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Information Technology time management expert Dominica DeGrandis, the reveals the real crime of the century--time theft, one of the most costly factors impacting enterprises in their day-to-day operations. The solution to preventing these value stream delays? Make the work visible. In this timely book (title not final), solutions and preventative measures are illustrated and methodologies outlined for immediate application into daily work. Are You Ready To Optimize Your Funnels For Maximum Conversions?It's About Time For You To Learn The Latest Sales Funnel Optimization Strategies!A lot of people who try to sell anything online simply are not doing a good job of it.This is the main reason why the vast majority of people trying to sell affiliate products simply can't make a living off their online marketing.It's not because these people are dumb. It's not because they are incapable of making money online.I Hate To Break It To You, But The Whole Idea Of"Build It And They Will Come" Is Just A Pipe Dream.It may have worked 10 years ago. But believe me. It doesn't work today.If you truly want to create passive income using online properties, listen up.You have to create a sales funnel. Sorry, you can't actually "train your brain." But you can force it to adapt, grow, and perform to it's full potential. The brain is the seat of our consciousness, identity, and higher thoughts. But it is also a flesh and blood machine that can wear down, grow tired, and malfunction. Learn how to prevent this and be your best. Become quicker, sharper, smarter, more observant. THE BRAIN MECHANIC is a guide to how to revitalize, polish, and fix-up your brain. The truth is, you're probably underperforming mentally. It's not personal, it's just how you're wired. This book provides a series of steps and plans for you to get on track to your best thinking days. Drawing from the most recent, up-to-date research on brain health. Peter Hollins has studied psychology and peak human performance for over a dozen years and is a bestselling author. He has worked with a multitude of individuals to unlock their potential and path towards success. His writing draws on his academic, coaching, and research experience. Understand the everyday forces that fundamentally change your brain. •The deep connection (and surprising) between the body and the mind. •Everyday actions and habits to increase focus, discipline, and critical thinking. •The emotional

power of social bonds and ties, and how they empower us. •Why we need breaks, and what we should actually do for a mental rest. •Neuroplasticity - the real brain training - and how to do it daily. •The vagus nerve and how it makes or breaks your sense of calm. Fine-tune your thinking. Be your brain's mechanic. Optimarketing is about optimizing every major aspect of your marketing. In "Optimarketing: Marketing Optimization to Electrify Your Business," Robert Rosenthal shares lessons learned from thousands of marketing tests, dozens of record-breaking campaigns, and more than a century of marketing history. Readers are treated to more than 75 original essays and 12 case examples on what it genuinely takes to optimize marketing results. Rosenthal, founder of the award-winning Contenteurs marketing agency, reveals:

- * A characteristic the best marketers have in common
- * What it took to achieve tenfold response rate improvement for a Fortune 1,000 marketer
- * The marketing component that matters most when swinging for the fences
- * How innovators optimize every major marketing element
- * What great marketing campaigns have in common
- * Organic ways to grow groundbreaking marketing ideas
- * The marketing technique that almost always raises response rates
- * How to easily and quickly run high-impact marketing tests
- * Tips on rapidly evolving your optimal marketing mix
- * How to turn your website into a bigger revenue driver
- * Techniques to beat successful marketing approaches in measurable terms
- * What it takes to optimize your marketing content across media - including social
- * Strategies and tactics to optimize lead generation and one-step selling
- * What every marketer should know about concepts, copy, and graphic design
- * How to build a reliable "marketing machine"
- * A special section, "The Mind of the Optimarketer"

"Optimarketing: Marketing Optimization to Electrify Your Business" is required reading for everyone out to optimize their marketing. Discover how to transform your marketing outcomes, run the most profitable marketing of your career, and make your work more fulfilling.

How to Optimize Fluid Bed Processing Technology: Part of the Expertise in Pharmaceutical Process Technology Series addresses the important components of fluid bed granulation, providing answers to problems that commonly arise and using numerous practical examples and case studies as reference. This book covers the theoretical concepts involved in fluidization, also providing a description of the choice and functionality of equipment. Additional chapters feature key aspects of the technology, including formulation requirements, process variables, process scale-up, troubleshooting, new development, safety, and process evaluation. Given its discussion of theoretical principles and practical solutions, this is a go-to resource for all those scientists and new researchers working with fluid bed granulation as a unit operation. Written by an expert in the field with several years of experience in product development, manufacturing, plant operations, and process engineering

Illustrates when fluid bed granulation is needed, when to use less common fluid bed granulation methods, and the advantages of fluid bed granulation when compared to other granulation techniques

Offers troubleshooting tips and practical advice for scientists working with this technique

IS THERE A WAY YOU COULD BOOST YOUR LINKED PROFILE? Here's the thing - If you are looking for a valuable resource for business professionals and network of careers, then LinkedIn will be your first choice. It is a social network specifically created to connect business professionals and careers. Currently, LinkedIn has 690+ million users in more than 200 countries and territories worldwide. Other social media platforms such as Instagram, Twitter, Snapchat, TikTok and Facebook differ from LinkedIn because they mainly focus on videos, photos, likes, comments, and chats. On the contrary, LinkedIn is basically about establishing strategic relationships. Therefore, the number of connections you have on LinkedIn doesn't matter as much as the quality of such connections. The kind of connections matters more than the number of connections. You have the ability to handpick the kind of people you connect with and the kind of content you send across. Professional contracts have been made possible through the platform since it is not cluttered with random contents, unlike Facebook, Instagram, twitter, etc. Because it is designed for professionals, LinkedIn helps you to block out the noise of the social media while helping you to connect with the right people. These are just among the qualities that made LinkedIn stand out. Because of the large number of users, it is just important that you optimize your profile to stand out among the millions. But how can you do this? This guide shows you just how! Flip through

the pages of this guide to understand how to Optimize Your LinkedIn Profile for Better Visibility and Profitability. Ari Meisel and Nick Sonnenberg recently launched a profitable Virtual Assistant (VA) business in just one day - challenging the startup mentality that every new venture requires months of planning and a large investment of capital. Their VA business was born from scribbled notes on a cocktail napkin during dinner and was an up-and-running less than 24 hours later. By following their 3 step process: Optimize, Automate, Outsource, they leveraged free, readily available digital tools and apps with no outlay of cash whatsoever. Meisel and Sonnenberg reveal tactics for building a scalable business in today's world. This fascinating and informative book chronicles their first year in business together. An essential read for any entrepreneur. It follows their journey from idea to execution, detailing a bold new approach to 21st century business based on a fearless ingenuity and a willingness to rewrite the rules. Attract, engage, and inspire your customers with an "Optimize and Socialize" content marketing strategy Optimize is designed to give readers a practical approach to integrating search and social media optimization with content marketing to boost relevance, visibility, and customer engagement. Companies, large and small, will benefit from the practical planning and creative content marketing tactics in this book that have been proven to increase online performance across marketing, public relations, and customer service. Learn to incorporate essential content optimization and social media engagement principles thereby increasing their ability to acquire and engage relevant customers online. Optimize provides insights from Lee Odden, one of the leading authorities on Content and Online Marketing. This book explains how to: Create a blueprint for integrated search, social media and content marketing strategy Determine which creative tactics will provide the best results for your company Implement search and social optimization holistically in the organization Measure the business value of optimized and socialized content marketing Develop guidelines, processes and training to scale online marketing success Optimize offers a tested approach for a customer-centric and adaptive online marketing strategy that incorporates the best of content, social media marketing, and search engine optimization tactics. Describes the components of the on demand business model and the computing infrastructure that is needed to support it. This book teaches the basics of Search Engine Optimization, how to choose keywords appropriate to your business, and some hints and tricks you can use to receive the maximum return on investment from your marketing. You Can Be Found - Everyone Has Equal Opportunity - It's Not Rocket Science Are you ready to get found on Google, Facebook, Mobile Phones, and more? These are exciting times to be marketing and growing our businesses on the internet and we're going to show you how to win by Playing Google's Game! You can do it yourself, or use this book to arm yourself with enough information to find the best website designer for your business. The knowledge you gain here will allow you to join conversations and participate with the professionals that you hire to support your internet marketing strategy. My first book written in 2008, Get Top Ranking On Google...., was born from notes to friends and colleagues-sharing simple tips and techniques that I had learned from the SEO School of Hard Knocks-while bootstrapping my patented products on a very tight budget. By tight budget - I mean free. Unfortunately I had spent all of my money setting up manufacturing and had nothing left for marketing. Big mistake! However, it taught me how to use these free internet platforms, like Google Search, to grow my business. Everything I talk about in this book is Free! While there are many new concepts in this book, all of the tips in my first book are still valid - even surviving all of the latest changes Google has made to their rules. In fact, if people would have followed the advice in my first book, they would not have been penalized by Google's latest updates. How is that possible? Because I don't chase the latest fads. I stick to the fundamentals. Google has not changed their fundamental mission to provide the best quality websites to their searchers. The only thing that has changed is how they identify which websites are quality and which ones are not. The book you have in your hand today draws from 25 years of business consulting; learning from my successes and challenges - from my business, students, clients, readers, partners, friends, and colleagues. Through them, I continually gather intelligence for my own businesses and for you. I'm happy to share these secrets with you in this book and on the www.PlayGooglesGame.com blog. There are quite a number of books written on this

subject by techies and programmers - for other techies and programmers. My objective is to bring simple, easy to understand tips to the average business leader, using layman's terms versus technical jargon. Most importantly, I saw a need to explain internet marketing from a business perspective - using real world examples. My goal is not to turn my readers or students into website designers. We all have businesses to run, right? The goal is to give you enough information so that you can find a good website designer and internet marketer. Once you find a good website designer, you will be able to have a meaningful two-way conversation with them, so you can participate in building a website that is suitable for growing your business. How could anyone design a good website for you without your active participation? No one knows your business like you do. I have seen far too many times where the business owner did not participate and ended up with a "cookie cutter" website that had little to do with their business growth plans - after all, you are the expert in your field, right? Once your website is set up properly, you or your staff will be able to continue to create the new and interesting content that Google rewards. My wish is for you is that you gain enough knowledge from this book to enable you to hire the best website designer or internet marketer your budget will allow, and to give you the skills to boost your online business growth. Most good internet marketing companies and website designers appreciate an educated client. After all, you know your business best, and they would want to see you succeed. Enjoy! I wish you fun and prosperity online!

Greg Optimization methods are perceived to be at the heart of computer methods for designing engineering systems. With these optimization methods, the designer can evaluate more alternatives, resulting in a better and more cost-effective design. This guide describes the use of modern optimization methods with simple yet meaningful structural design examples. Optimum solutions are obtained and, where possible, compared with the solutions obtained using traditional design procedures. Search engine placement has become a key task for those engaged in website marketing because:

- * Good positioning in search engines/directories dramatically increases visitor traffic.
- * Optimizing search engine ranking is the most important and cost effective way of marketing a website.
- * Customers use search engines more than any other method to locate websites.

Alex Michael and Ben Salter guide readers through proven techniques for achieving and measuring success, along with a review of the most important search engines and directories. Throughout the book there are numerous real case studies and tips to help the marketer build a world class web presence.

- * Explains why and how marketers can and must optimize sites for searchability from the outset
- * Describes how to optimize, for both local and international users
- * Uses tutorials and walkthroughs to demonstrate how to steadily improve your site rankings

Social media for business is no longer optional. It's an essential way to reach your customers, gain valuable insights, and grow your brand. This book gives you powerful gems and tips to grow your followers and brand. Take a look inside and see why so many brand managers and small businesses are having success with these strategies. Know how to maximize your business on the top multiple social media networks.

Keto cycling is the most powerful, most effective, and most efficient tool for overcoming chronic disease and restoring health. Keto cycling is a method of going in and out of ketosis-a metabolic state in which the body runs on fat. It is absolutely the easiest and most efficient method of losing excess body fat and achieving your optimal weight. Low-fat, calorie-restricted diets are gruelingly difficult because you feel continually hungry and deprived; the keto approach is comparatively easy. The food is delicious and your hunger is depressed, so you can eat to your satisfaction and still lose the weight without the pain. All of the common health markers that doctors measure when evaluating a patient's health, such as blood pressure, blood sugar, triglycerides, HDL, and systemic inflammation, are improved when a person goes keto. It is like hitting the reset button on your computer-all of the garbage is deleted and you are returned to the original properly working starting position before the errors began to creep in. Health problems are wiped away and you get a fresh start. Hormones are rebalanced, proper digestion is restored, energy levels improve, and blood chemistry improves; you sleep better, think better, and function better. It is literally an anti-aging diet. All of these results have been documented in published medical and nutritional studies. Unfortunately, information about how to do the ketogenic diet is awash in myths,

misinformation, and misconceptions that are perpetuated on the internet, in books, and in the news media. Many people are confused, and consequently, do not follow the diet properly, leading to unsatisfactory results. This book exposes common errors that can sabotage the ketogenic diet and reveals how you can greatly enhance the health-promoting effects of the diet through keto cycling. Former Airbnb employee, Superhost, and Airbnb property manager reveals his strategies to rank #1 in Airbnb search by creating an optimal online listing and offline guest experience. "I have never seen so much valuable, actionable advice in one place for an Airbnb host. Highly recommended!" - Chip Conley

You don't have to accept slow Ruby or Rails performance. In this comprehensive guide to Ruby optimization, you'll learn how to write faster Ruby code--but that's just the beginning. See exactly what makes Ruby and Rails code slow, and how to fix it. Alex Dymo will guide you through perils of memory and CPU optimization, profiling, measuring, performance testing, garbage collection, and tuning. You'll find that all those "hard" things aren't so difficult after all, and your code will run orders of magnitude faster. This is the first book ever that consolidates all the Ruby performance optimization advice in one place. It's your comprehensive guide to memory optimization, CPU optimization, garbage collector tuning, profiling, measurements, performance testing, and more. You'll go from performance rookie to expert. First, you'll learn the best practices for writing Ruby code that's easy not only on the CPU, but also on memory, and that doesn't trigger the dreaded garbage collector. You'll find out that garbage collection accounts for 80% of slowdowns, and often takes more than 50% of your program's execution time. And you'll discover the bottlenecks in Rails code and learn how selective attribute loading and preloading can mitigate the performance costs of ActiveRecord. As you advance to Ruby performance expert, you'll learn how to profile your code, how to make sense out of profiler reports, and how to make optimization decisions based on them. You'll make sure slow code doesn't creep back into your Ruby application by writing performance tests, and you'll learn the right way to benchmark Ruby. And finally, you'll dive into the Ruby interpreter internals to really understand why garbage collection makes Ruby so slow, and how you can tune it up.

What You Need: Some version of Ruby. The advice from this book applies to all modern Ruby versions from 1.9 to 2.2. 80% of the material will also be useful for legacy Ruby 1.8 users, and there is 1.8-specific advice as well.

Combine two typically separate sources of data—behavioral quantitative data and usability testing qualitative data—into a powerful single tool that helps improve your organization's website by increasing conversion and ROI. The combination of the what is happening data of website activity, coupled with the why it's happening data of usability testing, provides a complete 360-degree view into what is causing poor performance, where your website can be optimized, and how it can be improved. There are plenty of books focusing on big data and using data analytics to improve websites, or on utilizing usability testing and UX research methods for improvement. This is the first book that combines both subjects into a methodology you can use over and over again to improve any website. UX Optimization is ideal for anyone who wants to combine the power of quantitative data with the insights provided by qualitative data to improve website results. The book uses step-by-step instructions with photos, drawings, and supporting screenshots to show you how to: define personas, conduct behavioral UX data analysis, perform UX and usability testing evaluations, and combine behavioral UX and usability data to create a powerful set of optimization recommendations that can dramatically improve any website.

What You'll Learn

- Understand personas: what they are and how to use them to analyze data
- Use quantitative research tools and techniques for analysis
- Know where to find UX behavioral data and when to use it
- Use qualitative research tools, techniques, and procedures
- Analyze qualitative data to find patterns of consistent task flow errors
- Combine qualitative and quantitative data for a 360-degree view
- Make recommendations for optimizations based on your findings
- Test optimization recommendations to ensure improvements are achieved

Who This Book Is For

Big data analytics (quantitative) professionals who want to learn more about the qualitative side of analysis; UX researchers, usability testers, and UX designers (qualitative professionals) who want to know more about big data and behavioral UX analysis; and students of UX, UX designers, product managers, developers, and those at startups who want to understand how to use behavioral UX and usability

testing data to optimize their websites and apps. Want to find out How to Optimize YouTube Videos so they really Rank? See this example Video Rocket to YouTube page 1 in only 48 hours! This guide follows a live example of how the Author ranks his Videos onto Page 1 of YouTube and high in Google Search for any chosen Keyword. You'll be shown how to do effective Keyword Research prior to creating your video and then each and every step upto ensuring your new video is right where it should be, at the top of YouTube Rankings. This book will also show you: Using Google Keyword Planner and how to use YouTube + Google Search to backup your Keyword idea How to Optimize the Video itself Optimizing your Video Title, Description, Secondary Keywords and Video Tags Annotations Manage Subtitles and Closed Captions Pinging your Video URL A neat little trick to get your 'Views' counter started Video Playlists Comments and Thumbs Ups And some great Social Media tricks that will really give your Video the boost it needs to get to page 1. Because of the amount of content in this ebook and the importance of following this guide Step-by-Step, you'll also find a very handy checklist on the back page that you can follow to speed up the whole process. Once you understand the principles in this book and start to see the great results they bring to your video ranking, you can use the checklist for future reference and as a bit of a memory jogger! The author has spent many months getting this process right and he's been careful to follow Google and YouTube Spam guidelines to make sure this guide can be used for years to come. Scroll up, grab a copy and get your Video Ranked Today.

Run the Way You Were Born to Run Every runner wants a smooth, light, powerful, and resilient stride. But there isn't one ideal form all runners should try to emulate. Instead, research and experience show that people can run effectively in a wide variety of patterns with some universal elements. In lively, accessible prose, author Jonathan Beverly details his search for common ground among physical therapists, podiatrists, biomechanics researchers, and coaches, and reveals how individual runners can apply those principles and improve their performance, avoid injury, and enhance their enjoyment on the run. With specific, illustrated exercises that show how to counteract tight muscles from excessive sitting, improve limited arm mobility from hunching over electronic devices, strengthen your feet for better balance, and improve speed by lengthening your stride, *Runner's World Your Best Stride* is an approachable guide to human movement and a practical tool for improved running performance.

Today's Android apps developers are often running into the need to refine, improve and optimize their apps performances. As more complex apps can be created, it is even more important for developers to deal with this critical issue. Android allows developers to write apps using Java, C or a combination of both with the Android SDK and the Android NDK. *Pro Android Apps Performance Optimization* reveals how to fine-tune your Android apps, making them more stable and faster. In this book, you'll learn the following: How to optimize your Java code with the SDK, but also how to write and optimize native code using advanced features of the Android NDK such as using ARM single instruction multiple data (SIMD) instructions (in C or assembly) How to use multithreading in your application, how make best use of memory and how to maximize battery life How to use to some OpenGL optimizations and to Renderscript, a new feature in Android 3.0 (Honeycomb) and expanded in Android 4.0 (Ice Cream Sandwich). After reading and using this book, you'll be a better coder and your apps will be better-coded. Better-performing apps mean better reviews and eventually, more money for you as the app developer or your indie shop.

The mind makeover that makes over your metabolism. Hundreds of medical studies have shown the spectacular health benefits of meditation. Now Tiffany Cruikshank, founder of Yoga Medicine, puts that scientific research to good, practical use by incorporating easy-to-use, targeted meditations into a unique weight-loss program. This 21-day plan optimizes health as well as body image by tapping the hidden strength of the mind. We learn a whole new way to lose weight; and it takes just a few relaxing and energizing minutes a day. Learn:

- How to get started: advice for new meditators (no weird positions or chants required)
- 3, 5, 7, and 10 minute meditations that bust cravings, break self-defeating habits, stress-proof the body, and reboot the brain
- What to eat—and the top 5 foods to consider avoiding
- How to continue your success after your 21-day retreat
- Bonus: 10 stress-relieving, cardio-revving yoga exercises to complement the plan

Each day of the plan in *Meditate Your Weight* helps you explore

and release what's weighing you down physically, emotionally, and mentally—the mental blocks, thoughts, habits, and behaviors that stand in your way—to make it easier to think more clearly, make better choices, and maximize metabolism. As you lighten up on the inside, you'll lighten up on the outside. Less stress=less belly fat. More calm + more balance = a healthier you. - Well+Good "The 10 Most Exciting Healthy Books to Read in 2016" This book shows you how to increase your web popularity, page rank, website visitor retention and internet sales through building backlinks, using link exchanges, search engine submissions, directory manual submissions, social media (i.e. RSS, forums, groups, blogging, vlogging, photoblogging, social networking sites (Facebook, MySpace etc), paid inclusion, pay-per-click, paid submissions, banner advertising, banner exchanges, news and PR article submissions, podcasting, doorway pages, referrals, affiliate networks and affiliation, eCourses, eBooks, foreign language search engines, free and low cost advertising websites, conventional marketing methods (such as, billboards, building wrapping, inflatables, vehicle wrapping, aerial banners, posters, radio and television), campaign monitoring, SEO campaign fine-tuning and more. Aiming at building efficient radiology operations, this book walks the reader through the entire radiology workflow, from the moment that the examination is requested to the reporting of findings. Using their practical experience, the authors draw attention to the many elements that can go wrong at each step, and explain how critical analysis and objective metrics can be used to fix broken processes. Readers will learn how to measure the efficiency of their workflows, where to find relevant data, and how to use it in the most productive ways. The book also addresses how data can be turned into insightful operational information to produce organizational change. All aspects of radiology operations are considered including ordering, scheduling, protocols, checking-in, image acquisition, image interpretation, communication, and billing. The closing section provides a deeper dive into the advanced tools and techniques that are used to analyze operations, including queuing theory, process mining and artificial intelligence. Note: You can "look inside" this book at Amazon.com. It is also available in Amazon the Spanish version "Decisiones Optimas: Como Optimizar las Cuestiones de la Vida Cotidiana." The writer Baltasar Gracian, in one of his aphorisms, suggested that: "The best in life is achieved by optimizing. It needs good taste and good judgement since neither education nor wit is sufficient. There is no perfection where there is no optimization. It includes two advantages: being able to choose and to choose the best. Many men of fruitful and subtle wit are not enlightened when they have to choose. They always choose the worst, seemingly on purpose. Thus, knowing how to optimize is one of the major gifts." Many of us would agree with Gracian as most of us are trying to make the best decisions, rent or buy the best flat, make ends meet in the best possible way, have the best relationship with the people surrounding us, etc. That is to say, we try to optimize our everyday life issues. However, there are few who truly succeed because school does not prepare us for this important skill. In this book we will try to cover this deficit. We present a thought-out method so that we can all choose the best option with regard to the questions that arise in everyday life (work issues, economic aspects, family and social life, health topics, etc.). The optimization method that we present is easy to understand, simple to apply and produces good results." This book shows you how to use social media analytics to optimize your business performance. The tools discussed will prepare you to create and implement an effective digital marketing strategy. From understanding the data and its sources to detailed metrics, dashboards, and reports, this book is a robust tool for anyone seeking a tangible return on investment from social media and digital marketing. Social Media Analytics Strategy speaks to marketers who do not have a technical background and creates a bridge into the digital world. Comparable books are either too technical for marketers (aimed at software developers) or too basic and do not take strategy into account. They also lack an overview of the entire process around using analytics within a company project. They don't go into the everyday details and also don't touch upon common mistakes made by marketers. This book highlights patterns of common challenges experienced by marketers from entry level to directors and C-level executives. Social media analytics are explored and explained using real-world examples and interviews with experienced professionals and founders of social media analytics companies. What You'll Learn Get a clear view of the

available data for social media marketing and how to access all of it Make use of data and information behind social media networks to your favor Know the details of social media analytics tools and platforms so you can use any tool in the market Apply social media analytics to many different real-world use cases Obtain tips from interviews with professional marketers and founders of social media analytics platforms Understand where social media is heading, and what to expect in the future Who This Book Is For Marketing professionals, social media marketing specialists, analysts up to directors and C-level executives, marketing students, and teachers of social media analytics/social media marketing Executive Stamina combines the wisdom and methodology of the best executive coaching with the cutting-edge training techniques of world-class athletes to help busy, stressed-out executives achieve peak performance. This holistic approach to executive performance uses practical tips and tools to help you maximize your career potential, maintain your physical health, and stay aligned with your personal values. Executive Stamina is all you need to learn how to optimize your time, energy, and productivity to achieve more and live better. Optimal dose individualization has become more important in improving clinical efficacy and safety. This is due in part to the variability in drug response. Therefore, the role of optimal dose finding in early clinical drug development so as to maximize successful clinical use is emphasized. This book reviews innovative methods, tools and examples of rational drug development strategies, particularly for novel oncological agents. Give your LinkedIn profile the makeover it deserves—and get the attention you deserve Look at your profile: you know it could be a little better. Too many LinkedIn users are just posting a basic resume and hoping for the offers to come flooding in, missing out on the incredible opportunity the platform offers to properly showcase their talents, products, and services to 610 million professionals in over 200 countries. LinkedIn is way more than a resume tool—to display your professional past and present—it's also your career future and personal brand. Used to its fullest extent, it helps you demonstrate the unique value and culture you provide, the skills and aspirations that make you different, to get the outcomes you truly want. But how's it done? Profile branding expert Donna Serdula pioneered the concept of LinkedIn Profile Optimization and through her Website, LinkedIn-Makeover.com, has helped over 5000 professionals use LinkedIn to achieve increased success. In this guide she applies that experience to help you use all of LinkedIn's capabilities to meet your goals, whether they be job search, reputation management, or sales—including how to: Create a memorable, successful profile Optimize personal keywords Showcase your experience, accomplishments, and unique value Use LinkedIn features to grow your network and more You never get a second chance to make a first impression—and people are Googling you right now: Get a fresh online look and get results! Get up to speed with a series of performance-enhancing coding techniques and methods that will help you improve the performance of your Unity applications Key Features Optimize graphically intensive games using the latest features of Unity such as Electronic Clearance Service (ECS) and the Burst compiler Explore techniques for solving performance issues with your VR projects Learn best practices for project organization to save time through an improved workflow Book Description Unity engine comes with a great set of features to help you build high-performance games. This Unity book is your guide to optimizing various aspects of your game development, from game characters and scripts, right through to animations. You'll explore techniques for writing better game scripts and learn how to optimize a game using Unity technologies such as ECS and the Burst compiler. The book will also help you manage third-party tooling used with the Unity ecosystem. You'll also focus on the problems in the performance of large games and virtual reality (VR) projects in Unity, gaining insights into detecting performance issues and performing root cause analysis. As you progress, you'll discover best practices for your Unity C# script code and get to grips with usage patterns. Later, you'll be able to optimize audio resources and texture files, along with effectively storing and using resource files. You'll then delve into the Rendering Pipeline and learn how to identify performance problems in the pipeline. In addition to this, you'll learn how to optimize the memory and processing unit of Unity. Finally, you'll cover tips and tricks used by Unity professionals to improve the project workflow. By the end of this book, you'll have developed the skills you need to

build interactive games using Unity and its components. What you will learn Apply the Unity Profiler to find bottlenecks in your app, and discover how to resolve them Discover performance problems that are critical for VR projects and learn how to tackle them Enhance shaders in an accessible way, optimizing them with subtle yet effective performance tweaks Use the physics engine to keep scenes as dynamic as possible Organize, filter, and compress art assets to maximize performance while maintaining high quality Use the Mono framework and C# to implement low-level enhancements that maximize memory usage and prevent garbage collection Who this book is for The book is intended for intermediate Unity game devel ... Deliver a better mobile user experience by improving and optimizing your website - follow these practical steps for cutting-edge application development About This Book Optimize your website or application for an improved mobile performance Learn how to create lightweight, intuitive mobile UI and make sure it's supported by a robust application architecture Find out how to improve the performance of your applications by asking the right design questions at each stage in the development workflow Who This Book Is For This book has been created for web developers who want to optimize their website for today's mobile users. If you understand just how important user experience is, this book is for you - it will help you throughout the entire optimization process. What You Will Learn Learn the three pillars of mobile performance Find out how to ask - and answer - crucial design questions such as 'mobile or responsive?' Learn how to minify CSS and JavaScript for improved performance Monitor and debug your website with the leading browser testing tools Explore the impact of caching on performance - and improve it using JavaScript and CSS frameworks Make third-party plugins your friend - avoid common issues and pitfalls In Detail With users increasingly accessing the web on mobile devices, it's crucial to make sure your website is built to seamlessly fit this radical change in user behavior. Mobile Web Performance Optimization is designed to help you do exactly that - it's been created to help you build fast, and mobile-user-friendly websites and applications. Featuring guidance through a range of techniques and tools essential to modern mobile development, this accessible guide will make sure you're delivering a seamless and intuitive experience for your website's users. Begin by exploring the fundamental components of mobile web design and website optimization, before learning how to put the concepts into practice. Featuring cross-platform solutions, insights on developing lightweight yet robust UI, and insights on how to successfully manage data, this application development book takes you through every stage in the development process - so you can be confident that you're asking the right questions and using the best tools in the most effective way. By the end, you'll understand implicitly what it means to 'build for performance' - you'll be a more confident developer, capable of building projects that adapt to a changing world. Style and approach This book takes a step-by-step approach to mobile web optimization, explaining the topics in a conversational and easy-to-follow style. Each topic includes detailed explanations of the basic and advanced features of mobile web optimization. This book is a compact résumé handbook that will take you through the steps of turning your application into a striking experience for companies. It is constructed as a simple guide for creating stunning résumés from scratch, enabling you to tailor them in minutes to current requirements. You will learn valuable lessons on when and how to tweak the visual appearance of your documents as well as foolproof tips on how to make sure that they really reach the recipient. Are you ready to make an impressive résumé? Together find out: - The one and only Rule that will get you the Job - How to write a perfect Résumé in 30 Minutes - How to SEO-hack your Résumé (ATS Optimization) - Elements of a damn good Résumé - Here's the Thing with Using a Photo - Dealing with Discrimination - Getting a kickass Résumé Design (Use of Templates) - Lead a Healthy Online Life (Internet Job-Hunting) - Last Checks before sending your Résumé If you are looking for practical, easy to implement measures to enhance your site's performance and improve speed and page load times, yet are still unsure where to start or how to develop your strategy, this book on Web Performance Optimization is the answer. Focusing on practical areas including page speed optimization, compression, minification, localization, SEO, and image optimization, this comprehensive book has several tips and examples that will walk you through the process of understanding web performance requirements for your site and formulating an

implementation process to meet those standards. Improving your website performance starts from the very first day you launch it. And since your business marketing and operation plans might constantly expand and evolve, committing to better user experience and search engine optimization requires consistency and a systematic approach. True optimization has to be regarded as a daily duty that involves monitoring changes in rates, rebranding, and redefining the site regularly. With the help of this book, you will understand essential web performance principles that will enable you to write clean code from scratch and optimize existing code with performance in mind. By mastering simple steps of website optimization, you can expect to put your product on the map and enable heavier and more organic traffic in less time. A particular area of focus for this book is technical optimization. This book will guide you through standard modules and methods that you may implement to raise off-page efficiency, such as learning how to monitor sitemap errors, console errors, keep your code and URL clean, and ensure good search engine crawlability. In order to serve your target audience with materials they would like, you need to understand who your viewers are—this book helps you unravel just that by discussing analytics tools at length. Whether you are a new developer or an experienced webmaster, you will find reliable and insightful information to develop your web performance skills and knowledge. In short, this book can definitely make web testing and optimization easy for you. It will serve as a valuable companion for anyone looking to get into the world of Web Performance Optimization.

What You Will Learn

- How to optimize your site for better performance
- How to write clean code from scratch and optimize existing code for performance
- How to increase search traffic and improve speed and page load times
- How to properly optimize images
- How to ensure server-side optimization is done correctly, even if you are not a server admin

Who Is This Book For Web developers and webmasters responsible for managing and improving site performance; server admins; and others seeking to enhance web performance.

About the Author Sufyan bin Uzayr is a writer, coder, and entrepreneur with more than a decade of experience in the industry. He has authored several books in the past, pertaining to a diverse range of topics, ranging from History to Computers/IT. Sufyan is the Director of Parakozm, a multinational IT company specializing in EdTech solutions. He also runs Zeba Academy, an online learning and teaching vertical with a focus on STEM fields. Sufyan specializes in a wide variety of technologies, such as JavaScript, Dart, WordPress, Drupal, Linux, and Python. He holds multiple degrees, including ones in Management, IT, Literature, and Political Science. Sufyan is a digital nomad, dividing his time between four countries. He has lived and taught in universities and educational institutions around the globe. Sufyan takes a keen interest in technology, politics, literature, history, and sports, and in his spare time, he enjoys teaching coding and English to young students. Learn more at sufyanism.com

Micronutrient deficiencies are widespread across the globe in both developed and developing countries. These deficiencies pose a serious threat to long-term health and longevity. Deficiencies in key minerals, such as magnesium and potassium, increase the risk of chronic diseases, including cardiovascular disease and diabetes. It is estimated that 1 out of 3 people in the United States has at least 10 minerals they are deficient in. Those 10 minerals being potassium, manganese, magnesium, calcium, zinc, iron, copper, selenium, chromium, molybdenum and boron. The Mineral Fix is a comprehensive guide about the role of essential minerals in the human diet. It includes information on all 17 of the essential minerals that humans need for proper physiological function and survival as well as the 5 possibly essential minerals that also have an important role in overall health. Learn how to convert website visitors into customers

Part science and part art, conversion optimization is designed to turn visitors into customers. Carefully developed testing procedures are necessary to help you fine-tune images, headlines, navigation, colors, buttons, and every other element, creating a website that encourages visitors to take the action you seek. This book guides you through creating an optimization strategy that supports your business goals, using appropriate analytics tools, generating quality testing ideas, running online experiments, and making the adjustments that work. Conversion optimization is part science and part art; this guide provides step-by-step guidance to help you optimize your website for maximum conversion rates

Explains how to analyze data, prioritize experiment opportunities, and choose the right testing

methods Helps you learn what to adjust, how to do it, and how to analyze the results Features hands-on exercises, case studies, and a full-color insert reinforcing key tactics Author has used these techniques to assist Fortune 500 clients You Should Test That explains both the "why" and the "how" of conversion optimization, helping you maximize the value of your website. "Using charts, drawings, and up-to-date scientific studies, they present the case that any brain, at any age, can change for the better...The authors suggest myriad activities to help the process along...(This is) A stimulating, challenging resource, full of solid information and practical tips for improving brain health." -Kirkus Reviews Modern life places extraordinary demands on our brains. Not only do we live longer than ever before, but we must constantly adapt to complex and rapidly evolving personal and professional realities. Yet, we often ignore our most precious resource to do so: our brain. The SharpBrains Guide to Brain Fitness cuts through the clutter of misconceptions, superficial and conflicting media coverage, and aggressive marketing claims, to help readers discover what really works, and what doesn't, to improve brain health and performance at any age, to delay or prevent cognitive decline, and become smarter consumers of both media coverage and scientific research in the process. With useful, pragmatic and personalized tips and suggestions that are easy to implement, the SharpBrains Guide offers a groundbreaking new approach for self-assessing current brain fitness needs and identifying the most relevant and evidence-based methods to preserve and enhance brain function throughout life. Whether your goal is to become more resilient, enhance memory, ward off Alzheimer's disease, or simply improve mental focus to perform better at work, this how-to guide shows you exactly how to "use it or lose it." This new and much-expanded edition of the guide AARP named a Best Book on Brain Fitness combines a user-friendly tutorial on how the brain works with advice on how to choose and integrate lifestyle changes and research-based brain training. Featuring an independent analysis of hundreds of scientific studies published in the last 10 years, the book also includes in-depth interviews with 20 leading scientists who often challenge conventional wisdom and prevailing brain health thinking and care. A thought-provoking, practical and captivating read, the SharpBrains Guide makes the fascinating and complex subject of brain function and neuroplasticity easy to digest with its common sense approach. It's time to rethink, and to truly apply, "use it or lose it." PRAISE FOR THE BOOK "One of those books you cannot ignore. Insightful, to the point, actionable. A book for leaders, innovators, thought provokers and everyone who wants to act and live smarter and healthier, based on latest neuroscience." -Dr. Tobias Kiefer, Director Global Learning & Development, Booz & Company "A great start for making sense new brain science and for taking active steps towards smart health, at the individual level, and Smart Health, at the societal level." -Misha Pavel, PhD, Program Director for the National Science Foundation's Smart Health and Wellbeing Program "This is the book you need to begin to think differently about your brain and actively embrace the exciting and promising reality that your brain's health is the cause of the century." -Sandra Bond Chapman, PhD, Founder and Chief Director, UT-Dallas' Center for BrainHealth "An essential reference on the field of brain fitness, neuroplasticity and cognitive health" -Walter Jessen, PhD, founder and editor, Highlight Health "A much-needed resource to help us better understand our brains and minds and how to nourish them through life." -Susan E. Hoffman, Director, Osher Lifelong Learning Institute at UC Berkeley" Do you want to learn how to be a SEO wizard? Have you heard the saying "The best place to hide a dead body is page two of Google"? It's true! If your website isn't on page one, you may as well be on the digital struggle bus. Page one however can help your website achieve greater visibility for people who may actually convert to clients. SEO stands for search engine optimization, which is the process of optimizing your website to rank higher in the search results. For instance, when you query Google for a particular set of keywords, does your website rank on page one? Page two? Further back? If you like to learn more about this subject, The Beginner's Guide to SEO. Is THE book for you! Inside, you'll discover: -What SEO really is.-How to implement SEO on your own website.-What on-side, off-side, and technical SEO is.-The perks of going through chemotherapy (besides getting well!)-If you can manage technical SEO without a developer?-What Google Search Console is and how it works.-How to run a SEO audit-How not to kill your SEO when rebranding.-And more...This SEO guidebook is

arranged in three parts that in turn, follows the same path to keep things clear for readers. Get The Beginner's Guide to SEO today! Landing page optimization (LPO) is the process of improving elements on a website to increase conversions. Landing page optimization is a subset of conversion rate optimization (CRO) and involves using methods such as A/B testing to improve the conversion goals of a given landing page. Discover how to transform your landing page into a powerful tool that converts more of your traffic into customers. In this guide, we provide 22 best practices that could help you turn an ordinary landing page into an outstanding one, which converts more traffic into profits. App Store Optimization or ASO is the process of improving visibility of mobile apps to rank higher in app store searches. It is similar in principle to conventional search engine optimization, and you could do a lot of simple things to improve your mobile apps rankings. A STRATEGIC FOUNDATION TO DIGITAL TRANSFORMATION To survive and thrive in today's digital world, businesses must undergo a fundamental shift across all aspects of their operations sometimes called a digital transformation. In Inform, Transform, and Outperform, John Horodyski and his team of contributors provide compelling, collective insight into building a tactical foundation to achieve a holistic digital strategy. You'll discover how to: develop strong metadata and taxonomy for robust search capabilities optimize your digital content workflows select the right amount of digital security minimize the pain of integrating legacy systems strengthen your stakeholder management systems As experts in digital strategy and operations, John and his team show how you can navigate the rapid technological changes to better leverage and monetize your organization's intellectual property."

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