
A Smarter Way To Learn Python

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Verdict of A Smarter Way To Learn Python

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ftp.paragourmet.com supply the choice to review reviews and rankings of different books, providing viewers an idea of what to anticipate before making a dedication.

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FINAL THOUGHT

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**A Smarter Way to
Learn JavaScript**
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JavaScript was written to give readers an accurate, concise examination of JavaScript objects and

their supporting nuances, such as complex values, primitive values, scope, inheritance, the head object, and more. If you're an intermediate JavaScript developer and want to solidify your understanding of the language, or if you've only used JavaScript beneath the mantle of libraries such as jQuery or Prototype, this is the book for you. This updated and expanded second edition of *Book* provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands

even the most complex of concepts. This succinct and enlightening overview is a required reading for all those interested in the subject . We hope you find this book useful in shaping your future career & Business.

A Smarter Way to Learn JavaScript

The New Approach That Uses Technology to Cut Your Effort in Half

CreateSpace

I found JavaScript books so frustrating, I decided to write my own. The authors of JavaScript books are probably some of the brightest people around. And maybe that's the problem. Maybe they don't know how to relate to those of us who may

sometimes struggle to learn. My sister is a wonderful dancer. I dance like Bill Gates. She says, "C'mon, dancing is easy!" Yeah, for her, but not for Bill and me. She'll never teach me to dance until she understands that dancing isn't easy for me. Whether you're a beginner or an experienced coder doesn't matter. Plenty of veterans have told me, "I wish someone had used this approach to teach me [HTML, PHP, jQuery, C#, Ruby, Java, Python-fill in the blank]." Experienced or not, you'll probably like my book if you find other books too dense, too technical, and too unsympathetic to the learner's needs. What you'll especially like, I think, is that the book is just the tip of the iceberg. The larger part

is the abundance of interactive exercises that encourage you to practice, practice, practice. You'll agree, I think, that without practice, a coding student might as well be reading a novel. One caveat: If you're an older programmer who has established ways of doing things, you may get bent out of shape by my insistence that you do some things that aren't habitual for you. If you think this might be a problem, please try the free sample of the book before you buy it. Then do a few of the interactive exercises. You'll soon know whether you can tolerate being pushed around by me. Here's what's different about my book: Testing showed that books and courses load up the reader with far too much information at a time. So I divide up the information into little chunks that won't overwhelm anyone. A book on coding doesn't have to be written in impenetrable legalese. It can actually be human-readable. My book is. Most people learn best through examples, so I provide plenty of them. Most important, before you have a chance to forget what you've read in the book, I ask you to fire up your desktop or laptop (not your mobile device) and head over to my website, where you run a set of interactive exercises, practicing everything you've learned-until you're sure you've mastered it. Readers tell me they often start the exercises thinking they

know the material cold. and quickly find out they don't. The automated exercise manager keeps you at it until your overconfidence becomes real confidence-confidence that's based on your excellent performance. There are 1,750 exercises in all. They're all interactive, with an automated answer-checker that corrects your missteps and points you in the right direction when you stumble. And they're all free. Readers tell me the combination of book and interactive exercises is involving, fun, frustration-free, addictive, confidence-building, and...well, read the reviews. Become fluent in all the JavaScript fundamentals, with interactive practice.

Display alert messages to the user Gather information through prompts Manipulate variables Build statements Do math Use operators Concatenate text Run routines based on conditions Compare values Work with arrays Run automated routines Display custom elements on the webpage Generate random numbers Manipulate decimals Round numbers Create loops Use functions Find the current date and time Measure time intervals Create a timer Respond to the user's actions Swap images Control colors on the webpage Change any element on the webpage Improve new HTML markup on the fly Use the webpage DOM structure Insert

comments Situate
scripts effectively

A Smarter Way to Learn Python

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Independent Publishing
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I designed a learning system for myself that quadrupled my aptitude for learning computer languages. It worked so well for me that I've used it to teach coding to grandmothers, cab drivers, musicians, and 50,000 other newbies. Washington University research shows that a key teaching method I use--interactive recall practice--improves learning performance 400 percent. Computer languages are not inherently hard to understand, even for non-techies.

Remembering is the problem. Research

shows that you will remember everything if you're repeatedly asked to recall it. That's the beauty of flash cards. But technology offers an even better way to make information stick. With my book you get almost a thousand interactive exercises--they're free online--that embed the whole book in your memory. Algorithms check your work to make sure you know what you think you know. When you stumble, you do the exercise again. You keep trying until you know the chapter cold. The exercises keep you engaged, give you extra practice where you're shaky, and prepare you for each next step. Every lesson is built on top of a solid foundation that you and I have carefully

constructed. Each individual step is small. But all the little steps add up to real knowledge--knowledge that you retain. You don't need to be a computer genius to learn Python. You just need to be smart about how you learn it.--Amazon.com description.

Learn JavaScript *Wordware*

This introductory title in JavaScript targets one of the most popular programming languages for Web development. The title has a unique approach, using building blocks so readers have developed a complete Web site by the end of the title.

A Smarter Way to Learn JQuery

Learn It Faster *Createspace Independent Publishing Platform*

jQuery was written to express, in short-order, the concepts essential to intermediate and advanced jQuery development. Its purpose is to instill in you, the reader, practices that jQuery developers take as common knowledge. Each chapter contains concepts essential to becoming a seasoned jQuery developer. This book is intended for two types of readers. The first is someone who has read introductory material on jQuery and is looking for the next logical step. The second type of reader is a JavaScript developer, already versed in another library, now trying to

quickly learn jQuery. I crafted this book to be used as my own personal reference point for jQuery concepts. This is exactly the type of book I wish every JavaScript library had available. This updated and expanded second edition of Book provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for all those interested in the subject . We

hope you find this book useful in shaping your future career & Business.

Learn JavaScript Visually

Beautifully Illustrated book that teaches javascript fundamentals through metaphors, analogies and easy step-by-step exercises. Visual learners retain information very differently than their left brained counterparts, and thus benefit from different approaches. Full color illustrations help memory triggers as your brain never forgets an image, metaphor or schema. One page of a visual guide can equal one chapter of a conventional book as illustrations can make a world of difference

over strictly words on a page!

Learn Python 3 the Hard Way

A Very Simple Introduction to the Terrifyingly Beautiful World of Computers and Code

Addison-Wesley Professional

You Will Learn Python 3! Zed Shaw has perfected the world's best system for learning Python 3. Follow it and you will succeed—just like the millions of beginners Zed has taught to date! You bring the discipline, commitment, and persistence; the author supplies everything else. In *Learn Python 3 the Hard Way*, you'll learn Python by working through 52 brilliantly crafted

exercises. Read them. Type their code precisely. (No copying and pasting!) Fix your mistakes. Watch the programs run. As you do, you'll learn how a computer works; what good programs look like; and how to read, write, and think about code. Zed then teaches you even more in 5+ hours of video where he shows you how to break, fix, and debug your code—live, as he's doing the exercises. Install a complete Python environment Organize and write code Fix and break code Basic mathematics Variables Strings and text Interact with users Work with files Looping and logic Data structures using lists and dictionaries Program design Object-oriented programming

Inheritance and composition Modules, classes, and objects Python packaging Automated testing Basic game development Basic web development It'll be hard at first. But soon, you'll just get it—and that will feel great! This course will reward you for every minute you put into it. Soon, you'll know one of the world's most powerful, popular programming languages. You'll be a Python programmer. This Book Is Perfect For Total beginners with zero programming experience Junior developers who know one or two languages Returning professionals who haven't written code in years Seasoned professionals looking for a fast, simple, crash course in

Python 3

A Smarter Way to Learn HTML and CSS

Learn It Faster. Remember It Longer. *CreateSpace*

The ultimate learn-by-doing approach. Short chapters are paired with free interactive online exercises to teach the fundamentals of HTML and CSS. Written for beginners, useful for experienced developers who want to sharpen their skills. Prepares the reader to code a website of medium complexity. The learner spends two to three times as long practicing as he does reading. Based on cognitive research showing that retention increases 400 percent when learners are challenged to retrieve

the information they just read. Explanations are in plain, nontechnical English that people of all backgrounds can readily understand. With ample coding examples and illustrations.

Modern JavaScript

Develop and Design

Peachpit Press

It's time for a current, definitive JavaScript book, and in this comprehensive beginner's guide, bestselling author Larry Ullman teaches the language as it is implemented today. Larry demonstrates how to build upon JavaScript's ease of use, while demystifying its often-cryptic syntax, especially for those who have not programmed before.

This book enforces modern JavaScript's best practices and embraces key Web development approaches such as progressive enhancement and unobtrusive scripting. The author demonstrates loads of real-world code and makes it available for download. You'll learn about JavaScript itself and the relationship between JavaScript and HTML. Next you'll explore variables, common operators, and control structures. Then you'll create functions, handle events, and do more with HTML forms. You'll master Ajax, work with frameworks, and use JavaScript with PHP to create a complete example. The result is a book that helps you not just tinker with

JavaScript but to thoroughly comprehend it. This book includes: Easy step-by-step instruction, ample illustrations, and clear examples Real-world techniques to build your skills Insight into best practices from a veteran Web expert Emphasis on strategies for creating reliable code that will work on all of today's browsers and devices, even those without JavaScript

**Teach Yourself
VISUALLY Web
Design** *John Wiley &
Sons*

The mechanics of Web design made easy for visual learners An effective Web site combines good graphic design principles with a functional user interface. This colorful,

step-by-step guide shows visual learners how to plan, develop, and publish a site, all with easy-to-follow lessons. Each task is illustrated with screen shots accompanied by numbered steps. You'll learn all the tools and techniques for creating great-looking Web sites that users will love. Good Web design incorporates basic graphic design principles as well as the techniques required to make a site easy to navigate and user-friendly Those who learn best when someone shows them how will quickly get up to speed with the full-color screen shots and step-by-step illustrations in this visual guide Covers planning a site, creating eye-popping content with popular

Adobe tools, building in functionality with HTML and CSS, testing the site, taking it live, and keeping it up to date Companion Web site features code and design examples for experimentation If you find learning easier when someone shows you how to do something, you'll quickly learn to build Web sites with Teach Yourself VISUALLY Web Design.

C++

A Smart Way to Learn C++ Programming and JavaScript (C Plus Plus, C++ for Beginners, Java, Programming Computer, Hacking, Hacking Exposed)
*Createspace
 Independent Publishing
 Platform*

C++Sale price. You will save 66% with this offer. Please hurry up! A Smart Way to Learn C++ Programming and Javascript (c plus plus, C++ for beginners, JAVA, programming computer, hacking, hacking exposed) C++C++ for Beginners, C++ in 24 Hours, Learn C++ fast! A smart way to learn C plus plus. Plain & Simple. C++ in easy steps, C++ programming, Start coding today: The Ultimate Beginner's Guide, Fast & Easy!Are you interested in learning more about the vibrant, new programming world of C++?Has your job description changed and you're looking for a way to make yourself relevant in the programming industry again?Then you might

want to scroll up and grab a copy of this eBook on C++ programming for beginners. C++ is a modified version of its simpler counterpart, C. It is an object-oriented programming language that requires patience and determination to learn, but this book aims to help you with that. It will teach you what the programming language is and how it works, as well as how you can get started with it. So if you're ready to learn C++ today, then take a look at what's inside this eBook. You'll find the following information:

Your First Program
Variables
Expanding Your Program
Operators
Conditionals
Loops
Arrays
Functions
Pointers
Dynamic Memory
Classes and Objects
Javascript The

Ultimate guide for javascript programming (javascript for beginners, how to program, software development, basic javascript, browsers)
JavaScript is easier to learn if you have the correct tools. Unfortunately, most resources available today were written in complex human words which make it difficult for complete beginners to appreciate the beautiful world of programming. This book aims to teach you the basics of JavaScript language in the simplest way possible. Unlike other resources, this book will not feed you with too many technicalities that might confuse you along the way. Each discussion was written in simple words. All

exercises in this book were carefully chosen to be simple cases in order to make your JavaScript practice easier. Here is a preview of what you'll learn: Introduction to Programming Short History of JavaScript Creating Values in JavaScript Language Managing Values Using Variables Integrating JavaScript with HTML Download your copy of "C++" by scrolling up and clicking "Buy Now With 1-Click" button. Tags: C Programming, C++programming, C++ programming language, HTML, Javascript, Programming, Developers, Coding, CSS, Java, PHP, C++, Javascript, PHP, Python, Sql, HTML, Swift, C++, C Programming, Programming for

beginners, c plus plus, PHP, Java, C++ Programming for Beginners, c primer plus, C Programming for Beginners, C++, C Programming, Programming for beginners, c plus plus, PHP, Java, C++ Programming for Beginners , C Programming, C++programming, C++ programming language, HTML, Javascript, Programming, Developers, Coding, CSS, Java, PHPJavascript, javascript for beginners, java programming, computer programming, programming computer, ultimate guide, programming for beginners, software development, programming software,

software programs, how to program, basic javascript, javascript course, new technologies, browsers, computer language, computer basics, computing essentials, computer guide, computers books, internet browsing.

JavaScript for Kids

A Playful Introduction to Programming *No Starch Press*

JavaScript is the programming language of the Internet, the secret sauce that makes the Web awesome, your favorite sites interactive, and online games fun! JavaScript for Kids is a lighthearted introduction that teaches programming essentials through patient, step-by-step

examples paired with funny illustrations. You'll begin with the basics, like working with strings, arrays, and loops, and then move on to more advanced topics, like building interactivity with jQuery and drawing graphics with Canvas. Along the way, you'll write games such as Find the Buried Treasure, Hangman, and Snake. You'll also learn how to:

- Create functions to organize and reuse your code
- Write and modify HTML to create dynamic web pages
- Use the DOM and jQuery to make your web pages react to user input
- Use the Canvas element to draw and animate graphics
- Program real user-controlled games with collision detection and score keeping

With

visual examples like bouncing balls, animated bees, and racing cars, you can really see what you're programming. Each chapter builds on the last, and programming challenges at the end of each chapter will stretch your brain and inspire your own amazing programs. Make something cool with JavaScript today! Ages 10+ (and their parents!)

Learn JavaScript Quickly

A Complete Beginner's Guide to Learning JavaScript, Even If You're New to Programming *Drip Digital*

Do you want to develop a skill that will ensure you never go jobless again? Have you always wanted to

learn how to program but could never afford those ridiculously expensive courses? Developers and programmers are amongst the highest paid professions in the world, and according to the US Bureau of Labor Statistics, the number of jobs for software and app developers will increase by a shocking 24% in the next few years. In 2019, the tech industry posted 4.6 million job openings in the US job market, and their direct economic output was estimated at 1.9 trillion dollars. There's no doubt that the IT industry is the future, and software, web, and app developers are and will be the most coveted professionals for many years to come. But here's the shock you may not

have seen coming: the IT industry has a backdoor--you only need to know how to open it in order to jump straight on that cash wagon. The key to that door is JavaScript, a programming language that has withstood the test of time and has become one of the most used languages. You might have heard about some of the companies that use JavaScript: Netflix, Google, Microsoft, eBay, Facebook, Uber, PayPal... The list goes on and on. Being proficient in JavaScript will basically ensure that you never run out of job options. As with pursuing any new concept, learning how to program can be intimidating, especially for beginners. Even though JavaScript is incredibly beginner-

friendly, it's still complex enough for you to need a guide to lead you through the process of mastering it.

DIY MFA

Write with Focus, Read with Purpose, Build Your Community *Penguin*

Get the Knowledge Without the College! You are a writer. You dream of sharing your words with the world, and you're willing to put in the hard work to achieve success. You may have even considered earning your MFA, but for whatever reason--tuition costs, the time commitment, or other responsibilities--you've never been able to do it. Or maybe you've been looking for a self-guided approach so you don't have to go

back to school. This book is for you. DIY MFA is the do-it-yourself alternative to a Master of Fine Arts in creative writing. By combining the three main components of a traditional MFA--writing, reading, and community--it teaches you how to craft compelling stories, engage your readers, and publish your work. Inside you'll learn how to:

- Set customized goals for writing and learning.
- Generate ideas on demand.
- Outline your book from beginning to end.
- Breathe life into your characters.
- Master point of view, voice, dialogue, and more.
- Read with a "writer's eye" to emulate the techniques of others.
- Network like a pro, get the most out of writing workshops, and submit

your work successfully. Writing belongs to everyone--not only those who earn a degree. With DIY MFA, you can take charge of your writing, produce high-quality work, get published, and build a writing career.

Inside the Empire

The True Power Behind the New York Yankees *Houghton Mifflin*

Forthcoming from
Houghton Mifflin
Harcourt

How to Learn Almost Anything in 48 Hours

The Skills You Need to Work Smarter, Study Faster, and Remember More! *Simon and Schuster*

We all want to learn new skills but, in this

fast-paced world, how can any of us find the time? In *How to Learn (Almost) Anything in 48 Hours*, three-time Australian Memory Champion Taneli Ali reveals the secret to learning new skills fast - memory techniques. Whether you'd like to study for exams efficiently, learn a foreign language, confidently make a speech, learn to play a new musical instrument, or improve your general knowledge, memory-training expert Taneli will show you how to do it quickly and effectively with the aid of a few memory tricks. Packed with practical exercises to help you hone your memory and train your brain to learn well and learn fast, this is the ultimate book for

anyone ready to sharpen their mind and expand their knowledge.

Stuff You Should Know

An Incomplete Compendium of Mostly Interesting Things *Flatiron Books*

From the duo behind the massively successful and award-winning podcast *Stuff You Should Know* comes an unexpected look at things you thought you knew. Josh Clark and Chuck Bryant started the podcast *Stuff You Should Know* back in 2008 because they were curious—curious about the world around them, curious about what they might have missed in their formal educations, and curious to dig deeper

on stuff they thought they understood. As it turns out, they aren't the only curious ones. They've since amassed a rabid fan base, making *Stuff You Should Know* one of the most popular podcasts in the world. Armed with their inquisitive natures and a passion for sharing, they uncover the weird, fascinating, delightful, or unexpected elements of a wide variety of topics. The pair have now taken their near-boundless "whys" and "hows" from your earbuds to the pages of a book for the first time—featuring a completely new array of subjects that they've long wondered about and wanted to explore. Each chapter is further embellished with snappy visual material

to allow for rabbit-hole tangents and digressions—including charts, illustrations, sidebars, and footnotes. Follow along as the two dig into the underlying stories of everything from the origin of Murphy beds, to the history of facial hair, to the psychology of being lost. Have you ever wondered about the world around you, and wished to see the magic in everyday things? Come get curious with *Stuff You Should Know*. With Josh and Chuck as your guide, there's something interesting about everything (...except maybe jackhammers).

Learn More Now

10 Simple Steps to Learning Better, Smarter, and Faster

John Wiley & Sons

"Leaders at all levels will benefit from Marcia Conner's amazing book of strategies, exercises, and stories to maximize learning. This book is a must for your reading list this year."--Ken Blanchard, Chief Spiritual Officer, Ken Blanchard Companies "A road map to reawakening the natural process of integrating learning into our daily lives."--Kathy O'Driscoll, Human Resources Director, Microsoft "Finally a publication that genuinely respects learner diversity as much as it offers tangible ideas for dealing with it....Marcia L. Conner is a true learning champion."--Gunnar Bruckner, former Chief Learning Officer, United Nations Development

Programme We're all born with a vast capacity to explore and learn. Unfortunately, many of us never discover what we're truly capable of. What if you could reclaim your birthright and tap into your full potential for learning? Imagine how much you could accomplish--how much you could become. Here's your chance to find out. Through her innovative learning programs, Marcia Conner has helped thousands of people unleash the power of their intuition to rediscover the joy of learning and to expand their personal and professional productivity. In *Learn More Now*, she distills her renowned learning solutions into an easy-to-use ten-step program that will help

you: * Learn better, smarter, and faster * Identify your learning style and your motivational style * Synthesize your experiences, perspectives, thoughts, and actions * Develop new pathways in your brain to increase your opportunities * Absorb facts on the fly and overcome information overload * Optimize your environment for concentrating and learning Packed with fun, easy-to-do action steps and exercises, *Learn More Now* will help you discover how to be more focused and aware, work in step with your natural rhythms, be improvisational in your approach, and transform your life into a learning adventure.

The Play of Daniel

Keyes' Flowers for Algernon *Heinemann*

The Heinemann Plays series offers contemporary drama and classic plays in durable classroom editions. Many have large casts and an equal mix of boy and girl parts. This play is a dramatization of Daniel Keyes's story about a retarded adult who desperately wants to be able to read and write.

The Great Mental Models: General Thinking Concepts

The old saying goes, "To the man with a hammer, everything looks like a nail." But anyone who has done any kind of project knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the

right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. The Great Mental Models: General Thinking Concepts is the first book in The Great Mental Models series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the world. You will discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today.

AUTHOR BIOGRAPHY
Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that history's brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers,

politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning. AUTHOR HOME Ottawa, Ontario, Canada

Head First JavaScript Programming

A Brain-Friendly Guide "O'Reilly Media, Inc."

What will you learn from this book? This brain-friendly guide teaches you everything from JavaScript language fundamentals to advanced topics, including objects, functions, and the browser's document object model. You won't just be reading—you'll be

playing games, solving puzzles, pondering mysteries, and interacting with JavaScript in ways you never imagined. And you'll write real code, lots of it, so you can start building your own web applications. Prepare to open your mind as you learn (and nail) key topics including: The inner details of JavaScript How JavaScript works with the browser The secrets of JavaScript types Using arrays The power of functions How to work with objects Making use of prototypes Understanding closures Writing and testing applications What's so special about this book? We think your time is too valuable to waste struggling with new concepts. Using the latest research in

cognitive science and learning theory to craft a multi-sensory learning experience, *Head First JavaScript Programming* uses a visually rich format designed for the way your brain works, not a text-heavy approach that puts you to sleep. This book replaces *Head First JavaScript*, which is now out of print.

Think Again

The Power of Knowing What You Don't Know *Penguin*

#1 New York Times Bestseller “THIS. This is the right book for right now. Yes, learning requires focus. But, unlearning and relearning requires much more—it requires choosing courage over comfort. In *Think Again*, Adam Grant

weaves together research and storytelling to help us build the intellectual and emotional muscle we need to stay curious enough about the world to actually change it. I’ve never felt so hopeful about what I don’t know.”

—Brené Brown, Ph.D., #1 New York Times bestselling author of *Dare to Lead* The bestselling author of *Give and Take* and *Originals* examines the critical art of rethinking: learning to question your opinions and open other people's minds, which can position you for excellence at work and wisdom in life Intelligence is usually seen as the ability to think and learn, but in a rapidly changing world, there's another set of cognitive skills

that might matter more: the ability to rethink and unlearn. In our daily lives, too many of us favor the comfort of conviction over the discomfort of doubt. We listen to opinions that make us feel good, instead of ideas that make us think hard. We see disagreement as a threat to our egos, rather than an opportunity to learn. We surround ourselves with people who agree with our conclusions, when we should be gravitating toward those who challenge our thought process. The result is that our beliefs get brittle long before our bones. We think too much like preachers defending our sacred beliefs, prosecutors proving the other side wrong, and politicians campaigning for approval--and too little like scientists searching for truth. Intelligence is no cure, and it can even be a curse: being good at thinking can make us worse at rethinking. The brighter we are, the blinder to our own limitations we can become.

Organizational psychologist Adam Grant is an expert on opening other people's minds--and our own. As Wharton's top-rated professor and the bestselling author of *Originals* and *Give and Take*, he makes it one of his guiding principles to argue like he's right but listen like he's wrong. With bold ideas and rigorous evidence, he investigates how we can embrace the joy of being wrong, bring

nuance to charged conversations, and build schools, workplaces, and communities of lifelong learners. You'll learn how an international debate champion wins arguments, a Black musician persuades white supremacists to abandon hate, a vaccine whisperer convinces concerned parents to immunize their children, and Adam has coaxed Yankees fans to root for the Red Sox. Think Again reveals that we don't have to believe everything we think or internalize everything we feel. It's an invitation to let go of views that are no longer serving us well and prize mental flexibility over foolish consistency. If knowledge is power, knowing what we don't

know is wisdom.

Python Programming for Beginners

Learn Python Machine Learning Language from Scratch and Deep Learning *Python, Machine Learning*

◆◆ Bonus: Buy the Paperback version of this book, and get the kindle eBook version included for FREE** If you have been trying to learn the Python program for some time now and you have decided this is the time, Python for Beginners is the book that you should get. Start as a beginner and finish as a pro. Not only because of the information that you get from the book, also because of the motivation. Learning

about Python the easy way should be your motto. Most of the content that you are likely to find out there about Python is likely to leave you halfway asleep. However, even though this book has technical stuff (because it is needed), will also give you some fun facts about Python, keep you entertained ,and most importantly, informed. It is important to have a book that can guide you during your first stages of becoming a programmer. When it comes to learning about something as crucial as this, you want to make sure that the first thing you read guides you well - a book that you can refer to from time to time when you want to look into something that concerns the program.

The book will give insights about the two major versions of Python that is Python 2 and 3. You will get to know their differences. You will know the importance of coding and why you need to come up with a good code. If you have been wondering how to install Python on either your Windows or Mac operating system, this is your chance to learn. You will get a step by step guide on how to program via the Tkinter tutorial. There is a lot of information on this book that will prove to be helpful. As a beginner, you will need a lot of information that will add value to your agenda. If you have a dream of one day programming a software with the Python program, don't start tomorrow - start

today! It is important to have a guide that will give you useful throughout your journey. You need to stop procrastinating and start learning how to code the easy way! Start your journey once you buy this book! Inside you will find

- The difference between Python 2 and 3 and how they both work
- A step-by-step guide that will tell you how to install the program on both Windows and Mac
- The organization of the Python code
- The functions that are in Python and why you should use Python while programming
- Learn about the classes and objects in Python
- Get to know how Python code is organized and the importance of writing a good code
- This and

more..... So what are you waiting for??? Scroll back up and order this book NOW.

Data Science From Scratch

The First Book For Beginners With Techniques For A Smarter Faster Way To Learn Data Analysis, Data Mining, Big Data For Business, Analytics Principles And Machine Learning

Learn Data Science NOW. Stop asking yourself where and how to start. Keep reading and find out how this book can help you with your journey. Are you afraid not to understand the technical language of data science? If so, let me tell you something. We all have to start somewhere.

Approaching data science can be overwhelming, not if you have in your hands the right tools since day one. Once you start, I can guarantee you, you will want to learn more and more. Data science is an interdisciplinary subject that brings together three different fields of study. All three fields lie at the intersection of business intelligence and big data. More specifically this book will take you through: Which specific tools and analysis you need to know Various aspects involved in Data Mining Types, Quality and Data Preprocessing Things you must know for machine learning to be successful Utilizations and Procedure of Data Science How to exactly

set up the appropriate environment for your machine learning needs....and much more!! Even if you never approached Data Science before, you now have the chance to deeply understand every concept and become more confident in what you want to achieve next. Data Science from Scratch has been written thinking of your needs and how to help you get started. The more you wait, the harder it gets. What are you waiting for? Scroll to the top and select on the right the BUY NOW with 1-Clickbutton.

Eloquent JavaScript

A Modern Introduction to Programming No Starch Press

JavaScript is at the heart of almost every modern Web application, whether it's Google Apps, Twitter, or the newest browser-based game. Though it's simple for beginners to pick up and play with, JavaScript is not a toy—it's a flexible and complex language that can be used to build full-scale applications. Eloquent JavaScript dives into this flourishing language and teaches you to write code that's beautiful and effective. By immersing you in example code and encouraging experimentation right from the start, the author quickly gives you the tools you need to build your own programs. As you follow along with examples like an artificial life simulation and a version of the classic game Sokoban, you'll learn to:

- Understand the essential elements of programming: syntax, control, and data
- Use object-oriented and functional programming techniques to organize and clarify your programs
- Script the browser and make basic Web applications
- Work with tools like regular expressions and XMLHttpRequest objects

And since programming is an art that's best learned by doing, all example code is available online in an interactive sandbox for you to experiment with. With Eloquent JavaScript as your guide, you can tweak, expand, and modify the author's code, or throw it away

and build your own creations from scratch. Before you know it, you'll be fluent in the language of the Web.

A Smarter Way to Learn JQuery

Learn It Faster. Remember It Longer. *Createspace Independent Publishing Platform*

You're going to get the hang of jQuery in less time than you might expect. And the knowledge will stick. Why? Because this isn't just a book. It's a book plus 1,500 free interactive online exercises. It's the exercises that are going to turn you into a real jQuery coder. Cognitive research shows that reading alone doesn't buy you much long-term retention. But if you

read less and do more—if you read a short passage and then immediately put it into practice—everything changes. Washington University researchers say that being asked to retrieve information increases long-term retention by four hundred percent. Practice also makes learning more interesting. Ten minutes of reading followed by twenty minutes of practice keeps you awake and spurs you on. And it keeps you honest. If you only read, it's easy to kid yourself that you're learning more than you are. But when you're challenged to produce the goods, there's a moment of truth. You know that you know—or that you don't. If you find you're a little shaky on this

point or that, you can review the material, then re-do the exercise. That's all it takes to master this book from beginning to end.

Dare, Dream, Do

Remarkable Things Happen When You Dare to Dream

Routledge

Thinkers50

Management Thinker of 2015 Whitney Johnson has a goal: to help us identify and achieve our dreams. Her belief is that we can each achieve greater happiness when focusing both on our dreams and on other people in our lives. In this inspiring book, Johnson directs her attention to teaching women, in particular, a three-step model for personal

advancement and happiness. She first encourages us to Dare to boldly step out, to consider disrupting life as we know it. Then she teaches us how to Dream, to give life to the many possibilities available, whether to start a business, run a marathon, or travel the world. She shows us how to "date" our dreams (no need to commit!) and how to make space for dreams. Finally, Whitney's model brings out the businesswoman in her; she teaches us to Do, to execute our dreams. She showcases the importance of sharing dreams with others to give them life, creating your own "dream team." Rich with real stories of women who have dared to dream, Dare, Dream, Do offers

a practical framework for making remarkable things happen.

JavaScript for Absolute Beginners

Apress

If you are new to both JavaScript and programming, this hands-on book is for you. Rather than staring blankly at gobbledygook, you'll explore JavaScript by entering and running hundreds of code samples in Firebug, a free JavaScript debugger. Then in the last two chapters, you'll leave the safety of Firebug and hand-code an uber cool JavaScript application in your preferred text editor. Written in a friendly, engaging narrative style, this innovative JavaScript tutorial covers the following essentials:

Core JavaScript syntax, such as value types, operators, expressions, and statements provided by ECMAScript. Features for manipulating XHTML, CSS, and events provided by DOM. Object-oriented JavaScript, including prototypal and classical inheritance, deep copy, and mixins. Closure, lazy loading, advance conditional loading, chaining, currying, memoization, modules, callbacks, recursion, and other powerful function techniques. Encoding data with JSON or XML. Remote scripting with JSON-P or XMLHttpRequest Drag-and-drop, animated scrollers, skin swappers, and other cool behaviors. Optimizations to ensure your scripts run

snappy. Formatting and naming conventions to prevent you from looking like a greenhorn. New ECMAScript 5, DOM 3, and HTML 5 features such as `Object.create()`, `Function.prototype.bind()`, strict mode, `querySelector()`, `querySelectorAll()`, and `getElementsByClassName()`. As you can see, due to its fresh approach, this book is by no means watered down. Therefore, over the course of your journey, you will go from JavaScript beginner to wizard, acquiring the skills recruiters desire.

The the Python Workshop

A Practical, No-Nonsense Introduction to

Python Development

Cut through the noise and get real results with a step-by-step approach to learning Python 3.X programming. Key Features Ideal for the Python beginner who is getting started for the first time. A step-by-step Python tutorial with exercises and activities that help build key skills. Structured to let you progress at your own pace, on your own terms. Use your physical print copy to redeem free access to the online interactive edition. **Book Description** You already know you want to learn Python, and a smarter way to learn Python 3 is to learn by doing. The Python Workshop focuses on building up your practical skills so that

you can work towards building up your machine learning skills as a data scientist, write scripts that help automate your life and save you time, or even create your own games and desktop applications. You'll learn from real examples that lead to real results. Throughout The Python Workshop, you'll take an engaging step-by-step approach to understanding Python. You won't have to sit through any unnecessary theory. If you're short on time you can jump into a single exercise each day or spend an entire weekend learning about Python scripting. It's your choice. Learning on your terms, you'll build up and reinforce key skills in a way that feels rewarding. Every physical print copy of The Python Workshop unlocks access to the interactive edition. With videos detailing all exercises and activities, you'll always have a guided solution. You can also benchmark yourself against assessments, track progress, and receive free content updates. You'll even earn a secure credential that you can share and verify online upon completion. It's a premium learning experience that's included with your printed copy. To redeem, follow the instructions located at the start of your Python book. Fast-paced and direct, The Python Workshop is the ideal companion for Python beginners. You'll build and iterate

on your code like a software developer, learning along the way. This process means that you'll find that your new skills stick, embedded as best practice. A solid foundation for the years ahead. What you will learn

Learn how to write clean and concise code with Python 3

Understand classes and object-oriented programming

Tackle entry-level data science and create engaging visualizations

Use Python to create responsive, modern web applications

Automate essential day-to-day tasks with Python scripts

Get started with predictive Python machine learning

Who this book is for

This book is designed for professionals, students, and

hobbyists who want to learn Python and apply it to solve challenging real-world problems. Although this is a beginner's book, it will help if you already know standard programming topics, such as variables, if-else statements, and functions. Experience with another object-oriented program is beneficial, but not mandatory.

Adobe Illustrator CC for Graphics Designers to Vectorize Everything

Give wings to your creativity with our comprehensive and unique course on Adobe Illustrator. Illustrator is the vector drawing tool for art and illustration. Learn with this book to create amazing graphics for Web, Video and Film. In

this course of over 10 hours you will learn expert tips and tricks and will learn to do advance design and graphics work. You will start with basic Illustrator techniques and will progress on to topics such as Pen Tool, Transforming, Gradient, Types & Panels, Design, Perspective and Automation. This Book Will Teach you All Basics And Advanced Facts Of Illustrator this book Contents

CHAPTER 1 Adobe Illustrator CC Basics
CHAPTER 2 Working with Documents
CHAPTER 3 Editing and Combining Shapes and Paths
CHAPTER 4 WORKING WITH Artwork
CHAPTER 5 Working with rulers and guides
CHAPTER 6 Distorting objects with effects
CHAPTER 7 WORKING PEN TOOL AND curved paths
CHAPTER 8 Joining with the Join tool
CHAPTER 9 Deleting and adding anchor points
CHAPTER 10 WORKING WITH BRUSHES
CHAPTER 11 CREATING LOGO
CHAPTER 12 WORKING WITH LIVE PAINT
CHAPTER 13 Exploring Creative Uses of Effects and Graphic Styles
CHAPTER 14 Creating Objects with a Custom Color Transition
CHAPTER 15 Using Illustrator CC With Other Adobe Applications
PHOTOSHOP
ETC.
CHAPTER 16 ADVANCED DRAWING
CHAPTER 17 CONCLUSSION
So Buy This Book Now

Invent Your Own Computer Games

with Python, 4E No Starch Press

Invent Your Own Computer Games with Python will teach you how to make computer games using the popular Python programming language—even if you've never programmed before! Begin by building classic games like Hangman, Guess the Number, and Tic-Tac-Toe, and then work your way up to more advanced games, like a text-based treasure hunting game and an animated collision-dodging game with sound effects. Along the way, you'll learn key programming and math concepts that will help you take your game programming to the next level. Learn how to:

- Combine loops, variables, and

flow control statements into real working programs

- Choose the right data structures for the job, such as lists, dictionaries, and tuples
- Add graphics and animation to your games with the pygame module
- Handle keyboard and mouse input
- Program simple artificial intelligence so you can play against the computer
- Use cryptography to convert text messages into secret code
- Debug your programs and find common errors

As you work through each game, you'll build a solid foundation in Python and an understanding of computer science fundamentals. What new game will you create with the power of Python? The projects in this book are

compatible with Python 3.

Learn CSS in One Day and Learn It Well (Includes Html5)

CSS for Beginners with Hands-On Project. the Only Book You Need to Start Coding in CSS Immediately

CreateSpace

Master HTML and CSS with Interactive Exercises and a unique Hands-On Project Have you always wanted to learn HTML and CSS but are afraid it'll be too difficult for you? Or perhaps you are a blogger who wants to tweak your blog's design without having to spend money on an expensive theme? This book is for you. You no longer have to waste your time and money

learning HTML and CSS from lengthy books, expensive online courses or complicated tutorials. Nor do you have to spend money buying expensive website themes. There are tons of free CSS templates online that you can download and modify to build your own website IF you know HTML and CSS. What this book offers... HTML and CSS for Beginners Complex concepts are broken down into simple steps to ensure that you can easily master the two languages even if you have never coded before. Carefully Chosen Examples (with images) Examples are carefully chosen to illustrate all concepts. In addition, images are provided whenever necessary so that you can immediately see

the visual effects of various CSS properties. Learn The Languages Fast Concepts are presented in a "to-the-point" style to cater to the busy individual. With this book, you can learn HTML and CSS in just one day and start coding immediately. How is this book different... The best way to learn HTML and CSS is by doing. End-of-Chapter Exercises Each CSS chapter comes with an end-of-chapter exercise where you get to practice the different CSS properties covered in the chapter and see first hand how different CSS values affect the design of the website. Bonus Project The book also includes a bonus project that requires the application of all the concepts taught previously. Working

through the project will not only give you an immense sense of achievement, it'll also help you see how the various concepts tie together. After completing the project, you will not walk away with just a vague understanding of HTML and CSS. You will have achieved a level of understanding and mastery that enables you to start coding your own website immediately. Are you ready to dip your toes into the exciting world of HTML and CSS? This book is for you. Click the "Add To Cart" button and download it now. What you'll learn: What is CSS and HTML? What software do you need to write and run CSS codes? What are HTML tags and elements? What are the commonly used

HTML tags and how to use them? What are IDs and Classes? What is the basic CSS syntax? What are CSS selectors? What are pseudo classes and pseudo elements? How to apply CSS rules to your website and what is the order of precedence? What is the CSS box model? How to position and float your CSS boxes How to hide HTML content How to change the background of CSS boxes How to use the CSS color property to change colors How to modify text and font of a website How to create navigation bars How to create gorgeous looking tables to display your data .. and more... Click the "Add to Cart" button and download the book now to start learning HTML and

CSS. Learn them fast and learn them well.

Python for Programmers

with Big Data and Artificial Intelligence Case Studies *Prentice Hall*

The professional programmer's Deitel® guide to Python® with introductory artificial intelligence case studies Written for programmers with a background in another high-level language, *Python for Programmers* uses hands-on instruction to teach today's most compelling, leading-edge computing technologies and programming in Python—one of the world's most popular and fastest-growing languages. Please read the Table of Contents

diagram inside the front cover and the Preface for more details. In the context of 500+, real-world examples ranging from individual snippets to 40 large scripts and full implementation case studies, you'll use the interactive IPython interpreter with code in Jupyter Notebooks to quickly master the latest Python coding idioms. After covering Python Chapters 1-5 and a few key parts of Chapters 6-7, you'll be able to handle significant portions of the hands-on introductory AI case studies in Chapters 11-16, which are loaded with cool, powerful, contemporary examples. These include natural language processing, data mining Twitter® for sentiment analysis, cognitive computing with IBM® Watson™, supervised machine learning with classification and regression, unsupervised machine learning with clustering, computer vision through deep learning and convolutional neural networks, deep learning with recurrent neural networks, big data with Hadoop®, Spark™ and NoSQL databases, the Internet of Things and more. You'll also work directly or indirectly with cloud-based services, including Twitter, Google Translate™, IBM Watson, Microsoft® Azure®, OpenMapQuest, PubNub and more. Features 500+ hands-on, real-world, live-code examples from

snippets to case studies IPython + code in Jupyter® Notebooks Library-focused: Uses Python Standard Library and data science libraries to accomplish significant tasks with minimal code Rich Python coverage: Control statements, functions, strings, files, JSON serialization, CSV, exceptions Procedural, functional-style and object-oriented programming Collections: Lists, tuples, dictionaries, sets, NumPy arrays, pandas Series & DataFrames Static, dynamic and interactive visualizations Data experiences with real-world datasets and data sources Intro to Data Science sections: AI, basic stats, simulation, animation, random variables, data wrangling, regression AI, big data and cloud data science case studies: NLP, data mining Twitter®, IBM® Watson™, machine learning, deep learning, computer vision, Hadoop®, Spark™, NoSQL, IoT Open-source libraries: NumPy, pandas, Matplotlib, Seaborn, Folium, SciPy, NLTK, TextBlob, spaCy, Textatistic, Tweepy, scikit-learn®, Keras and more Accompanying code examples are available here: http://ptgmedia.pearsoncmg.com/imprint_downloads/informit/bookreg/9780135224335/9780135224335_examples.zip. Register your product for convenient access to downloads, updates, and/or corrections as they

become available. See inside book for more information.

Effective JavaScript

68 Specific Ways to Harness the Power of JavaScript *Pearson Education*

Provides information on how to write better JavaScript programs, covering such topics as functions, arrays, library and API design, and concurrency.

The Intelligence of Dogs

A Guide to the Thoughts, Emotions, and Inner Lives of Our Canine Companions *Simon and Schuster*

A revised edition of the best-selling reference on canine psychology incorporates the latest scientific findings and

interviews with top breeders and trainers to enable dog lovers to evaluate a pet's intelligence, read dog body language, and adapt a training program suited to an animal's specific needs. By the author of *How Dogs Think*. Original. 10,000 first printing.

The Joy of Bootstrap

A Smarter Way to Learn the World's Most Popular Web Framework

Createspace Independent Publishing Platform

B&W EDITION: How to build awesome browser applications that scale to mobile devices, even if you've never programmed before. Do you want to build browser applications that make people say

"wow!" when they see it? Of course you do! I do too. How about apps that look great on a mobile device and size automatically for different screens? Yep, I want that too. :) Experiment with the code on the Companion Web Site The book has tons of Bootstrap example source code which you can tweak and play with. It's all available at <http://joyofbootstrap.com/code.php> where you can even edit the code without downloading it. (Go ahead, try it now!) The book will walk you through all the hard code and explain how it works. The Bootstrap book for you.... I write books that are easy to read and easily digestible. I group the chapters into easy, logical concepts that work together but still

stand on their own. Check out my writing style with a free sample here --> <http://joyofbootstrap.com/sample.pdf> I write in a fun, conversational style that makes technical topics approachable for beginners. When it makes sense I build on early concepts to take you into progressively more advanced (cool) topics and exercises. My books don't cover every function and nuance-- those books are too much like bricks for my taste-- instead my books are relatively thin with the goal to launch you into a subject as quickly as possible and empower you with the basics right away. We'll also continue to use the successful metaphor of "Sam's Used Cars", a fictional web site that

gives you a context in which to learn along. We'll take a plain and boring HTML website and bring it to life with Bootstrap. Designed for everyone, everywhere. Bootstrap is a framework that makes front-end web development faster and easier. A couple of guys at Twitter invented it and later made it open source. Other people have joined in and it is now in its third major release. Bootstrap 3 is good for people of all skill levels, devices of all shapes, and projects of all sizes.

Growth IQ

Get Smarter About the Choices that Will Make or Break Your Business *Penguin*

A WALL STREET JOURNAL BESTSELLER

Do you know the best way to drive your company's growth? If not, it's time to boost your Growth IQ. Trying to find the one right move that will improve your business's performance can feel overwhelming. But, as you'll discover in Growth IQ, there are just ten simple--but easily misunderstood--paths to growth, and every successful growth strategy can be boiled down to picking the right combination and sequence of these paths for your current context. Tiffani Bova travels around the world helping companies solve their most vexing problem: how to keep growing in the face of stiff competition and a fast-changing business environment. Whether she's presenting to a

Fortune 500 board of directors or brainstorming over coffee with a startup founder, Bova cuts through the clutter and confusion that surround growth. Now, she draws on her decades of experience and more than thirty fascinating, in-depth business stories to demonstrate the opportunities--and pitfalls--of each of the ten growth paths, how they work together, and how they apply to business today. You'll see how, for instance: *

- * Red Bull broke Coca-Cola and PepsiCo's stranglehold on the soft drink market by taking the Customer Base Penetration path to establish a foothold with adventure sports junkies and expand into the mainstream. *
- * Marvel transformed itself from a struggling comic book publisher into a global entertainment behemoth by using a Customer and Product Diversification strategy and shifting their focus from comic books to comic book characters in movies. *
- * Starbucks suffered a brand crisis when they overwhelmed their customers with a Product Expansion strategy, and brought back CEO Howard Schultz to course-correct by returning to the Customer Experience path.

Through Bova's insightful analyses of these and many other case studies, you'll see why it can be a mistake to imitate strategies that worked for your competitors, or rely on strategies that worked for you in

the past. To grow your company with confidence, you first need to grow your Growth IQ.

How to Get a Job in Web Development

RealToughMedia

"How to Get a Job in Web Development" is designed for junior web developers. Whether you're coming from a coding bootcamp, are completely self-taught, or graduated from college with a tech-related degree, this book is for you. Written by RealToughCandy. In this book, you will learn how to:

- Expertly craft the 'holy clover' of application materials: your resume, cover letter, GitHub page, and portfolio.
- Leverage the power of LinkedIn, Meetups, and social media.
- Handle follow-

up emails and phone calls.

- Prepare for the multiple types of interviews you will encounter, whether via phone, video conference, or in person.
- Strategically apply to jobs so you can maximize your salary demands during negotiation.
- Efficiently organize and prioritize the jobs you've applied to.
- Craft results-driven email check-ins with your potential employer.
- Reduce your vulnerabilities for discrimination.
- And much, much more! No awkward whiteboard interviews. No hour-long explanation of Big O notation. Just practical, actionable steps that will put you far ahead of the pack when it comes to getting a job in web development. Now let's

go get that job! "Just finished reading your book and all I can say is WOW! Mind you since May of 2016 I have taken about 6 online courses specifically looking for employment and around three of them were specifically for either how to get an IT or Web Developer job. These courses cannot hold a candle to the majority of the information you put in this book!" -George M., Web Developer

WHY I WROTE THIS BOOK: When I started my web development journey, I was a lost hiker in the digital woods. I knew I wanted to build web apps, but didn't know what those people called themselves. Were they website builders? Programmers? The term 'software

engineer' floated around a lot online - was that my aspiration? Since I didn't know exactly what I was looking for, I spent a lot of time reading and watching materials that were nothing but discouraging: mock Google coding interviews with whiteboards and markers. Lots of articles and videos that name-dropped things like binary trees, Big O notation, and time complexity. Forum post upon forum post that gave away actual coding interview questions from the biggest tech companies in the world like Facebook, Google, and Microsoft. Making things worse, some web developers I had discovered on YouTube were talking about a

really good, popular book for coding interviews. I checked it out and once again my stomach sank. “I’m never going to make it in this field,” I said to myself. “I’ve been studying and practicing and building projects for months, and I still have no idea what these people are talking about.” What they didn’t tell me was that the book is geared towards senior software engineers trying to get a job with Amazon and Google. I wanted to quit my coding journey. In fact, I did quit. The difference was, I didn’t stay quit. Something told me to keep pushing forward, keep building projects to put in my portfolio and Github, keep reaching out and trying to find clients who needed

websites. I kept pushing until I got a job as a fullstack web developer at a data company. As it turns out, the internet isn’t very generous to our career field. Beginners are especially marginalized. There aren’t any quality one-stop resources for discovering one of the most important questions – if not the most important question – web developers have. “How do I get a job in this field?” I wanted to change the junior web developer tech landscape with this book. My goal is for every junior developer who reads this to find a job. And if you take the recommended actions in this book, you can do it.

Brand Now

How to Stand Out in a Crowded, Distracted World

AMACOM

Capture their attention-and keep it! With the rise of digital media, you'd think it would be easier than ever to be heard. Yet, most messages fail to cut through the clutter. Consumers are overwhelmed. Ads alone aren't effective. And you can't just churn out content and connect on every social network. To stand out today, you need to start with your brand. Brand Now uncovers the new rules of branding in our complex and chaotic world. Written by the author of *Get Scrappy*, the digital marketing bible for business, this latest book explains how to build brands that resonate both

online and off. The book helps you: Create a brand with meaning * Reinforce it with the right touchpoints * Hone your brand's unique story * Share it through engaging content * Cultivate a sense of community * Craft a coherent experience * Stand out with simplicity and transparency The world may be growing louder, but with Brand Now's big ideas and practical toolbox, you can break through the noise-and win a place in the hearts and minds of your customers.

Make It Stick *Harvard University Press*

Discusses the best methods of learning, describing how rereading and rote repetition are counterproductive and

how such techniques as self-testing, spaced retrieval, and finding additional layers of information in new material can enhance learning.