky is currently Principal Consultant in StrategiCom, a B2B branding specialist

The world of smart shoes, appliances, and phones is already here, but the practice of user experience (UX) design for ubiquitous computing is still relatively new. Design companies like IDEO and frogdesign are regularly asked to design products that unify software interaction, device design and service design -- which are all the key components of ubiquitous computing UX -- and practicing designers need a way to tackle practical challenges of design. Theory is not enough for them -- luckily the industry is now mature enough to have tried and tested best practices and case studies from the field. Smart Things presents a problem-solving approach to

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addressing designers' needs and concentrates on process, rather than technological detail, to keep from being quickly outdated. It pays close attention to the capabilities and limitations of the medium in question and discusses the tradeoffs and challenges of design in a commercial environment. Divided into two sections, frameworks and techniques, the book discusses broad design methods and case studies that reflect key aspects of these approaches. The book then presents a set of techniques highly valuable to a practicing designer. It is intentionally not a comprehensive tutorial of user-centered design'as that is covered in many other books'but it is a handful of techniques useful when designing ubiquitous computing user experiences. In short, Smart Things gives its readers both the "why" of this kind of design and the "how," in well-defined chunks. Tackles design of products in the post-Web world where computers no longer have to be monolithic, expensive general-purpose devices Features broad frameworks and processes, practical advice to help approach specifics, and techniques for the unique design challenges Presents case studies that describe, in detail, how others have solved problems, managed trade-offs, and met successes

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

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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.

A visual, strategic, inspirational, and user-friendly checklist to help firms & entrepreneurs (business-to-business, business-to-consumer, & non-profits) innovate for strategic growth more methodically, completely, and creatively. Includes a framework, several exercises, and over 1100 categorized innovation examples from a wide range of industries and countries. The cutting-edge examples will inspire new product and service developers, and marketing executives seeking to make their marketing tactics more innovative and effective. The last chapter is a guide for executives, start-ups, and professors to teach innovation to employees and graduate students in a variety of fields.

Here is your essential companion to the iPod touch, classic, nano, and shuffle, and the iTunes application. The iPod & iTunes Pocket Guide, Third Edition, steers you through how to Import songs into iTunes and assemble playlists, listen to podcasts, and burn CDs. Find music, movies, TV shows, videos, and audiobooks on the iTunes. Store and see song and film recommendations, discover podcasts, and send gift certificates. Buy music from the iTunes Wi-Fi Music Store and sync songs with your computer. Use your iPod

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to keep contacts, view events, and store files (as a portable hard drive). Make your iPod even more useful (and awe your friends) with fascinating tips and tricks. Fix common problems and learn what to do if you can't fix them yourself.

Sensor Technologies
Healthcare, Wellness and
Environmental Applications
Apress

Set your company up for long-term success. Every company needs a strategy. A focused strategy aligns decision making throughout the organization and helps establish a competitive edge in the marketplace. But with so many options to consider, how do you define a unique strategy that will ensure growth? Whether you're starting a business from scratch or leading an existing company facing new threats, this book offers the direction you need. The HBR Guide to Setting Your Strategy provides practical tips and advice that break down the process of crafting strategy so you can identify the areas your company should build on to help it thrive long into the future. You'll learn to: Understand what strategy is—and what it isn't Define where you'll play and how you'll win Conduct more-effective strategic discussions with your team Test your strategy before you implement it Communicate your strategy to key stakeholders Ensure your strategy is flexible and adaptable Arm yourself with the advice you need to succeed on the job, with the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges. Make workplace conflict resolution a game that EVERYBODY wins! Recent studies show that typical

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managers devote more than a quarter of their time to resolving coworker disputes. The Big Book of Conflict-Resolution Games offers a wealth of activities and exercises for groups of any size that let you manage your business (instead of managing personalities). Part of the acclaimed, bestselling Big Books series, this guide offers step-by-step directions and customizable tools that empower you to heal rifts arising from ineffective communication, cultural/personality clashes, and other specific problem areas—before they affect your organization's bottom line. Let The Big Book of Conflict-Resolution Games help you to: Build trust Foster morale Improve processes Overcome diversity issues And more Dozens of physical and verbal activities help create a safe environment for teams to explore several common forms of conflict—and their resolution. Inexpensive, easy-to-implement, and proved effective at Fortune 500 corporations and mom-and-pop businesses alike, the exercises in The Big Book of Conflict-Resolution Games delivers everything you need to make your workplace more efficient, effective, and engaged.

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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

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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.

Running Times magazine explores training, from the perspective of top athletes, coaches and scientists; rates and profiles elite runners; and provides stories and commentary reflecting the dedicated runner's worldview.

A brand new collection of powerful insights into building outstanding customer relationships... 4 pioneering books, now in a convenient e-format, at a great price! 4 remarkable eBooks help you develop rock-solid, high-value long-term customer relationships: levels of loyalty you thought were impossible Today, rock-solid long-term customer relationships are the holy grail of every business -- and they seem just as elusive. But such relationships are possible: great businesses are proving it every day, and reaping the rewards. In this extraordinary 4 eBook set, you'll learn how they do it -- and how you can, too, no matter what you sell or who your customers are. First, in *Managing Customers for Profit: Strategies to Increase Profits and Build Loyalty*, internationally respected marketing expert V. Kumar presents a complete framework for linking your investments to business value - and maximizing the lifetime value of every customer. Learn how to use Customer Lifetime Value (CLV) to target customers with higher profit potential...manage and reward existing customers based on their profitability...and invest in high-profit customers to prevent attrition and ensure future profitability. Kumar introduces customer-centric approaches to allocating marketing resources...pitching the right products to the right customers at the right time...determining when a customer is likely to leave, and whether to intervene...managing multichannel shopping... even calculating referral value. Next, in *Smart Retail: Practical Winning Ideas and Strategies from the Most Successful*

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Retailers in the World, Richard Hammond presents remarkable new case studies, ideas, strategies, and tactics from great retailers worldwide. Discover new ways to use data to drive profit and growth... do more with less... leverage technology to develop highly productive and innovative remote teams... create your ultimate retail experience! In Inside the Mind of the Shopper: The Science of Retailing, the legendary Herb Sorensen reveals what customers really do when they shop, ripping away myths and mistakes that lead retailers to miss huge opportunities. Sorensen identifies simple interventions that can have dramatic sales effects, shows why many common strategies don't work, and offers specific solutions for serving quick-trip shoppers, optimizing in-store migration patterns, improving manufacturer-retailer collaboration, even retailing to multicultural communities. Finally, in The Truth About What Customers Want, Michael R. Solomon demystifies today's consumers, revealing what they want, think, and feel. Then, based on his deep truths about consumer behavior, he presents 50 bite-size, easy-to-use techniques for finding and keeping highly profitable customers! From world-renowned experts in customer behavior and retail performance V. Kumar, Richard Hammond, Herb Sorensen, and Michael R. Solomon Provides information about careers in the sports industry, including educational requirements, salary, and prospects for each profession.

No other guide covers the complete retail picture like this exciting new volume. America's retail industry is in the midst of vast changes - superstores and giant discounters are popping up on major corners. Malls are lagging while "power centers" are surging ahead. Savvy firms are combining bricks, clicks and catalogs into multi-channel retail powerhouses. Which are the hottest retailers? What lies ahead? Our market research section shows you the trends

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and a thorough analysis of retail technologies, chain stores, shopping centers, mergers, finances and future growth within the industry. Included are major statistical tables showing everything from monthly U.S. retail sales, by sector, to mall sales per square foot, to the 10 largest malls in the US. Meanwhile, the corporate profiles section covering nearly 500 firms gives you complete profiles of the leading, fastest growing retail chains across the nation. From Wal-Mart and Costco to Barnes & Noble and Amazon, we profile the major companies that marketing executives, investors and job seekers most want to know about. These profiles include corporate name, address, phone, fax, web site, growth plans, competitive advantage, financial histories and up to 27 executive contacts by title. Purchasers of the printed book or PDF version may receive a free CD-ROM database of the corporate profiles, enabling export of vital corporate data for mail merge and other uses.

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

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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.

Womens Health magazine speaks to every aspect of a woman's life including health, fitness, nutrition, emotional well-being, sex and relationships, beauty and style.

The Guide To Running: A Complete Training Book For 5k & 10k Runners is written for the beginning and intermediate athlete. The book uses text, images, tables, diagrams, video, and reference material to explain and teach a variety of concepts such as selecting essential equipment, types of training, 23 weeks of scheduled workouts, proper diet & nutrition, correct running form, developing racing strategy, practicing mental preparation, injury causes & prevention, as well as reviews of running gadgets, applications, and community sites. Whether a new or experienced runner, this volume will help you progressively improve as a runner based on your current level of fitness. Start by understanding how to choose the proper shoes and other equipment, then review how different types of training improve performance. Learn how to calculate different paces, study lactate threshold, and estimate V02Max before moving on to three chapters of detailed workouts for runners of all levels. Read about training diets and the specific nutritional needs (with recipes) of middle distance runners. Understand how proper posture, foot strike, breathing and mental techniques can lead to better performance and avoid injury - and, should injury strike, how to decipher symptoms to find remedies and prevent

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future occurrences. Finally, find some gadgets to make training more fun - or online communities where you can share tips, try new routes, and possibly join local running groups in your area.

Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation. Co-created by 470 "Business Model Canvas" practitioners from 45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-changing business model--or analyze and renovate an old one. Along the way, you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core value proposition. Business Model Generation features practical innovation techniques used today by leading consultants and companies worldwide, including 3M, Ericsson, Capgemini, Deloitte, and others. Designed for doers, it is for those ready to abandon outmoded thinking and embrace new models of value creation: for executives, consultants, entrepreneurs, and leaders of all organizations. If you're ready to change the rules, you belong to "the business model generation!"

In every area of our lives, technology has become a pervasive force. And yet, few understand how much of the technology we use on a daily basis works. This visual guide presents the most cutting-edge applications of technology,

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detailing who invented different types of technology, what they're made of, and the potential applications they have. Advanced topics such as nanotechnology, bionic implants, and pioneering medical advances are covered in a straightforward way sure to engage all readers in these core STEAM concepts.

Built on a strong foundation, Basic Marketing 19e with ConnectPlus and LearnSmart provides an integrated teaching and learning solution for presenting the four Ps framework and managerial orientation with a strategy planning focus. The Perreault franchise was the pioneer of the "four Ps" in the introductory marketing course. The unifying focus of Basic Marketing has always been on how to make marketing decisions in deciding what customers to focus on and how best to meet their needs. Consistent with our belief in continuous quality improvement, this edition has been critically revised, updated, and rewritten to reflect new concepts, new examples, recent "best practices," and to tightly integrate the best digital tools in the industry for ensuring that students are prepared to engage in classroom lectures and pursue future business and marketing careers. The Rough Guide to Running will propel you ahead of the pack with a power brew of reliable guidance and inspirational tips. The guide includes the basics from good running technique, goal setting and motivation to schedules, preparation and how to deal with injuries and strains. You'll find the low-down from our team of professional runners, coaches, health experts, including a nutritionist and an osteopath as well as the best advice on running shoes, clothes, accessories and gadgets, and where to buy them. They're all covered, from fun runs and charity runs to clubs, competitive racing, marathons and best running events around the world. Whether you have already notched up many miles or are a beginner taking your first steps in this

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addictive pastime, you need this book.

Here is your essential companion to the iPod nano, touch, classic, and shuffle and to iTunes. The iPod & iTunes Pocket Guide, Fourth Edition, steers you through how to: Import songs into iTunes, assemble playlists on your own or using the iTunes Genius, and burn CDs. Find music, movies, HD TV shows, videos, games, and audiobooks in the iTunes Store and see recommendations, discover new artists, and send gift certificates. Buy music from the iTunes Wi-Fi Music Store and sync songs with your computers. Use your iPod to keep contacts, view events, and store files. Make your iPod even more useful (and awe your friends) with fascinating tips and tricks. Fix common problems and learn what to do in you can't fix them yourself.

This is a guide to help brand strategists consider what people really want in order to enhance their lives, and think about the role of their brand in responding to these desires. It offers a new framework for understanding desire, based on some of the things that are really important to us: our family, friends and community; the desire to explore, learn and grow; how we experience the world through our senses; our appetite to live life to the full; and what we set out to achieve. Brand strategists are the link between a commercial proposition and the lives it means to touch. They can talk to the people the company wants to reach, and – more importantly – listen to them. A brand which both enhances people's lives, and nurtures the resources on which they depend, will prove more resilient, win trust and achieve better results.

How do you orchestrate the next great advertising campaign? Find out with **ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS**. Inside you'll see step-by-step how to take a great idea through the complete advertising process. And because it's focused on campaigns, **ADVERTISING CAMPAIGN STRATEGY: A**

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GUIDE TO MARKETING COMMUNICATION PLANS is loaded with the tips you'll need to succeed in the class now and get your project chosen in the future. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Cambridge IGCSE® Business Studies Revision Guide helps students apply their knowledge, understanding and skills to succeed in their course. This endorsed Cambridge IGCSE® Business Studies Revision Guide has been designed to further develop students' skills for their Cambridge IGCSE Business Studies course. Revised to meet the latest IGCSE syllabus (0450) this book is packed full of guidance to reinforce students' understanding and skills to succeed in their course. Written in a clear style by experienced examiners this revision guide is perfect for international learners and accompanies the Cambridge IGCSE Business Studies Coursebook, third edition. Please note this revision guide is also relevant for the O Level Business Studies syllabus (7115) and course.

- Contains one-on-one interviews with star athletes, coaches, marketing experts, and business executives that showcase the power and influence of Nike
- Provides a vivid chronology depicting the company's modest beginnings, the creation of its early technology, the birth of memorable advertising campaigns, endorsement deals with sports celebrities, controversy about child labor allegations, noteworthy recognition for supporting social and environmental causes, and Nike's future
- Includes photographs of Nike co-founders Bill Bowerman and Phil Knight, as well as Nike-sponsored athletes such as Deion Sanders, Bo Jackson, Michael Jordan, John McEnroe, Serena Williams, Didier Drogba, Lance Armstrong, and Tiger Woods
- A helpful index makes it easy to locate celebrities' comments within the text and to track the many Nike technologies used since the company's

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inception

It's a brand new iPod Nano world. The 'iPod Nano' (stylized and advertised like 'iPod nano') is a mobile media participant developed and advertised by Apple Inc. The foremost propagation iPod Nano was instituted onto September 7, 2005 as a substitution for the iPod Mini. It utilizes light up retention for storage. The iPod Nano has moved via some contrasting types, either generations, ever since its start. The current 7th propagation iPod Nano was disseminated in October 2012. There has never been a iPod Nano Guide like this. It contains 99 answers, much more than you can imagine; comprehensive answers and extensive details and references, with insights that have never before been offered in print. Get the information you need--fast! This all-embracing guide offers a thorough view of key knowledge and detailed insight. This Guide introduces what you want to know about iPod Nano. A quick look inside of some of the subjects covered: Nike+iPod - Online integration, Apple Inc. litigation - Creative Technology v. Apple, Inc. (menu structure), Dock connector - Apple Lightning connector, Stevenote - Product introductions, Nike+iPod - Overview, Gapless playback - Hardware, Apple Inc. advertising - iPod, iPod Nano - 4th generation, iPodLinux - Compatibility, iPod - History, iPod - connectivity - Battery problems, Product teardown, iTunes Store - iPod games, IEEE 1394 interface - iPod and iPhone synchronization and charging, iPod - Software, USB - Lightning, Motorola ROKR Z6 - E1, iPod - connectivity - Games, VoiceOver - iPod nano, Apple Lightning - History, iPod Nano - Reception, Apple Mouse - Lisa Mouse (A9M0050), iPod - connectivity - Connectivity, Typography of Apple Inc. - Myriad, Nike, Inc., List of iPod models - Models, Arcsoft TotalMedia Theatre - Supported Device, Criticism of Apple Inc. - Portable devices, iPod Mini - iPod Nano, Apple Insider - 9to5Mac, Cobra Starship - Viva La Cobra!

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(2007-2008), FireWire - iPod and iPhone, and much more... Advances in technology continue to alter the ways in which we conduct our lives, from the private sphere to how we interact with others in public. As these innovations become more integrated into modern society, their applications become increasingly relevant in various facets of life.

Wearable Technologies: Concepts, Methodologies, Tools, and Applications is a comprehensive reference source for the latest scholarly material on the development and implementation of wearables within various environments, emphasizing the valuable resources offered by these advances. Highlighting a range of pertinent topics, such as assistive technologies, data storage, and health and fitness applications, this multi-volume book is ideally designed for researchers, academics, professionals, students, and practitioners interested in the emerging applications of wearable technologies.

In a world of fierce global competition and rapid technological change, traditional strategies for gaining market share and achieving efficiencies no longer yield the returns they once did. How can companies drive consumer preference and secure sustainable growth in this digital, social, and mobile age? The answer is through functional integration. Some of the world's most highly valued companies—including Amazon, Apple and Google—have harnessed this new business model to build highly interactive ecosystems of interrelated products and digital services, gaining new levels of customer engagement. Functional integration offers forward-looking brands a unique competitive edge by using transformative digital technologies to deliver high-value customer experiences, generate repeat business, and unlock lucrative new business-to-business revenue streams. *Connected By Design* is the first book to show business leaders and marketers exactly how to use functional integration to achieve

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transformative growth within any type of company. Based on R/GA's pioneering work with firms at the forefront of functional integration, Barry Wacksman and Chris Stutzman identify seven principles companies must follow in order to create and deliver new value for customers and capture new revenues. *Connected By Design* explains how functional integration drove the transformation of market-leading companies as diverse as Nike, General Motors, McCormick & Co., and Activision to establish authentic brand relationships with their customers, enter new categories, and develop new sources of income. With *Connected by Design*, any company can leverage technological disruption to redefine its mission and foster greater brand loyalty and engagement.

Explains how to use the portable music player to perform functions including play music, store personal contact and calendar information, download and use applications, and use as a video player.

Learn how to make better, faster decisions. You make decisions every day--from prioritizing your to-do list to choosing which long-term innovation projects to pursue. But most decisions don't have a clear-cut answer, and assessing the alternatives and the risks involved can be overwhelming. You need a smarter approach to making the best choice possible. The HBR Guide to Making Better Decisions provides practical tips and advice to help you generate more-creative ideas, evaluate your alternatives fairly, and make the final call with confidence. You'll learn how to: Overcome the cognitive biases that can skew your thinking Look at problems in new ways Manage the trade-offs between options Balance data with your own judgment React appropriately when you've made a bad choice Communicate your decision--and overcome any resistance Arm yourself with the advice you need to succeed on the job, from a source you trust. Packed with how-to essentials from leading experts, the HBR Guides

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provide smart answers to your most pressing work challenges.

Here is your essential companion to Apple's iPod touch. The iPod touch Pocket Guide, Second Edition, offers real-world guidance and practical advice on how to: Set up and quickly start using your pocket-sized computer. Download apps from the App Store. Make FaceTime video calls. Take pictures and record video clips. Keep everything in sync between your Windows PC or Mac and your touch. E-mail family and friends using your carrier's wireless network or a Wi-Fi hotspot. Listen to songs and podcasts, and watch movies and TV shows (and YouTube!). Browse the Web using the built-in Safari browser. Figure out where you are with the iPod touch's location services.

An essential fitness guide for any woman who wants an active life and a healthy body Physical fitness, as it is understood today, is not merely about exercising or healthy eating; it must involve both aspects. But there is still more to a fit and healthy life than just a focus on food and exercise. The Complete Fitness Guide for Women lays the foundation for long-term health. In this volume, Mamta Singh provides you with exercise plans that specifically target cardiovascular training, strength and weight training, and stretching. Whether you are a beginner or someone who is already working out, this book will have a program suitable for you; these exercise programs can be done at home or at the gym. The Complete Fitness Guide for Women empowers you by helping you understand and respect your body and its unique requirements, so you can develop a body that is not just slim, but healthy and strong as well. The power is truly within YOU! The Senior Sleuth's Guide to Technology for Seniors provides an overview of products that help make senior citizens' lives more graceful, independent, invigorating and fun. In this book, the Senior Sleuth will investigate computers, the

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Internet, and modern technologies related to health and medication management, independent living, communication, travel and transportation, and home entertainment. This lighthearted reference book provides both seniors and their caregivers with a comprehensive look at the types of technologies being produced for their specific needs.

A COMPREHENSIVE CRASH COURSE FOR MASTERING TODAY'S MOST IMPORTANT MARKETING PLATFORM

Online marketing has evolved far beyond just websites and banner ads. Your business's credibility now rests on the ability not to just embrace digital platforms but to coordinate a broad spectrum of media in every campaign. Manager's Guide to Online Marketing explains how to do this and more by planning and executing effective cross-channel digital outreach using the latest, most sophisticated tools and strategies. It provides in-depth coverage of essential online marketing tools and techniques, including: Content marketing and blogging Social media marketing Web analytics Search Engine Optimization (SEO) E-mail marketing Online Public Relations Briefcase Books, written specifically for today's busy manager, feature eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look for these innovative design features to help you navigate through each page: Clear definitions of key terms and concepts Tactics and strategies for effective online marketing Tips for executing the tactics in the book Practical advice for preventing errors Caution signs to avoid common and uncommon mistakes Examples of successful online marketing tactics Specific planning procedures, tactics, and hands-on techniques

Sensor Technologies: Healthcare, Wellness and Environmental Applications explores the key aspects of sensor technologies, covering wired, wireless, and discrete sensors for the specific application domains of healthcare,

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wellness and environmental sensing. It discusses the social, regulatory, and design considerations specific to these domains. The book provides an application-based approach using real-world examples to illustrate the application of sensor technologies in a practical and experiential manner. The book guides the reader from the formulation of the research question, through the design and validation process, to the deployment and management phase of sensor applications. The processes and examples used in the book are primarily based on research carried out by Intel or joint academic research programs. “Sensor Technologies: Healthcare, Wellness and Environmental Applications provides an extensive overview of sensing technologies and their applications in healthcare, wellness, and environmental monitoring. From sensor hardware to system applications and case studies, this book gives readers an in-depth understanding of the technologies and how they can be applied. I would highly recommend it to students or researchers who are interested in wireless sensing technologies and the associated applications.” Dr. Benny Lo Lecturer, The Hamlyn Centre, Imperial College of London “This timely addition to the literature on sensors covers the broad complexity of sensing, sensor types, and the vast range of existing and emerging applications in a very clearly written and accessible manner. It is particularly good at capturing the exciting possibilities that will occur as sensor networks merge with cloud-based ‘big data’ analytics to provide a host of new applications that will impact directly on the individual in ways we cannot fully predict at present. It really brings this home through the use of carefully chosen case studies that bring the overwhelming concept of ‘big data’ down to the personal level of individual life and health.” Dermot Diamond Director, National Centre for Sensor Research, Principal Investigator, CLARITY Centre for Sensor

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Web Technologies, Dublin City University "Sensor Technologies: Healthcare, Wellness and Environmental Applications takes the reader on an end-to-end journey of sensor technologies, covering the fundamentals from an engineering perspective, introducing how the data gleaned can be both processed and visualized, in addition to offering exemplar case studies in a number of application domains. It is a must-read for those studying any undergraduate course that involves sensor technologies. It also provides a thorough foundation for those involved in the research and development of applied sensor systems. I highly recommend it to any engineer who wishes to broaden their knowledge in this area!" Chris Nugent Professor of Biomedical Engineering, University of Ulster

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