

## Badass Making Users Awesome

How do you develop products that people will actually use and buy? This practical guide shows you how to validate product and company ideas through customer development research—before you waste months and millions on a product or service that no one needs or wants. With a combination of open-ended interviewing and fast and flexible research techniques, you'll learn how your prospective customers behave, the problems they need to solve, and what frustrates and delights them. These insights may shake your assumptions, but they'll help you reach the "ah-ha!" moments that inspire truly great products. Validate or invalidate your hypothesis by talking to the right people Learn how to conduct successful customer interviews play-by-play Detect a customer's behaviors, pain points, and constraints Turn interview insights into Minimum Viable Products to validate what customers will use and buy Adapt customer development strategies for large companies, conservative industries, and existing products

Jeff Bridges is one of the world's most popular actors and his unforgettable performance as The Dude in Coen Brothers film, *The Big Lebowski*, made him a cult hero. His remarkable career as an actor, performer and songwriter has brought him an Oscar, a Golden Globe and a Critics Choice award. Away from the spotlight, Bridges is a dedicated practitioner of Zen Buddhism and for more than a decade has been close friends with Zen leader Bernie Glassman. It is Glassman who has helped guide Bridges' lessons on the path to enlightenment and the two have spent many hours discussing life, love, the movies, creativity, happiness and death. With wit, charm and profound insight, Bridges and Glassman discover the Zen in iconic scenes and lines from *The Big Lebowski*. With honesty and humour, Bridges explores how his Zen practice and his life experience inform one another as he discusses his loving relationship with his parents, his marriage, his highly successful career and his warm connection with his fans. Like a good story, successful design is a series of engaging moments structured over time. *The User's Journey* will show you how, when, and why to use narrative structure, technique, and principles to ideate, craft, and test a cohesive vision for an engaging outcome. See how a "story first" approach can transform your product, feature, landing page, flow, campaign, content, or product strategy.

Anyone who wants to learn basic living skills--and enjoy a healthier, greener, and more self-sufficient lifestyle--need look no further than this eminently useful guide that features hundreds of projects and old-fashioned fun. Full-color and b&w photographs throughout.

Discover how graph algorithms can help you leverage the relationships within your data to develop more intelligent solutions and enhance your machine learning models. You'll learn how graph analytics are uniquely suited to unfold complex structures and reveal difficult-to-find patterns lurking in your data. Whether you are trying to build dynamic network models or forecast real-world behavior, this book illustrates how graph algorithms deliver value—from finding vulnerabilities and bottlenecks to detecting communities and improving machine learning predictions. This practical book walks you through hands-on examples of how to use graph algorithms in Apache Spark and Neo4j—two of the most common choices for graph analytics. Also included: sample code and tips for over 20 practical graph algorithms that cover optimal pathfinding, importance through centrality, and community detection. Learn how graph analytics vary from conventional statistical analysis Understand how classic graph algorithms work, and how they are applied Get guidance on which algorithms to use for different types of questions Explore algorithm examples with working code and sample datasets from Spark and Neo4j See how connected feature extraction can increase machine learning accuracy and precision Walk through creating an ML workflow for link prediction combining Neo4j and Spark

Note for ebook customers: The design and layout of this book play a key role in conveying the author's message. When creating the ebooks, we've tried to keep the look and feel of the print edition, but this means that not all e-reading devices will support the files. The EPUB format is optimized for iPad. The Mobi files are optimized for Kindle Fire tablets and phones and for Kindle reading apps. Imagine you're in a game with one objective: a bestselling product or service. The rules? No marketing budget, no PR stunts, and it must be sustainably successful. No short-term fads. This is not a game of chance. It is a game of skill and strategy. And it begins with a single question: given competing products of equal pricing, promotion, and perceived quality, why does one outsell the others? The answer doesn't live in the sustainably successful products or services. The answer lives in those who use them. Our goal is to craft a strategy for creating successful users. And that strategy is full of surprising, counter-intuitive, and astonishingly simple techniques that don't depend on a massive marketing or development budget. Techniques typically overlooked by even the most well-funded, well-staffed product teams. Every role is a key player in this game. Product development, engineering, marketing, user experience, support—everyone on the team. Even if that team is a start-up of one. Armed with a surprisingly overlooked science and a unique POV, we can reduce the role of luck. We can build sustainably successful products and services that rely not on unethical persuasive marketing tricks but on helping our users have deeper, richer experiences. Not just in the moments while they're using our product but, more importantly, in the moments when they aren't.

Web designers are no longer just web designers. To create a successful web product that's as large as Etsy, Facebook, Twitter, or Pinterest—or even as small as a tiny app—you need to know more than just HTML and CSS. You need to understand how to create meaningful online experiences so that users want to come back again and again. In other words, you have to stop thinking like a web designer or a visual designer or a UX designer or an interaction designer and start thinking like a product designer. In this breakthrough introduction to modern product design, Etsy Creative Director Randy Hunt explains the skills, processes, types of tools, and recommended workflows for creating world-class web products. After reading this book, you'll have a complete understanding of what product design really is and you'll be equipped with the best practices necessary for building your own successful online products.

The answers to what makes a sustainable bestseller aren't in the successful product. The answers are in the successful product's users. It's not the product success that matters most, it's the successful results of those who use it. Repeatedly, Consistently and Sustainably. The answer to a sustainable bestseller is to shift the focus from making an awesome product to making an awesome user of that product. The answer lies in helping users become badass not just at using the product, but at whatever it is the product can help them do and be. And some of those answers are surprising, counterintuitive, but can be implemented by anyone at any stage in a product's development. Even if you can't improve your product, you can still improve your user's experience by designing for what happens after they use it. *Badass: Making Users Awesome* is a course in how to create a context in which users can become more skillful, and, most importantly, to stay motivated to keep moving forward. Everything our users experience

is part of that context, and even the smallest improvements can have a dramatic impact.

Android Best Practices by Godfrey Nolan shows you how to make your Android apps stand out from the crowd with great reviews. Why settle for just making any Android app? Build a brilliant Android app instead that lets your users praise it for ease of use, better performance, and more. Using a series of example apps which gradually evolve throughout this book, Android Best Practices brings together current Android best practices from user interface (UI)/user experience (UX) design, test-driven development (TDD), and design patterns (e.g., MVC) to help you take your app to the next level. In this book you'll learn how to:

- Use Android design patterns for consistent UI experience on many devices
- Use agile techniques such as test-driven development, behavior-driven development, and continuous integration
- Improve the speed and overall performance of your app
- Organize an Android app using design patterns such as MVC/MVP
- Create and consume REST and SOAP web services

Designing and developing an app that runs well on many if not all the leading Android smartphones and tablets today can be one of the most daunting challenges for Android developers. Well, this book takes much of the mystery out of that for you. After reading and using Android Best Practices, you'll become a much better Android app designer and developer, which in turn can make your apps better placed and more successful in the market place.

"The most important book for your boss to read this year." -SETH GODIN "Empathy, relevance, and affinity-three great concepts to help you make a dent in the universe. Jiwa explains a whole new way to innovate and change the world." -GUY KAWASAKI "A must read for any entrepreneur or marketer. It's full of lots of "aha" moments with a concrete tool that you can implement immediately. This book should be added to every marketer's toolkit!" -DIANE DIAZ, Instructor Digital Storytelling & Branding, FULL SAIL UNIVERSITY "This book and the Story Strategy Blueprint inside are invaluable for anyone who wants to disrupt their industry and to know and genuinely matter to their customers. Bernadette's unique views and teachings will give you the most important, empathetic tools to know the consumer and be a successful storyteller." -ANTONIO ZEA, Global Director, Football Footwear, UNDER ARMOUR "As marketers our future value and success relies on using our customers as our compass. Through inspiring case studies, learn about the Innovation Trifecta and how affinity that is earned, rather than attention that is bought can power your business growth. Bernadette digs deep to explain why brands that give a damn make a difference and win in terms of profits, people and the planet." -LEE TONITTO, CEO, AUSTRALIAN MARKETING INSTITUTE One of Inc Magazine's Top Business Books of 2015. Our new digital landscape has spawned an entrepreneurial culture and the belief that anyone with a laptop and an Internet connection has the power to change the world-to create an idea that flies. But for every groundbreaking business that started this way, a thousand others have stalled or failed. Why? What's the secret to success? What do Khan Academy, the GoPro camera, the Dyson vacuum cleaner and Kickstarter have in common? After years of consulting with hundreds of innovators, creatives, entrepreneurs and business leaders to help them tell the stories of their ideas, I have discovered something: every business that flies starts not with the best idea, the biggest budget or better marketing, but with the story of someone who wants to do something-and can't. We don't change the world by starting with our brilliant ideas, our dreams; we change the world by helping others to live their dreams. The story of ideas that fly is the story of the people who embrace them, love them, adopt them, care about them and share them. Successful ideas are the ones that become meaningful to others-helping them to see what's possible for them. Our ideas fly when we show others their wings. How do you find your way in an age of information overload? How can you filter streams of complex information to pull out only what you want? Why does it matter how information is structured when Google seems to magically bring up the right answer to your questions? What does it mean to be "findable" in this day and age? This eye-opening new book examines the convergence of information and connectivity. Written by Peter Morville, author of the groundbreaking Information Architecture for the World Wide Web, the book defines our current age as a state of unlimited findability. In other words, anyone can find anything at any time. Complete navigability. Morville discusses the Internet, GIS, and other network technologies that are coming together to make unlimited findability possible. He explores how the melding of these innovations impacts society, since Web access is now a standard requirement for successful people and businesses. But before he does that, Morville looks back at the history of wayfinding and human evolution, suggesting that our fear of being lost has driven us to create maps, charts, and now, the mobile Internet. The book's central thesis is that information literacy, information architecture, and usability are all critical components of this new world order. Hand in hand with that is the contention that only by planning and designing the best possible software, devices, and Internet, will we be able to maintain this connectivity in the future. Morville's book is highlighted with full color illustrations and rich examples that bring his prose to life. Ambient Findability doesn't preach or pretend to know all the answers. Instead, it presents research, stories, and examples in support of its novel ideas. Are we truly at a critical point in our evolution where the quality of our digital networks will dictate how we behave as a species? Is findability indeed the primary key to a successful global marketplace in the 21st century and beyond. Peter Morville takes you on a thought-provoking tour of these memes and more -- ideas that will not only fascinate but will stir your creativity in practical ways that you can apply to your work immediately. "A lively, enjoyable and informative tour of a topic that's only going to become more important." --David Weinberger, Author, Small Pieces Loosely Joined and The Cluetrain Manifesto "I envy the young scholar who finds this inventive book, by whatever strange means are necessary. The future isn't just unwritten--it's unsearched." --Bruce Sterling, Writer, Futurist, and Co-Founder, The Electronic Frontier Foundation "Search engine marketing is the hottest thing in Internet business, and deservedly so. Ambient Findability puts SEM into a broader context and provides deeper insights into human behavior. This book will help you grow your online business in a world where being found is not at all certain." --Jakob Nielsen, Ph.D., Author, Designing Web Usability: The Practice of Simplicity "Information that's hard to find will remain information that's hardly found--from one of the fathers of the discipline of information architecture, and one of its most experienced practitioners, come penetrating observations on why findability is elusive and how the act of seeking changes us." --Steve Papa, Founder and Chairman, Endeca "Whether it's a fact or a figure, a person or a place, Peter Morville knows how to make it findable. Morville explores the possibilities of a world where everything can always be found--and the challenges in getting there--in this wide-ranging, thought-provoking book." --Jesse James Garrett, Author, The Elements of User Experience "It is easy to assume that current searching of the World Wide Web is the last word in finding and using information. Peter Morville shows us that search engines are just the beginning. Skillfully weaving together information science research with his own extensive experience, he develops for the reader a feeling for the near future when information is truly findable all around us. There are immense implications, and Morville's lively and humorous writing brings them home." --Marcia J. Bates, Ph.D., University of California Los Angeles "I've always known that Peter Morville was smart. After reading Ambient Findability, I now know he's (as we say in Boston) wicked smart. This is a timely book that will have lasting effects on how we create our future. --Jared Spool, Founding Principal, User Interface Engineering "In Ambient Findability, Peter Morville has put his mind and keyboard on the pulse of the electronic noosphere. With tangible examples and lively writing, he lays out the challenges and wonders of finding our way in cyberspace, and explains the mutually dependent evolution of our changing world and selves. This is a must read for everyone and a practical guide for designers." --Gary Marchionini, Ph.D., University of North Carolina "Find this book! Anyone interested in making information easier to find, or understanding how finding and being found is changing, will find this thoroughly researched, engagingly written, literate, insightful and very, very cool book well worth their time. Myriad examples from rich and varied domains and a valuable idea on nearly every page. Fun to read, too! --Joseph Janes, Ph.D., Founder, Internet Public Library

"Product management isn't about you and it isn't about your product. It's about solving problems for your customers, creating a solution, and taking it to market." When I started in product management, I had a lot of questions, like "What is product management?" It's a common question still, but most people don't have a good answer. After all these years, the same questions keep coming up. I see them on forums, I

hear them when I talk to new and experienced product managers, and I still do not see them being answered well or usefully. So I wrote this book, with the answers to the questions I always had. You'll learn: The real reason people choose to buy a product - it's not about how "good" the product is! How to get the very best from your developers. The 5-word phrase that can accelerate sales and marketing. The best ways to talk to executives and customers about what you're building. Among other critical information, you'll find a powerful framework for thinking about product management - and even for talking to your Mom about what you do. The framework provides an infrastructure for most of The Secret Product Manager Handbook. I provide a concrete and explicit explanation of why product management is so important for businesses, including a calculation of the true business value of product management. And the book is full of specific techniques and practices for transforming your product management career. What People Are Saying "Nuggets of product management wisdom and ideas you'll want to hang on your monitor. The book is like having a conversation with a mentor." (Ken Hanson, Growth Product Manager) The summary of product management - identify market problems, guide the creation of solutions, and take the solutions to market - is powerful. As a former engineer, it's especially important to be reminded of the third point" (Frank Licea, Product Manager) "The intro is one of the clearest and smartest explanations of the value a product manager should bring to the table I've ever read." (Luca Candela, VP of Product Management) In the tradition of A Whole New Mind and The War of Art, graffiti artist and corporate thought leader, Erik Wahl explores the power of creativity to achieve superior performance. Somehow we've come to believe that creativity is reserved for the chosen few: the poets, the painters, the writers. The truth is creativity is in all of us and re-discovering it is the key to unlocking your fullest potential. Unthink pushes us beyond our traditional thought patterns. It will inspire everyone to realize that we are capable of so much more than we have pre-conditioned for. Creativity is not in one special place--and it is not in one special person. Creativity is everywhere and in everyone who has the courage to unleash their creative genius.

Improve Every Retrospective! Real Solutions for Every Team Leader, Facilitator, and Participant ". . . Aino has shared a robust, curated list of antipatterns and how to avoid them. . . . And she has shared so much more than tips and techniques. You will find a gold mine--with precious nuggets, including her personal experiences, effective facilitation resources, and pointers for extracting yourself and your team when you're stuck." -- From the Foreword by Diana Larsen, co-author, Agile Retrospectives: Making Good Teams Great Retrospectives are indispensable for continuous learning and improvement in Lean, Agile, DevOps, and other contexts, but most of us have suffered through at least one retrospective that was a waste of time, or worse. Now, leading agile coach Aino Vonge Corry identifies 24 reasons that retrospectives fail and shows how to overcome each of them. Using the familiar "patterns" approach, Retrospectives Antipatterns introduces antipatterns related to structure, planning, people, distributed teams, and more. Corry shares traps she's encountered and mistakes she's made over more than a decade of leading retrospectives and then presents proven solutions. With her insights and guidance, you can run enjoyable retrospectives that deliver concrete improvements and real value--or at the very least recognize when you are making the same mistake as the author! Create a common language, actionable solutions, and proven plans for solving the retrospective problems you'll encounter most often Recognize symptoms, assess tradeoffs, and refactor your current situation into something better Plan more effectively: decide who should attend and facilitate, when to schedule your retrospective, and how much time to set aside Handle "people" problems: deal with negativity, silence, distrust, disillusionment, loudmouths, and cultural differences Facilitate better "virtual" retrospectives, with tips for online retrospectives included in each antipattern Register your book for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details.

Lose yourself in a land of legends, a fae world so sumptuous that you may never return home . The tantalising start to a seductive high-fantasy trilogy from the New York Times bestselling author of the Throne of Glass series, Sarah J. Maas. Fans of Laini Taylor and George R.R. Martin will find it irresistible

Our strengths can become our weaknesses. Our traits and habitual behaviours can become traps. In each chapter of The Coach's Casebook the reader follows a skilled coach working with a client who is struggling with one of the twelve traits which every coach will face in their coaching work - traits such as people pleasing, perfectionism, impostor syndrome, performance anxiety and procrastination. The coach shares their emotions, their thought processes and their reflections as they try to understand the psychological origins of these behaviours and to work out how to help their client. The Coach's Casebook includes inspirational insights from individuals who have triumphed over such traits and have succeeded in all walks of life figures such as Alec Stewart and Lewis Moody from the world of sport, Greg Dyke from the world of business, and Arctic explorer Pen Hadow. This book is above all designed to help you in your work as a coach. It gives you practical, tried and tested techniques which you can use today to help your clients to change the habits of a lifetime.

Learning a complex new language is no easy task especially when it s an object-oriented computer programming language like Java. You might think the problem is your brain. It seems to have a mind of its own, a mind that doesn't always want to take in the dry, technical stuff you're forced to study. The fact is your brain craves novelty. It's constantly searching, scanning, waiting for something unusual to happen. After all, that's the way it was built to help you stay alive. It takes all the routine, ordinary, dull stuff and filters it to the background so it won't interfere with your brain's real work--recording things that matter. How does your brain know what matters? It's like the creators of the Head First approach say, suppose you're out for a hike and a tiger jumps in front of you, what happens in your brain? Neurons fire. Emotions crank up. Chemicals surge. That's how your brain knows. And that's how your brain will learn Java. Head First Java combines puzzles, strong visuals, mysteries, and soul-searching interviews with famous Java objects to engage you in many different ways. It's fast, it's fun, and it's effective. And, despite its playful appearance, Head First Java is serious stuff: a complete introduction to object-oriented programming and Java. You'll learn everything from the fundamentals to advanced topics, including threads, network sockets, and distributed programming with RMI. And the new. second edition focuses on Java 5.0, the latest version of the Java language and development platform. Because Java 5.0 is a major update to the platform, with deep, code-level changes, even more careful study and implementation is required. So learning the Head First way is more important than ever. If you've read a Head First book, you know what to expect--a visually rich format designed for the way your brain works. If you haven't, you're in for a treat. You'll see why people say it's unlike any other Java book you've ever read. By exploiting how your brain works, Head First Java compresses the time it takes to learn and retain--complex information. Its unique approach not only shows you what you need to know about Java syntax, it teaches you to think like a Java programmer. If you want to be bored, buy some other book. But if you want to understand Java, this book's for you.

Start Small, Stay Small is a step-by-step guide to launching a self-funded startup. If you're a desktop, mobile or web developer, this book is your blueprint to getting your startup off the ground with no outside investment. This book intentionally avoids topics restricted to venture-backed startups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap. This book assumes: \* You don't have \$6M of investor funds sitting in your bank account \* You're not going to relocate to the handful of startup hubs in the world \* You're not going to work 70 hour weeks for low pay with the hope of someday making millions from stock options There's nothing wrong with pursuing venture funding and attempting to grow fast like Amazon, Google, Twitter, and Facebook. It just so happened that most people are not in a place to do this. Start

Small, Stay Small also focuses on the single most important element of a startup that most developers avoid: marketing. There are many great resources for learning how to write code, organize source control, or connect to a database. This book does not cover the technical aspects developers already know or can learn elsewhere. It focuses on finding your idea, testing it before you build, and getting it into the hands of your customers.

YOU ARE A BADASS IS THE SELF-HELP BOOK FOR PEOPLE WHO DESPERATELY WANT TO IMPROVE THEIR LIVES BUT DON'T WANT TO GET BUSTED DOING IT. In this refreshingly entertaining how-to guide, bestselling author and world-traveling success coach, Jen Sincero, serves up 27 bitesized chapters full of hilariously inspiring stories, sage advice, easy exercises, and the occasional swear word, helping you to: - Identify and change the self-sabotaging beliefs and behaviours that stop you from getting what you want. - Create a life you totally love. And create it NOW! - Make some damn money already. The kind you've never made before. By the end of You Are a Badass, you'll understand why you are how you are, how to love what you can't change, how to change what you don't love, and how to use The Force to kick some serious ass.

This is a book about everything. Or, to be precise, it explores how everything is connected from code to culture. We think we're designing software, services, and experiences, but we're not. We are intervening in ecosystems. Until we open our minds, we will forever repeat our mistakes. In this spirited tour of information architecture and systems thinking, Peter Morville connects the dots between authority, Buddhism, classification, synesthesia, quantum entanglement, and volleyball. In 1974 when Ted Nelson wrote "everything is deeply intertwined," he hoped we might realize the true potential of hypertext and cognition. This book follows naturally from that.

An unprecedented, essential field guide to more than a century of fascinating product and industrial design From legendary classics to anonymous objects that are indispensable in homes and offices, this one-of-a-kind collection of original patent documents celebrates the creative genius of designers, inventors, creators, innovators, and dreamers the world over. The range is phenomenal: patents by Eero Saarinen, Charles Eames, Isamu Noguchi, Ettore Sottsass, Raymond Loewy, and George Nelson sit alongside everyday designs for tape dispensers, pencil sharpeners, food processors, desk fans, and drink bottles to create an valuable reference that's also an irresistible browse.

Product management has become a critical connective role for modern organizations, from small technology startups to global corporate enterprises. And yet the day-to-day work of product management remains largely misunderstood. In theory, product management is about building products that people love. The real-world practice of product management is often about difficult conversations, practical compromises, and hard-won incremental gains. In this book, author Matt LeMay focuses on the CORE connective skills—communication, organization, research, execution—that can build a successful product management practice across industries, organizations, teams, and toolsets. For current and would-be product managers, this book explores: Real-world tactics for facilitating collaboration and communication How to talk to users and work with executives The importance of setting clear and actionable goals Using roadmaps to connect and align your team A values-first approach to implementing Agile practices Stories that convey realities of product management in the field Common behavioral traps that turn good product managers bad An interactive guide to the statistical tools used to solve problems during product and process innovation End to End Data Analytics for Product Development is an accessible guide designed for practitioners in the industrial field. It offers an introduction to data analytics and the design of experiments (DoE) whilst covering the basic statistical concepts useful to an understanding of DoE. The text supports product innovation and development across a range of consumer goods and pharmaceutical organizations in order to improve the quality and speed of implementation through data analytics, statistical design and data prediction. The book reviews information on feasibility screening, formulation and packaging development, sensory tests, and more. The authors – noted experts in the field – explore relevant techniques for data analytics and present the guidelines for data interpretation. In addition, the book contains information on process development and product validation that can be optimized through data understanding, analysis and validation. The authors present an accessible, hands-on approach that uses MINITAB and JMP software. The book: • Presents a guide to innovation feasibility and formulation and process development • Contains the statistical tools used to solve challenges faced during product innovation and feasibility • Offers information on stability studies which are common especially in chemical or pharmaceutical fields • Includes a companion website which contains videos summarizing main concepts Written for undergraduate students and practitioners in industry, End to End Data Analytics for Product Development offers resources for the planning, conducting, analyzing and interpreting of controlled tests in order to develop effective products and processes.

A Job to be Done is the process a consumer goes through whenever she aims to transform her existing life-situation into a preferred one, but cannot because there are constraints that stop her. When Coffee and Kale Compete by Alan Klement helps you become better at creating and selling products that people will buy. Your joy at work will grow. You will know how to help companies increase profits, reduce waste, and remain competitive. In doing so, you will help economies prosper, and help provide stable jobs for employees and the families that depend on them. Top entrepreneurs, business owners, and Alan himself share their experiences of how they used Job to be Done to help them create successful products. Alan not only relates success stories but also gives examples of products and companies that failed. The experiences of others will help you make the best choices for your own company or the company where you work. You will also learn how to analyze the competition and make customers notice your product. The knowledge in this book will help you boost growth for your product and business.

From generating ideas to gaining your first paying customers. This is the bootstrapper's bible for launching your next product. 1. Why validation isn't the answer 2. How to evaluate your business idea 3. How to choose a business name fast 4. How to build a website in 1 day for under \$100 5. 10 proven ways to market a business quickly

It's the little things that turn a good digital product into a great one. With this practical book, you'll learn how to design effective microinteractions: the small details that exist inside and around features. How can users change a setting? How do they turn on mute, or know they have a new email message? Through vivid, real-world examples from today's devices and applications, author Dan Saffer walks you through a microinteraction's essential parts, then shows you how to use them in a mobile app, a web widget, and an appliance. You'll quickly discover how microinteractions can change a product from one that's tolerated into one that's treasured. Explore a microinteraction's structure: triggers, rules, feedback, modes, and loops Learn the types of triggers that initiate a microinteraction Create simple rules that define how your microinteraction can be used Help users understand the rules with feedback, using graphics, sounds, and vibrations Use modes to let users set preferences or modify a microinteraction Extend a microinteraction's life with loops, such as "Get data every 30 seconds"

The badasses populating the pages of Badass are the most savagely awesome historical figures to ever strap on a pair of chain mail gauntlets and run screaming into battle. Author Ben Thompson—considered by many to be the Internet’s foremost expert on badassitude—has gathered together a rogues’ gallery of butt-stomping rogues, from Julius Caesar and Genghis Khan to Blackbeard, George S. Patton, and Bruce Lee. Their bone-breaking exploits are illustrated by top artist from the fields of gaming, comics, and cards—DC Comics illustrator Matt Haley and Thomas Denmark, illustrator for the collectible card game Magic: The Gathering. This is not your boring high school history—this is tough, manly, unrelentingly Badass!

Land that Dream Product Manager Job...TODAY Seeking a product management position? Get Decode and Conquer, the world's first book on preparing you for the product management (PM) interview. Author and professional interview coach, Lewis C. Lin provides you with an industry insider's perspective on how to conquer the most difficult PM interview questions. Decode and Conquer reveals: Frameworks for tackling product design and metrics questions, including the CIRCLES Method(tm), AARM Method(tm), and DIGS Method(tm) Biggest mistakes PM candidates make at the interview and how to avoid them Insider tips on just what interviewers are looking for and how to answer so they can't say NO to hiring you Sample answers for the most important PM interview questions Questions and answers covered in the book include: Design a new iPad app for Google Spreadsheet. Brainstorm as many algorithms as possible for recommending Twitter followers. You're the CEO of the Yellow Cab taxi service. How do you respond to Uber? You're part of the Google Search web spam team. How would you detect duplicate websites? The billboard industry is under monetized. How can Google create a new product or offering to address this? Get the Book that's Recommended by Executives from Google, Amazon, Microsoft, Oracle & VMWare...TODAY

Looking to study up for the new J2EE 1.5 Sun Certified Web Component Developer (SCWCD) exam? This book will get you way up to speed on the technology you'll know it so well, in fact, that you can pass the brand new J2EE 1.5 exam. If that's what you want to do, that is. Maybe you don't care about the exam, but need to use servlets and JSPs in your next project. You're working on a deadline. You're over the legal limit for caffeine. You can't waste your time with a book that makes sense only AFTER you're an expert (or worse, one that puts you to sleep). Learn how to write servlets and JSPs, what makes a web container tick (and what ticks it off), how to use JSP's Expression Language (EL for short), and how to write deployment descriptors for your web applications. Master the c:out tag, and get a handle on exactly what's changed since the older J2EE 1.4 exam. You don't just pass the new J2EE 1.5 SCWCD exam, you'll understand this stuff and put it to work immediately. Head First Servlets and JSP doesn't just give you a bunch of facts to memorize; it drives knowledge straight into your brain. You'll interact with servlets and JSPs in ways that help you learn quickly and deeply. And when you're through with the book, you can take a brand-new mock exam, created specifically to simulate the real test-taking experience.

Public relations as described in this volume is, among other things, society’s solution to problems of maladjustment that plague an overcomplex world. All of us, individuals or organizations, depend for survival and growth on adjustment to our publics. Publicist Edward L. Bernays offers here the kind of advice individuals and a variety of organizations sought from him on a professional basis during more than four decades. With such knowledge, every intelligent person can carry on his or her activities more effectively. This book provides know-why as well know-how. Bernays explains the underlying philosophy of public relations and the PR methods and practices to be applied in specific cases. He presents broad approaches and solutions as they were successfully carried out in his long professional career. Public relations is not publicity, press agency, promotion, advertising, or a bag of tricks, but a continuing process of social integration. It is a field of adjusting private and public interest. Everyone engaged in any public activity, and every student of human behavior and society, will find in this book a challenge and opportunity to further both the public interest and their own interest.

This complete field guide, authorized by Juniper Networks, is the perfect hands-on reference for deploying, configuring, and operating Juniper’s SRX Series networking device. Authors Brad Woodberg and Rob Cameron provide field-tested best practices for getting the most out of SRX deployments, based on their extensive field experience. While their earlier book, Junos Security, covered the SRX platform, this book focuses on the SRX Series devices themselves. You'll learn how to use SRX gateways to address an array of network requirements—including IP routing, intrusion detection, attack mitigation, unified threat management, and WAN acceleration. Along with case studies and troubleshooting tips, each chapter provides study questions and lots of useful illustrations. Explore SRX components, platforms, and various deployment scenarios Learn best practices for configuring SRX’s core networking features Leverage SRX system services to attain the best operational state Deploy SRX in transparent mode to act as a Layer 2 bridge Configure, troubleshoot, and deploy SRX in a highly available manner Design and configure an effective security policy in your network Implement and configure network address translation (NAT) types Provide security against deep threats with AppSecure, intrusion protection services, and unified threat management tools

New York Times best-selling author Jen Sincero gets to the core of transformation: habits - breaking, making, understanding, and sticking with them like you've never stuck before. Badass Habits is a eureka-sparking, easy-to-digest look at how our habits make us who we are, from the measly moments that happen in private to the resolutions we loudly broadcast (and, erm, often don't keep) on social media. Habit busting and building goes way beyond becoming a dedicated flosser or never showing up late again--our habits reveal our unmet desires, the gaps in our boundaries, our level of self-awareness, and our unconscious beliefs and fears. Badass Habits features Jen's trademark hilarious voice and offers a much-needed fresh take on the conventional wisdom and science that shape the optimism (or pessimism?) around the age-old topic of habits. The book includes enlightening interviews with people who've successfully strengthened their discipline backbones, new perspective on how to train our brains to become our best selves, and offers a simple, 21 day, step-by-step guide for ditching habits that don't serve us and developing the habits we deem most important. Habits shouldn't be impossible to reset--and with healthy boundaries, knowledge of--and permission to go after--our desires, and an easy to implement plan of action, we can make any new goal a joyful habit.

For anyone who has ever had trouble staying motivated while trailblazing towards success, YOU ARE A BADASS EVERY DAY is the concise, crystal clear companion which will keep you fresh, grateful, mighty, and driven. In one hundred exercises, reflections, and cues that you can use to immediately realign your mind and keep your focus unwavering, this guide will show you how to keep the breakthroughs catalyzed by Sincero's iconic books YOU ARE A BADASS and YOU ARE A BADASS AT MAKING MONEY going. Owning your power to ascend to badassery is just the first step in creating the life you deserve--YOU ARE A BADASS EVERY DAY is the accountability buddy you can keep in your back pocket to power through obstacles, overcome the doubts that hold you back from greatness, and keep the fires of determination roaring while you reach your goals.

Feeling uninspired? That shouldn't keep you from creating great design work. Design is not about luck, inspiration, or personal expression.

Design is a disciplined pursuit aimed at producing sensible, functional work for clients. In *The Design Method*, you'll learn how to create quality design work on a regular basis that consistently pleases your clients using the same method that Creative Director Eric Karjaluoto uses at his creative agency, smashLAB. *The Design Method* will teach you a proven, repeatable process for solving visual communication problems. In this book, you will learn: - Ways to conduct research and gain insight into your clients' situations - A process for establishing strategies and plans for your projects - How to develop a cohesive concept and visual direction for each client/job - An iterative approach to prototype, test, refine, and produce effective design - Techniques for presenting and documenting creative work - Tips for making your design studio operate efficiently and consistently

"A cheerful manifesto on removing obstacles between yourself and the income of your dreams." —New York Magazine From the #1 New York Times bestselling author of *You Are a Badass®*, a life-changing guide to making the kind of money you've only ever dreamed of. *You Are a Badass at Making Money* will launch you past the fears and stumbling blocks that have kept financial success beyond your reach. Drawing on her own transformation—over just a few years—from a woman living in a converted garage with tumbleweeds blowing through her bank account to a woman who travels the world in style, Jen Sincero channels the inimitable sass and practicality that made *You Are a Badass* an indomitable bestseller. She combines hilarious personal essays with bite-size, aha concepts that unlock earning potential and get real results. Learn to: • Uncover what's holding you back from making money • Give your doubts, fears, and excuses the heave-ho • Relate to money in a new (and lucrative) way • Shake up the cocktail of creation • Tap into your natural ability to grow rich • Shape your reality—stop playing victim to circumstance • Get as wealthy as you wanna be "This book truly crystallizes the concept that financial abundance is an inside job—in that it all begins with your mindset—and Sincero gets serious (in the funniest ways possible) about helping you identify your particular limiting beliefs surrounding money." —PopSugar

*The Oxford Users' Guide to Mathematics* is one of the leading handbooks on mathematics available. It presents a comprehensive modern picture of mathematics and emphasises the relations between the different branches of mathematics, and the applications of mathematics in engineering and the natural sciences. *The Oxford User's Guide* covers a broad spectrum of mathematics starting with the basic material and progressing on to more advanced topics that have come to the fore in the last few decades. The book is organised into mathematical sub-disciplines including analysis, algebra, geometry, foundations of mathematics, calculus of variations and optimisation, theory of probability and mathematical statistics, numerical mathematics and scientific computing, and history of mathematics. The book is supplemented by numerous tables on infinite series, special functions, integrals, integral transformations, mathematical statistics, and fundamental constants in physics. It also includes a comprehensive bibliography of key contemporary literature as well as an extensive glossary and index. The wealth of material, reaching across all levels and numerous sub-disciplines, makes *The Oxford User's Guide to Mathematics* an invaluable reference source for students of engineering, mathematics, computer science, and the natural sciences, as well as teachers, practitioners, and researchers in industry and academia.

*The Best Fully Integrated Study System Available--Written by the Lead Developers of Exam 310-065* With hundreds of practice questions and hands-on exercises, *SCJP Sun Certified Programmer for Java 6 Study Guide* covers what you need to know--and shows you how to prepare--for this challenging exam. 100% complete coverage of all official objectives for exam 310-065 Exam Objective Highlights in every chapter point out certification objectives to ensure you're focused on passing the exam Exam Watch sections in every chapter highlight key exam topics covered Simulated exam questions match the format, tone, topics, and difficulty of the real exam Covers all SCJP exam topics, including: Declarations and Access Control · Object Orientation · Assignments · Operators · Flow Control, Exceptions, and Assertions · Strings, I/O, Formatting, and Parsing · Generics and Collections · Inner Classes · Threads · Development CD-ROM includes: Complete MasterExam practice testing engine, featuring: Two full practice exams; Detailed answers with explanations; Score Report performance assessment tool Electronic book for studying on the go Bonus coverage of the SCJD exam included! Bonus downloadable MasterExam practice test with free online registration.

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