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PUOCA6 - GREYSON MATHEWS

Although sampling errors inevitably lead to analytical errors, the importance of sampling is often overlooked. The main purpose of this book is to enable the reader to identify every possible source of sampling error in order to derive practical rules to (a) completely suppress avoidable errors, and (b) minimise and estimate the effect of unavoidable errors. In short, the degree of representativeness of the sample can be known by applying these rules. The scope covers the derivation of theories of probabilistic sampling and of bed-blending from a complete theory of heterogeneity which is

based on an original, very thorough, qualitative and quantitative analysis of the concepts of homogeneity and heterogeneity. All sampling errors result from the existence of one form or another of heterogeneity. Sampling theory is derived from the theory of heterogeneity by application of a probabilistic operator to a material whose heterogeneity has been characterized either by a simple scalar (a variance: zero-dimensional batches) or by a function (a variogram: one-dimensional batches). A theory of bed-blending (one-dimensional homogenizing) is then easily derived from the sampling theory. The book should be of interest to all analysts and to those dealing with quali-

ty, process control and monitoring, either for technical or for commercial purposes, and mineral processing. Although this book is primarily aimed at graduates, large portions of it are suitable for teaching sampling theory to undergraduates as it contains many practical examples provided by the author's 30-year experience as an international consultant. The book also contains useful source material for short courses in Industry.

More than seventy per cent of newly qualified secondary teachers feel that their initial teacher training courses have not prepared them for all aspects of their role. This book tackles the issues which new teachers find difficult.

A quick, practical, and easy-to-understand introduction to Adobe's premier product for professional level Web site design and development. This guide follows the usual structure of 24 one-hour lessons.

The clear, easy-to-understand tutorial for developers who want to write software for today's hottest new device: Apple's iPad! Figures and code appear as they do in Xcode Covers iOS 3.2 and up In just 24 sessions of one hour or less, learn how to build powerful applications for today's hottest tablet device: the iPad! Using this book's straightforward, step-by-step approach, you'll master every skill and technology you need, from setting up your Xcode development environment to utilizing the full iPad screen real estate for touchable interfaces, integrating maps and media, to improving the reliability and performance of your software. Each lesson builds on what you've already learned, giving you a rock-solid foundation for real-world success! Step-by-step instructions carefully walk you through the most common iPad development tasks. Quizzes and Exercises at the end of each chapter help you test your knowledge. By the Way

notes present interesting information related to the discussion. Did You Know? tips offer advice or show you easier ways to perform tasks. Watch Out! cautions alert you to possible problems and give you advice on how to avoid them. Printed in full color Learn the features of the Xcode development suite Prepare your system and iPad for efficient development Get started fast with Apple's Objective-C and Cocoa Touch Understand the Model-View-Controller (MVC) development paradigm Implement advanced application interfaces with interactive widgets and web-connected interfaces Enhance the user experience with popovers and other iPad-only UI features Build interfaces that adjust to the iPad's orientation Read and write data, and navigate it with table views Implement media playback and recording capabilities Integrate your software with the iPad's email, photos, iPod, and address book applications Create map and location-based services Sense motion with the iPad accelerometer input Discover the tools for building universal iPad/iPhone/iPod touch applications Distribute your applications through the App Store

Third Edition: Thoroughly Updated and Expanded, with Extensive New Coverage! In just 24 sessions of one hour or less, you'll master the entire SAP project lifecycle, from planning through implementation and system administration through day-to-day operations. Using this book's straightforward, step-by-step approach, you'll gain a strong real-world foundation in both the technology and business essentials of today's SAP products and applications—from the ground up. Step-by-step instructions walk you through the most common questions, issues, and tasks you'll encounter with SAP. Case study-based exercises help you build and test your knowledge. By the Way notes present interesting pieces of information. Did You Know? tips offer advice or teach an easier way. Watch Out! cautions warn about potential problems. Learn how to... Understand SAP's newest products for enterprises and small-to-midsize businesses, and choose the right solutions for your company Discover how SAP integrates with Web services and service-oriented architecture Develop an efficient roadmap for deploying SAP in your environ-

ment Plan your SAP implementation from business, functional, technical, and project management perspectives Leverage NetWeaver 7.0 features to streamline development and integration, and reduce cost Walk through a step-by-step SAP technical installation Master basic SAP system administration and operations Perform essential tasks such as logon, session management, and printing Build SAP queries and reports Prepare for SAP upgrades and enhancements Develop your own personal career as an SAP professional Register your book at informa.com/title/9780137142842 for convenient access to updates and corrections as they become available. Schooling and the Politics of Disaster is the first volume to address how disaster is being used for a radical social and economic reengineering of education. From the natural disasters of the Asian tsunami and the hurricanes in the Gulf Coast, to the human-made disasters in Iraq, Afghanistan, Haiti, Sudan, Indonesia, the United States and around the globe, disaster is increasingly shaping policy and politics. This groundbreaking collection explores how education policy is be-

ing reshaped by disaster politics. Noted scholars in education and sociology tackle issues as far-ranging as No Child Left Behind, the War on Terror, Hurricane Katrina, the making of educational funding crises in the US, and the Iraq War to bring to light a disturbing new phenomenon in educational policy.

Renegotiating Health Care Since the first edition of Renegotiating Health Care was published in 1995, new treatments, technologies, business models, reimbursement methods, and regulations have tangibly transformed the substance of health care negotiation. This thoroughly revised and updated edition of Renegotiating Health Care offers a practical guide to negotiation and conflict resolution in the health care field. It explores why unresolved conflict can hamper any organization's ability to make timely, cost-effective decisions and implement new strategies. The book focuses on the complex interactions between those who deliver, receive, administer, and oversee health care. It defines negotiation techniques and conflict resolution approaches that can improve efficiency, quality of care, and patient safe-

ty. Renegotiating Health Care outlines strategies and methods to resolve the myriad thorny issues encompassing the health care enterprise. It should be required reading for students and professionals in health services management, clinicians, leaders, policy makers, and conflict resolution experts working in the health care field. Praise for Renegotiating Health Care "An outstanding book! I learned their principles of meta-leadership while at the CDC and continue to use them at ABC News. This book is a must for anyone in leadership: practical, intuitive, and priceless." —Richard E. Besser, MD, chief health and medical editor, ABC News "This book is a must-read to assist today's health professional navigate the ever-changing health care delivery system. Leadership will be the key to success." —Pat Ford-Roegner, RN, MSW, FAAN, senior health consultant and former CEO, American Academy of Nursing

In just 24 sessions of one hour or less, Sams Teach Yourself Google TV App Development in 24 Hours will help you master app development with the radically improved new version of Google TV running Android 3.2 and Android

second-screen apps using 4.2. Using its straightforward, step-by-step approach, you'll gain the hands-on skills you need to build all three types of Google TV apps: Web, Android, and second-screen apps. You'll learn today's Google TV development best practices. Every lesson builds on what you've already learned, giving you a rock-solid foundation for real-world success! Step-by-step instructions carefully walk you through the most common Google TV development tasks Quizzes and Exercises at the end of each chapter help you test your knowledge Notes present interesting information related to the discussion Tips offer advice or show you easier ways to perform tasks Cautions alert you to possible problems and give you advice on how to avoid them Carmen Delesio is an expert Android and application developer who has worked as a programmer, technical architect, and CTO at large and small organizations. He began his online development career at Prodigy working on early Internet applications. He has written for Androidguys.com, Mashable, and ScreenItUp.com. His apps can be found at Bffmedia.com.

Learn how to... n Develop for TV watchers and the "10-foot user experience" n Create highly interactive and responsive TV apps n Use Google TV's optimized HTML templates and layouts n Integrate HTML5 and jQuery into your Google TV apps n Design effective user interaction, dialogs, navigation, and video sitemaps n Organize Google TV apps intuitively with Tabs and the ActionBar n Use Fragments to simplify your development process n Store structured data locally in SQLite for instant user access n Create and use ContentProviders n Use the Channel Listing Provider for apps with TV listings and changing channels n Build second-screen apps to connect Google TV with a second device n Use the AnyMote protocol to handle messaging between TVs and remote devices n Bring it all together to build a complete Google TV app, from start to finish

The Science Focus Second Edition is the complete science package for the teaching of the New South Wales Stage 4 and 5 Science Syllabus. The Science Focus Second Edition package retains the identified strengths of the

highly successful First Edition and includes a number of new and exciting features, improvements and components.

Discusses how to choose the correct database, how to design a database, how to organize data, how to query and update data, how to create reports, and how to build applications that use databases.

In just 24 lessons of one hour or less, you will uncover the inner workings of TCP/IP. Using a straightforward, step-by-step approach, each lesson builds on the previous ones, enabling you to learn the essentials of TCP/IP from the ground up. Practical discussions provide an inside look at TCP/IP components and protocols. Step-by-step instructions walk you through many common tasks. Q&As at the end of each hour help you test your knowledge. Notes and tips point out shortcuts and solutions and help you steer clear of potential problems. If you're looking for a smart, concise introduction to the protocols that power the Internet, start your clock and look inside. Sams Teach Yourself TCP/IP in 24 Hours is your guide to the secrets of TCP/IP. Learn about... Protocols at each layer of the TCP/IP stack Routers and gate-

ways IP addressing Subnetting TCP/IP networks Name resolution techniques TCP/IP utilities such as ping and traceroute TCP/IP over wireless networks IP version 6 The World Wide Web and how it works TCP/IP mail protocols such as POP3, IMAP4, and SMTP Casting, streaming, and automation Web services Detecting and stopping network attacks

Part I: TCP/IP Basics Hour 1 What Is TCP/IP? 7 Hour 2 How TCP/IP Works 21 Part II: The TCP/IP Protocol System Hour 3 The Network Access Layer 35 Hour 4 The Internet Layer 47 Hour 5 Subnetting and CIDR 69 Hour 6 The Transport Layer 83 Hour 7 The Application Layer 107 Part III: Networking with TCP/IP Hour 8 Routing 121 Hour 9 Getting Connected 143 Hour 10 Firewalls 175 Hour 11 Name Resolution 185 Hour 12 Automatic Configuration 215 Hour 13 IPv6--The Next Generation 229 Part IV: TCP/IP Utilities Hour 14 TCP/IP Utilities 243 Hour 15 Monitoring and Remote Access 275 Part V: TCP/IP and the Internet Hour 16 The Internet: A Closer Look 297 Hour 17 HTTP, HTML, and the World Wide Web 305 Hour 18 Email 321 Hour 19 Streaming and Casting 339 Part VI: Advanced Topics Hour 20 Web Services 353 Hour 21 The New Web 363 Hour 22 Network Intrusion 375 Hour 23 TCP/IP Security 391 Hour 24 Implementing a TCP/IP Network--Seven Days in the Life of a Sys Admin 413 Index

Introduces the latest version of the database program and provides lessons on how to create, update, and modify databases

Explores CSS tasks and discusses such topics as creating usable Web designs, controlling typography, and choosing appearance-enhancing colors and backgrounds.

With U.S. intelligence agencies wracked by internal power struggles and paralyzed by bureaucracy, the president has been forced to establish his own clandestine group--- Covert-One. It's activated only as a last resort, when the threat is on a global scale and time is running out.The Utopia Experiment When Dresner Industries unveils the Merge, a device that is destined to revolutionize the world and make the personal computer and smartphone obsolete, Covert-One operative Colonel Jon Smith is assigned to assess its military potential. He discovers that enhanced vision, real-time battlefield displays, unbreakable security, and near-perfect marksmanship are only the beginning of a technology that will change the face of warfare forever--and one that must be kept out of the hands of America's enemies at all costs. Meanwhile, in the mountains of Afghanistan, CIA operative Randi Russell encounters an entire village of murdered Afghans--all equipped with enhanced Merge technology that even the Agency didn't know existed. As Smith and Russell delve into the circumstances surrounding the Afghans' deaths, they're quickly blocked by someone who seems to have access to the highest levels of the military--a person that even the president knows nothing about. Is the Merge really as secure as its creator claims? And what secrets about its development is the Pentagon so desperate to hide? Smith and Russell are determined to learn the truth. But they may pay for it with their lives . . .

Explains how to create Web sites using the PHP scripting language, the MySQL database system, and the Apache Web server on a Windows or Linux system.

One of the most accessi-

ble and detailed tutorial on the most recent version of the leading image editing tool.

Sams Teach Yourself C Programming in One Hour a Day, Seventh Edition is the newest version of the worldwide best-seller Sams Teach Yourself C in 21 Days. Fully revised for the new C11 standard and libraries, it now emphasizes platform-independent C programming using free, open-source C compilers. This edition strengthens its focus on C programming fundamentals, and adds new material on popular C-based object-oriented programming languages such as Objective-C. Filled with carefully explained code, clear syntax examples, and well-crafted exercises, this is the broadest and deepest introductory C tutorial available. It's ideal for anyone who's serious about truly mastering C - including thousands of developers who want to leverage its speed and performance in modern mobile and gaming apps. Friendly and accessible, it delivers step-by-step, hands-on experience that starts with simple tasks and gradually builds to professional-quality techniques. Each lesson is designed to be completed

in hour or less, introducing and clearly explaining essential concepts, providing practical examples, and encouraging you to build simple programs on your own. Coverage includes: Understanding C program components and structure Mastering essential C syntax and program control Using core language features, including numeric arrays, pointers, characters, strings, structures, and variable scope Interacting with the screen, printer, and keyboard Using functions and exploring the C Function Library Working with memory and the compiler Contents at a Glance PART I: FUNDAMENTALS OF C 1 Getting Started with C 2 The Components of a C Program 3 Storing Information: Variables and Constants 4 The Pieces of a C Program: Statements, Expressions, and Operators 5 Packaging Code in Functions 6 Basic Program Control 7 Fundamentals of Reading and Writing Information PART II: PUTTING C TO WORK 8 Using Numeric Arrays 9 Understanding Pointers 10 Working with Characters and Strings 11 Implementing Structures, Unions, and TypeDefs 12 Understanding Variable Scope 13 Advanced Program Control 14 Working with the Screen, Printer,

and Keyboard PART III: ADVANCED C 15 Pointers to Pointers and Arrays of Pointers 16 Pointers to Functions and Linked Lists 17 Using Disk Files 18 Manipulating Strings 19 Getting More from Functions 20 Exploring the C Function Library 21 Working with Memory 22 Advanced Compiler Use PART IV: APPENDIXES A ASCII Chart B C/C++ Reserved Words C Common C Functions D Answers

The overriding purpose of this title is to make programmers marketable. The software industry will leave behind any developer who does not have object-oriented development skills, and this book helps the developer to quickly get up to speed with objects.

Veterinary Clinical Pathology: A Case-Based Approach presents 200 cases with questions for those interested in improving their skills in veterinary clinical pathology. It emphasises an understanding of basic pathophysiologic mechanisms of disease, differential diagnoses and recognition of patterns associated with various diseases or conditions. Topics discussed include haematology, clinical chemistry, endocrinology, acid-base and blood gas analysis, haemosta-

sis, urinalysis, biological variation and quality control. Species covered include the cat, dog and horse, with additional material on ruminants. Cases vary in difficulty, allowing beginners to improve their clinicopathologic skills while more complicated cases, or cases treating unfamiliar topics, are included for experienced readers. This book is a helpful revision aid for those in training as well as for those in practice who are pursuing continuing education. It is also a valuable resource for veterinary nurses and technicians.

Sams Teach Yourself Routing in 24 Hours presents routing fundamentals in 24 easy to follow lessons that build upon the previous lessons. Each of these lessons can stand alone as a tutorial on a particular routing concept, thereby adding greater value to the book. In addition to these "easy to follow" lessons, this book is full of useful notes, tips, and cautions from the author's extensive experience that will prove invaluable to anyone who wants to learn routing as quickly as possible. The reader will also benefit from the exercises (each one based on an actual experience the author has encountered)

at the end of each chapter.

Teaches how to write games using Direct3D, discussing such topics as how to create and manage Direct3D objects, how to program animation sequences, how to add sound effects, and how to program a role-playing game.

Explains how to use the free simplified version of ColdFusion Server to create dynamic, data-driven Web sites using intelligent server-side conditions, logical processing, guest books, counters, and shopping carts.

& The only entry-level tutorial that teaches FileMaker from the ground up and offers complete coverage of the latest version of the software. & & Covers how to customize the out-of-the-box databases as well as create databases and FileMaker solutions from scratch. & & Discusses how to network databases on LANs and the Internet, develop Web-based interfaces to databases, and manage database security.

In just 24 sessions of one hour or less, start using Core Data to build powerful data-driven apps for iOS devices and Mac OS X computers! Using this book's straightforward,

step-by-step approach, you'll discover how Apple's built-in data persistence framework can help you meet any data-related requirement, from casual to enterprise-class. Beginning with the absolute basics, you'll learn how to create data models, build interfaces, interact with users, work with data sources and table views. Every lesson builds on what you've already learned, giving you a rock-solid foundation for real-world success! Step-by-step instructions carefully walk you through the most common Core Data development tasks. Quizzes and Exercises at the end of each chapter help you test your knowledge. Notes present interesting information related to the discussion. Tips offer advice or show you easier ways to perform tasks. Cautions alert you to possible problems and give you advice on how to avoid them. Jesse Feiler is a leading expert on Apple database development. Feiler has worked with databases since the 1980s, writing about technologies that have since evolved into Core Data. His database clients have included Federal Reserve Bank of New York, Young & Rubicam, and many small and nonprofit organi-

zations. His recent books include Data-Driven iOS Apps for iPad and iPhone with FileMaker Pro, Bento by FileMaker, and FileMaker Go; and FileMaker 12 in Depth. Learn how to...

- Start writing database apps fast, with Xcode 4's powerful tools and templates
- Master the Objective-C features and patterns Core Data relies upon
- Understand Core Data's goals, components, and behavior
- Model data graphically with Xcode 4's Data Model Editor
- Leverage the full power of Managed Objects
- Use controllers to integrate your data model with your code
- Fetch, use, and store data from any source
- Develop interfaces and features more quickly with Interface Builder
- Add navigation and control features that integrate seamlessly with Core Data
- Interact with users via popovers, segmented controls, action sheets, and tab bars
- Create table views that users can edit
- Let Xcode 4 and Core Data validate your data for you
- Use predicates to precisely select the right data
- Get ready for iCloud features to sync and move data among your iCloud-enabled devices

Category: iOS/Mac Programming
Covers: Core Data User

Level: Beginning-to-Intermediate

The perfect reference for end-users (accounting clerks, sales reps, shipping and receiving clerks, human resources employees, etc.) who merely use SAP as a tool to get their job done. Much of the coverage is aimed at "immediate" material so that end-users can get back to work on their job functions with the SAP software. Chapters on navigation, integration with Microsoft Office, reporting, business process, and performing common tasks will jump start you into getting work done, and accomplishing more immediately.

Explains what XML Web services are, where to apply Web services technology, the infrastructure behind .NET and XML Web services, and the programming model used to create Web services.

This complete learning edition includes a CD with all code examples and an ANSI-compliant C compiler. The C programming language is the grandfather of most modern structured programming languages such as Java, C++, and Pascal. Lessons for beginners cover entering and exiting applications, controlling hard-

ware settings, file management, resource sharing, printing, working with graphics, and using Windows 2000 Professional's accessories.

Joe Wigglesworth teaches Java and JavaScript programming at the University of Toronto School of Continuing Studies.

Sams Teach Yourself Adobe® Photoshop® CS3 in 24 Hours 24 Proven One-hour Lessons Carla Rose Kate Binder You can master Photoshop® CS3 faster than you ever thought possible-even if you have no Photoshop or image editing experience at all! In just 24 hands-on, step-by-step lessons, this book will teach you all the core Photoshop skills you need to get great results-in digital photography, graphic design, painting, or anything else! By the Way notes present interesting information related to the discussion. Did You Know? tips offer advice or show you easier ways to do somethi.

'Sams Teach Yourself Perl in 21 Days' covers the basics in the first few chapters, and then moves on to practical uses of Perl and in-depth discussions of more advanced topics. Perl is a popular programming language typically used in Unix systems.

The friendly, tutorial style of Sams Teach Yourself E-Commerce Programming with ASP in 21 Days empowers you to create your own online stores quickly and easily. Using online-proven methods, Stephen Walther, an expert e-commerce developer, provides you with an understanding of online commerce applications, then guides you through the use of VBScript and ASP's built-in objects, enabling you to create your own dynamic, database-driven e-commerce solutions. This book does not stop at just creating the online store. The author teaches you to create order tracking systems, manage advertising, create store reports, personalize the shopping experience and much more.

Handbook of Statistics_29B contains the most comprehensive account of sample surveys theory and practice to date. It is a second volume on sample surveys, with the goal of updating and extending the sampling volume published as volume 6 of the Handbook of Statistics in 1988. The present handbook is divided into two volumes (29A and 29B), with a total of 41 chapters, covering current developments in almost

every aspect of sample surveys, with references to important contributions and available software. It can serve as a self contained guide to researchers and practitioners, with appropriate balance between theory and real life applications. Each of the two volumes is divided into three parts, with each part preceded by an introduction, summarizing the main developments in the areas covered in that part. Volume 1 deals with methods of sample selection and data processing, with the later including editing and imputation, handling of outliers and measurement errors, and methods of disclosure control. The volume contains also a large variety of applications in specialized areas such as household and business surveys, marketing research, opinion polls and censuses. Volume 2 is concerned with inference, distinguishing between design-based and model-based methods and focusing on specific problems such as small area estimation, analysis of longitudinal data, categorical data analysis and inference on distribution functions. The volume contains also chapters dealing with case-control studies, asymptotic properties of

estimators and decision theoretic aspects. Comprehensive account of recent developments in sample survey theory and practice Covers a wide variety of diverse applications Comprehensive bibliography

Proud of Their Heritage and Sustained by Their Faith, They Came to Tame a New Land She had promised herself that once they left the fjords of Norway, she would not look back. After three long years of scrimping and saving to buy tickets for their passage to America, Roald and Ingeborg Bjorklund, along with their son, Thorliff, finally arrive at the docks of New York City. It was the promise of free land that fed their dream and lured them from their beloved home high above the fjords of Norway in 1880. Together with Roald's brother Carl and his family, they will build a good life in a new land that promises untold wealth and vast farmsteads for their children. As they join the throngs of countless immigrants passing through Castle Garden, they soon discover that nothing is as they had envisioned it. Appalled by the horrid stories of fellow immigrants bilked of all their money and forced to live in

squalid living conditions, the Bjorklunds continue their long journey by train as far as Grand Forks. From there a covered wagon takes them into Dakota Territory, where they settle on the banks of the Red River. But there was no way for them to foresee the price they will have to pay to wrest a living from the indomitable land. The virgin prairie refuses to yield its treasure without a struggle. Will they be strong enough to overcome the hardships of that first winter?

A guide to the business presentation software explains how to combine text, animation, video, photographs, sound effects, and narration into a professional-looking presentation.

Sams Teach Yourself Twitter in 10 Minutes offers straightforward, practical answers for fast results. By working through the 10-minute lessons, you learn everything you need to know to use Twitter quickly and easily. Step-by-step instructions walk you through the most common questions, issues, and tasks. "Did You Know?" tips offer insider advice and shortcuts. "Watch Out!" alerts help you avoid problems. Sams Teach Yourself Twitter in 10 Minutes provides begin-

ner and experienced users with fast-at-a-glance tips pointing out helpful shortcuts and solutions, and cautions to help avoid common Twitter pitfalls. It is written in a clear, easy-to-understand format. It walks you through creating a basic profile, and then moves into working away from the website and using third-party applications and mobile clients for smartphones. Topics covered include: Creating a complete profile that encourages connections both personal and professional Creating avatars that best represent you Expressing yourself in 140-characters or less Exchanging links efficiently across the Twitter network Exchanging media (photos, video, and audio) across Twitter Working with third-party websites to help build your network Working with websites that expand Twitter's capabilities Working with third-party applications to automatically retrieve tweets from Twitter.com Working with third-party applications to use Twitter on a smartphone

This book/DVD bundle represents a \$30 savings versus the cost of buying them separately. It consists of the book Sams Teach Yourself Ajax, Ja-

vaScript, and PHP All in One and the video course Sams Teach Yourself JavaScript and Ajax: Video Learning Starter Kit. The Video Learning Starter Kit provides four hours of video training and lessons, along with all the source files and software the beginner needs to create and run the examples. Each 10-minute video lesson uses the same step-by-step learning structure that has proven so effective in all Sams Teach Yourself books - as well as the same clear and concise style, practical hands-on examples, and self-paced learning approach. The book combines the hottest web development technologies into one clearly written, step-by-step tutorial, packaged with an easy-to-use CD packed with all the software tools, libraries and source files a reader needs to develop their own applications. By the end of this book/video the user will understand how these technologies work, and more importantly, how they work together to create dynamic web applications. After working through the book's and video's lessons the reader will be able to confidently create basic, but professional-looking Ajax applications to enhance and im-

prove any web site
 Sams Teach Yourself Google AdWords in 10 Minutes gives you straightforward, practical answers when you need fast results. By working through its 10-minute lessons, you'll learn everything you need to use Google AdWords to find more customers, sell more of your products and services, and earn higher profits at lower cost! Tips point out shortcuts and solutions Cautions help you avoid common pitfalls Notes provide additional information Plain English definitions explain new terms 10 minutes is all you need to learn how to... Identify goals, target markets, and demographics Create your AdWords account and publish your first test ads Write great ads and continually improve your copy Schedule ads for the right times of day, days of the week, holidays, and seasons Master AdWords' tools for managing accounts, bids, keywords, and ads Choose, fine-tune, and optimize keywords Use AdWords to complement organic search engine optimization (SEO) campaigns Use geotargeting and other ad-

vanced techniques Profit from AdWords' suggestions--and know when to ignore them Utilize AdWords reporting to improve your ads' profitability Control spending, manage cash flow, and reduce costs without impacting results Troubleshoot your AdWords campaigns

A clear, super quick, easy-to-understand guide for new Foursquare users Foursquare is a location based social network for mobile devices that incorporates gaming elements With more than 1 million users it is verging on breaking out into the mainstream This is the first book on Foursquare from a major publisher Foursquare currently has iPhone, Android, webOS, Windows Phone 7, and BlackBerry applications Foursquare is a location based social network that incorporates gaming elements. It is the most popular location-based site of its kind and with more than 1 million users it is verging on mainstream adoption. Sams Teach Yourself Foursquare in 10 Minutes offers straightforward, practical answers for fast results. By work-

ing through the 10-minute , you will learn everything you need to know to quickly and easily master the popular location-based social network, Foursquare. Step-by-step instructions walk you through the most common questions, issues, and tasks... "Did You Know?" tips offer insider advice and shortcuts... "Watch Out!" alerts help you avoid problems. Sams Teach Yourself Foursquare in 10 Minutes will provide beginner and experienced users with fast at a glance tips pointing out helpful shortcuts and solutions, cautions to help avoid common Foursquare pitfalls, and is written in a clear easy to understand format. Topics include: " What Foursquare is and how it is different from other social media sites " How to create your account " How to find friends and connect with people you already know " How to earn points, badges, and mayorships " How to use Foursquare on your mobile device " How to have fun with Foursquare " How businesses are using Foursquare " How to maintain your privacy and safety