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43QPBR - CASTANEDA SALAZAR

Any data analytics solution requires data population and preparation. With

the rise of data analytics solutions these years, the need for this data preparation becomes even more essential. Power BI is a helpful data analytics tool that is used worldwide by

many users. As a Power BI (or Microsoft BI) developer, it is essential to learn how to prepare the data in the right shape and format needed. You need to learn how to clean the da-

ta and build it in the structure that can be modeled easily and used high performant for visualization. Data preparation and transformation is the backend work. If you consider building a BI system as going to a restaurant and ordering food. The visualization is the food you see on the table nicely presented. The quality, the taste, and everything else comes from the hard work in the kitchen. The part that you don't see or the backend in the world of Power BI is Power Query. You may be already familiar with some other data preparation and data transformation technologies, such as T-SQL, SSIS, Azure Data Factory, Informatica, etc. Power Query is a data transformation engine capable of preparing the data in the format you need. The good news is that to learn Power Query; you don't need to know programming. Power Query is for citizen data engineers. However, this doesn't mean that Power Query is not capable of performing advanced transformation. Unfortunately, because Power Query and data preparation is the kitchen work of the BI system, many Power BI users skip the learning of it and become aware of it somewhere

along their BI project. Once they get familiar with it, they realize there are tons of things they could have implemented easier, faster, and in a much more maintainable way using Power Query. In other words, they learn mastering Power Query is the key skill toward mastering Power BI. We have been working with Power Query since the very early release of that in 2013, named Data Explorer, and wrote blog articles and published videos about it. The number of articles we published under this subject easily exceeds hundreds. Through those articles, some of the fundamentals and key learnings of Power Query are explained. We thought it is good to compile some of them in a book. A good analytics solution combines a good data model, good data preparation, and good analytics and calculations. Reza has written another book about the Basics of modeling in Power BI and a book on Power BI DAX Simplified. This book is covering the data preparation and transformations aspects of it. This book is for you if you are building a Power BI solution. Even if you are just visualizing the data, preparation and transformations are an essential part

of analytics. You do need to have the cleaned and prepared data ready before visualizing it. This book is compiled into a series of two books, which will be followed by a third book later; Getting started with Power Query in Power BI and Excel (this book) Mastering Power Query in Power BI and Excel (already available to be purchased separately) Power Query dataflows (will be published later) Although this book is written for Power BI and all the examples are presented using the Power BI. However, the examples can be easily applied to Excel, Dataflows, and other tools and services using Power Query.

Thousands of yoga lovers take teacher training courses each year, hoping to share what they learn with others. Many want to make yoga teaching their full-time career, but most training programs fall short in covering business acumen, and they may not equip graduates with the entrepreneurial skills and savvy they need to make a go of it. This indispensable and inspiring book guides both new and established professionals toward maximizing their impact as teachers and achieving their career goals. You'll learn to: •

build a loyal student base
• plan dynamic classes •
optimize your own prac-
tice • become more finan-
cially stable • maintain a
marketing plan • use so-
cial media effectively •
create a unique brand
identity • inspire even
more students to embrace
yoga

Learn how to excel at
selling by confronting and
overcoming the root
cause of your negative be-
haviors, and learn why
self-control is a powerful
weapon that creates pre-
dictably lucrative relation-
ships.

* Comprehensive Guide to
Windows Installer technol-
ogy - applicable for all lan-
guages and tools on the
Microsoft platform. * Fo-
cus on use from Visual Stu-
dio and Visual Studio .NET
means it does not require
purchase of a separate
high-priced installation
tool (from InstallShield or
Wise). The Windows Ins-
taller ships with Visual Stu-
dio .NET resulting in in-
creasing market
share—and the need for
this book. * Extensive cov-
erage of .NET project
types including web appli-
cations and services - in-
formation not found any-
where else.

This new edition of The
Definitive Personal Assis-
tant and Secretarial Hand-

book is the ultimate guide
for all management assis-
tants, PAs, secretaries
and executive assistants.
Placing special emphasis
on career development
and learning, it provides
help and advice on the
skills necessary to
progress in your career.
Along with a chapter to
share with your boss for a
more fruitful working re-
lationship, it includes help
with time management,
networking, relationship
management, communica-
tion and confidence. Now
with a new chapter on
how to use neuroscience
tools to coach yourself
through your weaknesses
and primed behavioural
traits, it also contains
even more practical help
with minute taking, tele-
phone and mobile commu-
nication etiquette and pre-
sentation skills. With free
downloadable online re-
sources to aid the day-to-
day running of your office,
this comprehensive and
accessible guide will help
you keep your finger on
the pulse and maintain
your professional image.

Power Query is one com-
ponent of the Power BI
(Business Intelligence)
product from Microsoft,
and "M" is the name of
the programming lan-
guage created by it. As
more business intelli-
gence pros begin using

Power Pivot, they find that
they do not have the Ex-
cel skills to clean the data
in Excel; Power Query
solves this problem. This
book shows how to use
the Power Query tool to
get difficult data sets into
both Excel and Power Piv-
ot, and is solely devoted
to Power Query dashboard-
ing and reporting.

Secrets to Success pro-
vides detailed guidance
on how to become person-
ally, professionally and
financially successful, with-
out sacrificing who you
are and what you care
about. Considered re-
quired reading for any
young or first generation
professional in the field of
law, medicine, education,
business, engineering, sci-
ence, technology, media
or mass communications,
art or design, entertain-
ment, or any of the life,
physical, or social sci-
ences. You'll receive clear
and candid information to
obtain the success you
want, and are given the re-
sources needed to get it.
Stop asking yourself,
"what if it doesn't work?"
And begin considering,
what if it does? In about
the same time it takes to
watch a movie, you'll
learn principles rarely
taught to new and first
generation professionals;
including how to avoid los-
ing up to \$80,000 per

year by graduating on time from college or a graduate program, with minimal student-loan debt. You'll discover how to find a mentor and increase your income by up to \$22,000 by doing so. And explore how to find the job of your dreams, keep it for a lifetime - if you want, and effortlessly create wealth now and for future generations. You'll uncover all of this and more while learning how to stay healthy, happy and stress-free during the entire process.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Introducing Microsoft Power BI enables you to evaluate when and how to use Power BI. Get inspired to improve business processes in your company by leveraging the available analytical and collaborative features of this environment. Be sure to watch for the publication of Alberto Ferrari and Marco Russo's upcoming retail book, *Analyzing Data with Power BI and Power Pivot for Excel* (ISBN 9781509302765). Go to the book's page at the Microsoft Press Store here for more details: <http://aka.ms/analyzingdata>

ta/details. Learn more about Power BI at <https://powerbi.microsoft.com/>.

Maximize your Excel 2013 experience using VBA application development The new Excel 2013 boasts updated features, enhanced power, and new capabilities. Naturally, that means John Walkenbach returns with a new edition of his bestselling VBA Programming book and covers all the methods and tools you need to know in order to program with Excel. With this comprehensive guide, "Mr. Spreadsheet" shows you how to maximize your Excel experience using professional spreadsheet application development tips from his own personal bookshelf. Featuring a complete introduction to Visual Basic for Applications and fully updated for the latest features of Excel 2013, this essential reference includes an analysis of Excel application development and is packed with procedures, tips, and ideas for expanding Excel's capabilities with VBA. Offers an analysis of Excel application development and a complete introduction to VBA Features invaluable advice from "Mr. Spreadsheet" himself, bestselling author

John Walkenbach, who demonstrates all the techniques you need to create Excel applications, both large and small Covers navigating the Excel interface, formatting worksheets, interacting with other Office applications, working with collaboration tools, and using sample workbooks and John Walkenbach's award-winning Power Utility Pak to help enhance your Excel skills Provides tips, tricks, and techniques for expanding Excel's capabilities with VBA that you won't find anywhere else Excel 2013 Power Programming with VBA is packed with procedures, tips, and ideas for achieving Excel excellence with VBA.

A guide to the development aspects of Excel covers such topics as building add-ins, creating custom charts, using class modules, handling errors, controlling external applications, and programming with databases.

All the methods and tools you need to successfully program with Excel John Walkenbach's name is synonymous with excellence in computer books that decipher complex technical topics. With this comprehensive guide, "Mr. Spreadsheet" shows you how to maximize your Ex-

cel experience using professional spreadsheet application development tips from his own personal bookshelf. Featuring a complete introduction to Visual Basic for Applications and fully updated for the new features of Excel 2010, this essential reference includes an analysis of Excel application development and is packed with procedures, tips, and ideas for expanding Excel's capabilities with VBA. Offers an analysis of Excel application development and a complete introduction to Visual Basic for Applications (VBA) Features invaluable advice from "Mr. Spreadsheet" himself (bestselling author John Walkenbach), who demonstrates all the techniques you need to create large and small Excel applications Provides tips, tricks, and techniques for expanding Excel's capabilities with VBA that you won't find anywhere else This power-user's guide is packed with procedures, tips, and ideas for expanding Excel's capabilities with VBA.

A comprehensive guide to building financial models Building Financial Models with Microsoft Excel + CD-ROM provides beginning or intermediate level computer users with step-by-

step instructions on building financial models using Microsoft Excel—the most popular spreadsheet program available. The accompanying CD-ROM contains Excel worksheets that track the course of the book and allow readers to build their own financial models. This comprehensive resource also covers important topics such as the concept of valuation, the concept of sensitivity analysis, the concepts of contribution margin and financial ratios and the basics of building and using a Capitalization Table. K. Scott Proctor, CFA, is the Director of Investor Analytics at SNL Financial, a financial information provider.

Get a comprehensive, in-depth introduction to the core Python language with this hands-on book. Based on author Mark Lutz's popular training course, this updated fifth edition will help you quickly write efficient, high-quality code with Python. It's an ideal way to begin, whether you're new to programming or a professional developer versed in other languages. Complete with quizzes, exercises, and helpful illustrations, this easy-to-follow, self-paced tutorial gets you started with both

Python 2.7 and 3.3—the latest releases in the 3.X and 2.X lines—plus all other releases in common use today. You'll also learn some advanced language features that recently have become more common in Python code. Explore Python's major built-in object types such as numbers, lists, and dictionaries Create and process objects with Python statements, and learn Python's general syntax model Use functions to avoid code redundancy and package code for reuse Organize statements, functions, and other tools into larger components with modules Dive into classes: Python's object-oriented programming tool for structuring code Write large programs with Python's exception-handling model and development tools Learn advanced Python tools, including decorators, descriptors, metaclasses, and Unicode processing Any data analytics solution requires data population and preparation. With the rise of data analytics solutions these years, the need for this data preparation becomes even more essential. Power BI is a helpful data analytics tool that is used worldwide by many users. As a Power BI

(or Microsoft BI) developer, it is essential to learn how to prepare the data in the right shape and format needed. You need to learn how to clean the data and build it in a structure that can be modeled easily and used high performant for visualization. Data preparation and transformation is the backend work. If you consider building a BI system as going to a restaurant and ordering food. The visualization is the food you see on the table nicely presented. The quality, the taste, and everything else come from the hard work in the kitchen. The part that you don't see or the backend in the world of Power BI is Power Query. You may already be familiar with other data preparation and transformation technologies, such as T-SQL, SSIS, Azure Data Factory, Informatica, etc. Power Query is a data transformation engine capable of preparing the data in the format you need. The good news is that to learn Power Query; you don't need to know programming. Power Query is for citizen data engineers. However, this doesn't mean that Power Query is not capable of performing advanced transformation. Power Query exists in many Microsoft tools and

services such as Power BI, Excel, Dataflows, Power Automate, Azure Data Factory, etc. Through the years, this engine became more powerful. These days, we can say this is essential learning for anyone who wants to do data analysis with Microsoft technology to learn Power Query and master it. We have been working with Power Query since the very early release of that in 2013, named Data Explorer, and wrote blog articles and published videos about it. The number of articles we published under this subject easily exceeds hundreds. Through those articles, some of the fundamentals and key learnings of Power Query are explained. We thought it is good to compile some of them in a book series. A good analytics solution combines a good data model, good data preparation, and good analytics and calculations. Reza has written another book about the Basics of modeling in Power BI and a book on Power BI DAX Simplified. This book is covering the data preparation and transformations aspects of it. This book series is for you if you are building a Power BI solution. Even if you are just visualizing the data, preparation and transforma-

tions are an essential part of analytics. You do need to have the cleaned and prepared data ready before visualizing it. This book is compiled into a series of two books, which will be followed by a third book later; Getting started with Power Query in Power BI and Excel (already available to be purchased separately) Mastering Power Query in Power BI and Excel (This book) Power Query dataflows (will be published later) This book deeps dive into real-world challenges of data transformation. It starts with combining data sources and continues with aggregations and fuzzy operations. The book covers advanced usage of Power Query in scenarios such as error handling and exception reports, custom functions and parameters, advanced analytics, and some helpful table and list functions. The book continues with some performance tuning tips and it also explains the Power Query formula language (M) and the structure of it and how to use it in practical solutions. Although this book is written for Power BI and all the examples are presented using the Power BI. However, the examples can be easily applied to Excel, Dataflows, and other tools

and services using Power Query.

Financial Applications using Excel Add-in Development in C/C++ is a must-buy book for any serious Excel developer. Excel is the industry standard for financial modelling, providing a number of ways for users to extend the functionality of their own add-ins, including VBA and C/C++. This is the only complete how-to guide and reference book for the creation of high performance add-ins for Excel in C and C++ for users in the finance industry. Steve Dalton explains how to apply Excel add-ins to financial applications with many examples given throughout the book. It also covers the relative strengths and weaknesses of developing add-ins for Excel in VBA versus C/C++, and provides comprehensive code, workbooks and example projects on the accompanying CD-ROM. The impact of Excel 2007's multi-threaded workbook calculations and large grids on add-in development are fully explored. Financial Applications using Excel Add-in Development in C/C++ features: Extensive example codes in VBA, C and C++, explaining all the ways in which a developer can achieve

their objectives. Example projects that demonstrate, from start to finish, the potential of Excel when powerful add-ins can be easily developed. Develops the readers understanding of the relative strengths and weaknesses of developing add-ins for Excel in VBA versus C/C++. A CD-ROM with several thousand lines of example code, numerous workbooks, and a number of complete example projects.

This is the eBook version of the printed book. If the print book includes a CD-ROM, this content is not included within the eBook version. The Start-to-Finish Guide to Building State-of-the-Art Solutions with Excel 2007 In this book, four world-class Microsoft® Excel developers offer start-to-finish guidance for building powerful, robust, and secure applications with Excel. The authors-three of whom have been honored by Microsoft as Excel Most Valuable Professionals (MVPs)-show how to consistently make the right design decisions and make the most of Excel's most powerful new features.

The tactical organization of resources is a vital component to any industry in modern society. Effective-

ly managing the flow of materials through various networks ensures that the requirements of customers are met. Sustainable Logistics and Strategic Transportation Planning is a pivotal reference source for the latest research on the management of logistics through the lens of sustainability, as well as for emerging procedures that are particularly critical to the transportation sector. Highlighting international perspectives, conceptual frameworks, and targeted investigations, this book is ideally designed for policy makers, professionals, researchers, and upper-level students interested in logistics and transport systems.

Marketer Perry Marshall converts the widely known 80/20 principle into a master framework that multiplies the power of everything you do in sales and marketing and makes scary-accurate predictions. It's the ultimate secret to selling more while working less. Guided by famed marketing consultant and best-selling author Perry Marshall, sales and marketing professionals save 80 percent of their time and money by zeroing in on the right 20 percent of their market - then apply 80/202 and

80/203 to gain 10X, even 100X the success. With a powerful 80/20 software tool (online, included with the book), sellers and marketers uncover how to slash time-wasters; advertise to hyper-responsive buyers and avoid tire-kickers; gain coveted positions on search engines; differentiate themselves from competitors and gain esteem in their marketplace. With the included tools they'll see exactly how much money they're leaving on the table, and how to put it back in their pockets. Sellers will identify untapped markets, high-profit opportunities and incremental improvements, gaining time and greater profit potential. Supported by online tools from Marshall, including The 80/20 Power Curve, a tool that helps you see invisible money, and a Marketing DNA Test, a personal assessment that zeroes in on one's natural selling assets, this timeless guide promises to change the game for seasoned and novice marketers and sellers.

Private equity has grown rapidly over the last three decades, yet largely remains poorly understood. Written in a highly accessible style, the book takes the reader through what private equity means, the

different actors involved, and issues concerning sourcing, checking out, valuing, and structuring deals.

Prepare your students to meet the demands of today's business world with the proven, practical dual approach in Burton/Shelton's BUSINESS MATH USING EXCEL, 2nd Edition. This book equips readers to master the math concepts most useful in contemporary business by first teaching students the traditional methods of calculating. The authors then emphasize a second approach that teaches the same math concepts using the functions of Microsoft Excel. This edition of BUSINESS MATH USING EXCEL prepares students to use the latest version of Excel 2010. Your future business professionals learn to create formulas and master the functions of Excel while developing high level math skills and refining other skills that will prepare them to succeed in the workplace. This edition's new, full-color design presents concepts in manageable sections to help build confidence for students at all levels of math proficiency. New profiles and new personal finance features emphasize the practicality of the book's content as they

demonstrate how professionals use math daily and highlight common consumer issues. A new CourseMaster outcomes-based learning solution with homework tools and automatic grading saves you time while helping students focus on the concepts most important for business math success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

How do you tailor education to the learning needs of adults? Do they learn differently from children? How does their life experience inform their learning processes? These were the questions at the heart of Malcolm Knowles' pioneering theory of andragogy which transformed education theory in the 1970s. The resulting principles of a self-directed, experiential, problem-centered approach to learning have been hugely influential and are still the basis of the learning practices we use today. Understanding these principles is the cornerstone of increasing motivation and enabling adult learners to achieve. The 9th edition of The Adult Learner has been revised to include: Updates

to the book to reflect the very latest advancements in the field. The addition of two new chapters on diversity and inclusion in adult learning, and andragogy and the online adult learner. An updated supporting website. This website for the 9th edition of *The Adult Learner* will provide basic instructor aids. For each chapter, there will be a PowerPoint presentation, learning exercises, and added study questions. Revisions throughout to make it more readable and relevant to your practices. If you are a researcher, practitioner, or student in education, an adult learning practitioner, training manager, or involved in human resource development, this is the definitive book in adult learning you should not be without.

THESE HABITS WILL MAKE YOU EXTRAORDINARY. Twenty years ago, author Brendon Burchard became obsessed with answering three questions: 1. Why do some individuals and teams succeed more quickly than others and sustain that success over the long term? 2. Of those who pull it off, why are some miserable and others consistently happy on their journey? 3. What motivates people to reach for higher levels of suc-

cess in the first place, and what practices help them improve the most. After extensive original research and a decade as the world's leading high performance coach, Burchard found the answers. It turns out that just six deliberate habits give you the edge. Anyone can practice these habits and, when they do, extraordinary things happen in their lives, relationships, and careers. Which habits can help you achieve long-term success and vibrant well-being no matter your age, career, strengths, or personality? To become a high performer, you must seek clarity, generate energy, raise necessity, increase productivity, develop influence, and demonstrate courage. The art and science of how to do all this is what this book is about. Whether you want to get more done, lead others better, develop skill faster, or dramatically increase your sense of joy and confidence, the habits in this book will help you achieve it faster. Each of the six habits is illustrated by powerful vignettes, cutting-edge science, thought-provoking exercises, and real-world daily practices you can implement right now. If you've ever wanted a sci-

ence-backed, heart-centered plan to living a better quality of life, it's in your hands. Best of all, you can measure your progress. A link to a free professional assessment is included in the book.

Employment Law is the core textbook for the CIPD Level 7 *Employment Law* module. It takes the reader step-by-step through everything that they need to know, including the formation of the Contract of Employment, discrimination, health and safety in the workplace, unfair dismissal and redundancy. Easy to read and navigate, and full of case studies and useful examples that encourage deeper thinking, this fully updated 15th edition provides a thorough theoretical grounding in employment law that can be applied in practice. This new edition of *Employment Law* is completely up to date with the latest cases and legislation, including zero hours contracts, migrant workers' rights, shared parental leave and Brexit and provides an up-to-date analysis of anti-discrimination law, the national living wage and the 'Transfer of Undertakings (Protection of Employment) Regulations 2006' (TUPE). Online resources include a lecturer guide,

powerpoint slides, multiple choice questions and extra case studies to support learning and enable students to apply the theory in practice.

'One of the best software design books of all time' - BookAuthority Cory Althoff is a self-taught programmer. After a year of self-study, he learned to program well enough to land a job as a software engineer II at eBay. But once he got there, he realised he was severely under-prepared. He was overwhelmed by the amount of things he needed to know but hadn't learned. His journey learning to program, and his experience in first software engineering job were the inspiration for this book. This book is not just about learning to program, although you will learn to code. If you want to program professionally, it is not enough to learn to code; that is why, in addition to helping you learn to program, Althoff also cover the rest of the things you need to know to program professionally that classes and books don't teach you. The Self-taught Programmer is a roadmap, a guide to take you from writing your first Python program to passing your first technical interview. The book is divid-

ed into five sections: 1. Learn to program in Python 3 and build your first program. 2. Learn object-oriented programming and create a powerful Python program to get you hooked. 3. Learn to use tools like Git, Bash and regular expressions. Then use your new coding skills to build a web scraper. 4. Study computer science fundamentals like data structures and algorithms. 5. Finish with best coding practices, tips for working with a team and advice on landing a programming job. You can learn to program professionally. The path is there. Will you take it? From the author I spent one year writing The Self-Taught Programmer. It was an exciting and rewarding experience. I treated my book like a software project. After I finished writing it, I created a program to pick out all of the code examples from the book and execute them in Python to make sure all 300+ examples worked properly. Then I wrote software to add line numbers and color to every code example. Finally, I had a group of 200 new programmers 'beta read' the book to identify poorly explained concepts and look for any errors my program missed. I hope you learn

as much reading my book as I did writing it. Best of luck with your programming!

Learn how to use, deploy, and maintain Apache Spark with this comprehensive guide, written by the creators of the open-source cluster-computing framework. With an emphasis on improvements and new features in Spark 2.0, authors Bill Chambers and Matei Zaharia break down Spark topics into distinct sections, each with unique goals. You'll explore the basic operations and common functions of Spark's structured APIs, as well as Structured Streaming, a new high-level API for building end-to-end streaming applications. Developers and system administrators will learn the fundamentals of monitoring, tuning, and debugging Spark, and explore machine learning techniques and scenarios for employing MLlib, Spark's scalable machine-learning library. Get a gentle overview of big data and Spark Learn about DataFrames, SQL, and Datasets's Spark's core APIs through worked examples Dive into Spark's low-level APIs, RDDs, and execution of

SQL and DataFrames Understand how Spark runs on a cluster Debug, monitor, and tune Spark clusters and applications Learn the power of Structured Streaming, Spark's stream-processing engine Learn how you can apply MLlib to a variety of problems, including classification or recommendation

This unique and groundbreaking book is the result of 15 years research and synthesises over 800 meta-analyses on the influences on achievement in school-aged students. It builds a story about the power of teachers, feedback, and a model of learning and understanding. The research involves many millions of students and represents the largest ever evidence based research into what actually works in schools to improve learning. Areas covered include the influence of the student, home, school, curricula, teacher, and teaching strategies. A model of teaching and learning is developed based on the notion of visible teaching and visible learning. A major message is that what works best for students is similar to what works best for teachers - an attention to setting challenging learning intentions, being clear

about what success means, and an attention to learning strategies for developing conceptual understanding about what teachers and students know and understand. Although the current evidence based fad has turned into a debate about test scores, this book is about using evidence to build and defend a model of teaching and learning. A major contribution is a fascinating benchmark/dashboard for comparing many innovations in teaching and schools.

A guide to programming the applications of Microsoft Office using VBA.

The Anarchist Cookbook will shock, it will disturb, it will provoke. It places in historical perspective an era when "Turn on, Burn down, Blow up" are revolutionary slogans of the day. Says the author "This book... is not written for the members of fringe political groups, such as the Weatherman, or The Minutemen. Those radical groups don't need this book. They already know everything that's in here. If the real people of America, the silent majority, are going to survive, they must educate themselves. That is the purpose of this book." In what the author considers a survival guide, there is explicit in-

formation on the uses and effects of drugs, ranging from pot to heroin to peanuts. There is detailed advice concerning electronics, sabotage, and surveillance, with data on everything from bugs to scramblers. There is a comprehensive chapter on natural, non-lethal, and lethal weapons, running the gamut from cattle prods to sub-machine guns to bows and arrows.

"Neil Young's Pono campaign was the third most successful hardware campaign of all time, and Alex deserves much of the credit, second only to Neil, of course. The Crowdsourceress will give you everything you need to make your campaign a success." --Phil Baker, COO, Pono "Owning The Crowdsourceress is like having Alex Daly's 'special sauce' right at your fingertips."--Jesse Reed, cofounder, Standards Manual In recent years, the crowdfunding industry has generated several billions in funding. But the harsh reality is that around 60 percent of Kickstarter campaigns fail. Enter Alex Daly, a crowdfunding expert who has raised over \$20 million for her clients' campaigns. She has run some of Kickstarter's biggest projects-TLC's newest al-

bum, Neil Young's audio player, and Joan Didion's documentary. In this book, Daly takes readers deep inside her most successful campaigns, showing you how to Get fans and influencers excited about your launch Build an appealing and powerfully designed campaign Access proven video tips, pitching tactics, press releases, and rewards ideas Avoid the most common headaches and pitfalls Here you'll get tangible tools to run your own crowdfunding campaigns and fully connect with the crowd, get people to pay attention, and inspire them to act.

Providing all the research, models and theory needed for an HR masters degree and the examples and context necessary to excel as an HR professional.

As a manager or engineer have you ever been assigned a task to perform a risk assessment of one of your facilities or plant systems? What if you are an insurance inspector or corporate auditor? Do you know how to prepare yourself for the inspection, decided what to look for, and how to write your report? This is a handbook for junior and senior personnel alike on what constitutes critical infrastruc-

ture and risk and offers guides to the risk assessor on preparation, performance, and documentation of a risk assessment of a complex facility. This is a definite "must read" for consultants, plant managers, corporate risk managers, junior and senior engineers, and university students before they jump into their first technical assignment.

Office 2002 is the next version (after Office 2000) of Microsoft's program suite that includes Word, Access, Outlook and Excel. The aim of 2002 is to take advantage of Office's core position within most business systems and make it the interface to business processes and web services. One of the most significant advances is the XML capability that has been added to Access and Excel, with the latter becoming the key to future Web Service integration and an essential part of any Office developer's skill set. -- Written by two active and popular members of the Excel community -- Includes coverage of all the new features including smart tags, pivot tables, and web components -- Examines all the new XML capabilities that 2002 brings to the Excel world

This comprehensive and authoritative guide will teach you the DAX language for business intelligence, data modeling, and analytics. Leading Microsoft BI consultants Marco Russo and Alberto Ferrari help you master everything from table functions through advanced code and model optimization. You'll learn exactly what happens under the hood when you run a DAX expression, how DAX behaves differently from other languages, and how to use this knowledge to write fast, robust code. If you want to leverage all of DAX's remarkable power and flexibility, this no-compromise "deep dive" is exactly what you need. Perform powerful data analysis with DAX for Microsoft SQL Server Analysis Services, Excel, and Power BI Master core DAX concepts, including calculated columns, measures, and error handling Understand evaluation contexts and the CALCULATE and CALCULATETABLE functions Perform time-based calculations: YTD, MTD, previous year, working days, and more Work with expanded tables, complex functions, and elaborate DAX expressions Perform calculations over hierarchies, including parent/child hierarchies Use

DAX to express diverse and unusual relationships Measure DAX query performance with SQL Server Profiler and DAX Studio For any organization that wants to use Windows SharePoint Services to share and collaborate on Microsoft Office documents, this book shows administrators of all levels how to get up and running with this powerful and popular set of collaboration tools. Microsoft Windows SharePoint Services technology in Office 2007 is an integrated set of services designed to connect people, information, processes, and systems both within and beyond the organizational firewall. SharePoint 2007: The Definitive Guide provides a detailed discussion of all Sharepoint features, applications and extensions. You learn how to build Sharepoint sites and site collections, along with ways to administrate, secure, and extend Sharepoint. This book teaches you how to: Get up to speed on SharePoint, including ways to create lists, libraries, discussions and surveys Integrate email, use web parts, track changes with RSS, and use database reporting services Customize your personal site, create sites and areas, and or-

ganize site collections Integrate with Office applications, including Excel, Word, Outlook, Picture Manager, and InfoPath Install, deploy, maintain and secure SharePoint Brand a portal, using your corporate style sheet, designing templates, and building site definitions Extend SitePoint, such as creating client side and server side web parts, using the SharePoint class library and SharePoint web services Each chapter starts with a "guide" that lets you know what it covers before you dive in. The book also features a detailed reference section that includes information on compatibility, command line utilities, services, and CSS styles. Why wait? Get a hold of SharePoint 2007: The Definitive Guide today! Learning and Development Practice in the Workplace is the ideal textbook for anyone studying CIPD L&D qualifications and apprenticeships at Level 3 or Level 5, as well as for practitioners new to an L&D role. It covers what is required of an L&D professional and how to meet and exceed these expectations, how to align L&D activity with organisational strategy and, crucially, how to identify learning needs and design effective

L&D practice. This new edition of Learning and Development Practice in the Workplace has been fully updated, reflecting the new CIPD Profession Map, and now has dedicated chapters on the different approaches to learning delivery, including face-to-face training and facilitation, technology-based learning, coaching, mentoring and social and collaborative learning. There is also expert guidance on learner engagement including insights from neuroscience and psychology, as well as advice on evaluating the impact of L&D. With case studies, activities and examples throughout, this new edition is an indispensable guide for students and new practitioners alike. Online supporting resources include lecture slides, annotated web links and self-test questions. The comprehensive, broadly-applicable, real-world guide to financial modelling Principles of Financial Modelling - Model Design and Best Practices Using Excel and VBA covers the full spectrum of financial modelling tools and techniques in order to provide practical skills that are grounded in real-world applications. Based on rigorously-tested mate-

rials created for consulting projects and for training courses, this book demonstrates how to plan, design and build financial models that are flexible, robust, transparent, and highly applicable to a wide range of planning, forecasting and decision-support contexts. This book integrates theory and practice to provide a high-value resource for anyone wanting to gain a practical understanding of this complex and nuanced topic. Highlights of its content include extensive coverage of: Model design and best practices, including the optimisation of data structures and layout, maximising transparency, balancing complexity with flexibility, dealing with circularity, model audit and error-checking Sensitivity and scenario analysis, simulation, and optimisation Data manipulation and analysis The use and choice of Excel functions and functionality, including advanced functions and those from all cate-

gories, as well as of VBA and its key areas of application within financial modelling The companion website provides approximately 235 Excel files (screen-clips of most of which are shown in the text), which demonstrate key principles in modelling, as well as providing many examples of the use of Excel functions and VBA macros. These facilitate learning and have a strong emphasis on practical solutions and direct real-world application. For practical instruction, robust technique and clear presentation, Principles of Financial Modelling is the premier guide to real-world financial modelling from the ground up. It provides clear instruction applicable across sectors, settings and countries, and is presented in a well-structured and highly-developed format that is accessible to people with different backgrounds.

The journey from being a developer to becoming an architect is fulfilling by it-

self. Also, every developer must take the decision that he/she does not want to take the managerial growth path. The journey involves a four steps process, Learn and build methods to update your technical skills, Learn people management, Get highly productive, and Become responsible for your life.[1] [2] You should carry out the four steps in reverse. This book gives you a one-stop shop on how you can become a successful software architect and excel in your career, both personally and professionally. In this book, you will learn the following. ? How to ignore politics and still climb the corporate ladder ? How to update yourself ? How to learn core concepts faster ? How to see the big picture when architecting solutions ? How to overcome procrastination. ? How to overcome the fear of becoming invalid in your company ? How to write a quick architecture document for any project