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Udemy Secret Sauce Of Great Writing

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Get Rich Click! Penguin

Prepare for the new Certified Ethical Hacker version 8 exam with this Sybex guide Security professionals remain in high demand. The Certified Ethical Hacker is a one-of-a-kind certification designed to give the candidate a look inside the mind of a hacker. This study guide provides a concise, easy-to-follow approach that covers all of the exam objectives and includes numerous examples and hands-on exercises. Coverage includes cryptography, footprinting and reconnaissance, scanning networks, enumeration of services, gaining access to a system, Trojans, viruses, worms, covert channels, and much more. A companion website includes additional study tools, including practice exam and chapter review questions and electronic flashcards. Security remains the fastest growing segment of IT, and CEH certification provides unique skills The CEH also satisfies the Department of Defense's 8570 Directive, which requires all Information Assurance government positions to hold one of the approved certifications This Sybex study guide is perfect for candidates studying on their own as well as those who are taking the CEHv8 course Covers all the exam objectives with an easy-to-follow approach Companion website includes practice exam questions, flashcards, and a searchable Glossary of key terms CEHv8: Certified Ethical Hacker Version 8 Study Guide is the book you need when you're ready to tackle this challenging exam Also available as a set, Ethical Hacking and Web Hacking Set, 9781119072171 with The Web Application Hacker's Handbook: Finding and Exploiting Security Flaws, 2nd Edition.

Product Management Essentials National Geographic Books

Writing a book is fun and easy--yes, FUN AND EASY--but it may not always feel that way. How do you find the time to write? How do you keep momentum? How do you deal with the horror of showing anyone a single sentence of your work-in-progress? The answers remain fun and easy, and author Elizabeth Sims will take your hand, dispel your worries, and show you how it's done in this stress-free guide to accomplishing your dream of writing your book. In *You've Got a Book in You*, Elizabeth is that encouraging voice guiding you through the entire process, from finding the right time and place to gathering all of your creative tools to diving right in and getting it done--page by page, step by step. It's easier than you think, and it all starts right here, right now. "This guide is witty, warm, and wise--and wonderfully down-to-earth as well. Elizabeth Sims doesn't just tell you that you've got a book in you, she shows you how to pour it out using your own creative spirit, common sense, and persistence." ~Lori L. Lake, author of *The Gun Series* and *The Public Eye Mystery Series* "If you're searching for the spark of inspiration to get started writing a book, and the nourishment to sustain you to THE END, Elizabeth Sims's *You've Got a Book in You* will show you how to find it in yourself." ~Hallie Ephron, award-winning author of *There Was an Old Woman* "You won't find an easier-to-follow or more inspirational writing guide." ~L.J. Sellers, author of the bestselling Jackson mysteries "By focusing the high beams of her intelligence (and humor!) on the twisty trail of book-writing, in *You've Got a Book in You*, Elizabeth Sims proves herself a true writer's friend. As she guides you from the creation of a "working title" through her (brilliant!) "Making-It-Better Process," this well-established pro plays her most impressive cards--stacking the deck in favor of YOU!" ~Jamie Morris, Director, Woodstream Writers "Elizabeth Sims packs a twelve-week writing course into 280 pages. Inspirational and yet extremely hands-on, *You've Got a Book In You* will give newbies confidence to forge ahead and will remind veteran writers why they began writing in the first place--for the joy of it. I won't be surprised when the brilliant terms 'stormwriting' and 'heartbrain' become part of every writer's lexicon." ~Julie Compton, author of *Tell No Lies and Keep No Secrets* "The book is encouraging and inspiring, practical and witty. As a seasoned writer, I appreciate the reminders about the importance of putting yourself on a writing schedule. No more excuses. The many 'writing blasts' are very helpful and will get any writer out of the starting blocks. I especially enjoyed the

section, 'Writing with the Masters.' What better way to get inspired, get a feel for different styles, and get jump-started on your writing? Excellent advice that I plan to incorporate in my future classes. I concur with Sims that 'writer's block' is greatly exaggerated. Is there any other profession that claims such a phenomenon? 'Excuse, me, but I have 'book-keeping block,' 'playing music block,' or 'painting block' today? I don't think so. Get yourself on a schedule, read some Sims, write with the masters, and you'll be on your way. You'll be glad you met this friend on your journey to becoming a successful writer." ~Gesa Kirsch, Ph.D., Professor of English, Director of Valente Center for the Arts and Sciences, Bentley University

Writer's Digest University W. W. Norton & Company

Captures the stories of established entrepreneurs to help those who want to learn.

At Home in the World Packt Publishing Ltd

Getting numbers is easy; getting numbers you can trust is hard. This practical guide by experimentation leaders at Google, LinkedIn, and Microsoft will teach you how to accelerate innovation using trustworthy online controlled experiments, or A/B tests. Based on practical experiences at companies that each run more than 20,000 controlled experiments a year, the authors share examples, pitfalls, and advice for students and industry professionals getting started with experiments, plus deeper dives into advanced topics for practitioners who want to improve the way they make data-driven decisions. Learn how to • Use the scientific method to evaluate hypotheses using controlled experiments • Define key metrics and ideally an Overall Evaluation Criterion • Test for trustworthiness of the results and alert experimenters to violated assumptions • Build a scalable platform that lowers the marginal cost of experiments close to zero • Avoid pitfalls like carryover effects and Twyman's law • Understand how statistical issues play out in practice.

The Climb Simon and Schuster

This book is for anyone interested in learning more about opening, managing, marketing, and operating a restaurant. It will teach you how to hire the right people, form a powerful team, and find your dream location. It will teach you about food safety, the best marketing practices, and how to negotiate the best deals from vendors, landlords, and distributors. It will also teach you how to increase sales, reduce costs, and motivate employees in an easy to read, step-by-step format. The author has over 25 years' experience being a co-owner of a successful chain of Mediterranean restaurants. He also studied the experts in their fields, while conducting research for this book. The result is a book that is fun to read, easy to understand, and can prove to be an invaluable tool for college students and restaurant professionals alike.

Selling The Intangible Packt Publishing Ltd

Based on the popular Harvard University and edX course, *Science and Cooking* explores the scientific basis of why recipes work. The spectacular culinary creations of modern cuisine are the stuff of countless articles and social media feeds. But to a scientist they are also perfect pedagogical explorations into the basic scientific principles of cooking. In *Science and Cooking*, Harvard professors Michael Brenner, Pia Sørensen, and David Weitz bring the classroom to your kitchen to teach the physics and chemistry underlying every recipe. Why do we knead bread? What determines the temperature at which we cook a steak, or the amount of time our chocolate chip cookies spend in the oven? *Science and Cooking* answers these questions and more through hands-on experiments and recipes from renowned chefs such as Christina Tosi, Joanne Chang, and Wylie Dufresne, all beautifully illustrated in full color. With engaging introductions from revolutionary chefs and collaborators Ferran Adria and José Andrés, *Science and Cooking* will change the way you approach both subjects—in your kitchen and beyond.

Dual Momentum Investing: An Innovative Strategy for Higher Returns with Lower Risk W. W. Norton & Company

Gain all of the techniques, teachings, tools, and methodologies required to be an effective first-time product manager. The overarching goal of this book is to help you understand the product manager

role, give you concrete examples of what a product manager does, and build the foundational skill-set that will gear you towards a career in product management. To be an effective PM in the tech industry, you need to have a basic understanding of technology. In this book you'll get your feet wet by exploring the skills a PM needs in their toolset and cover enough ground to make you feel comfortable in a technical discussion. A PM is not expected to have the same level of depth or knowledge as a software engineer, but knowing enough to continue the conversation can be a benefit in your career in product management. A complete product manager will have a 360-degree understanding of user experience and how to craft beautiful products that are easy-to-use, with the end user in mind. You'll continue your journey with a walk through basic UX principles and even go through the process of building a simple set of UI frames for a mock app. Aside from the technical and design expertise, a PM needs to master the social aspects of the role. Acting as a bridge between engineering, marketing, and other teams can be difficult, and this book will dive into the business and soft skills of product management. After reading *Product Management Essentials* you will be one of a select few technically-capable PMs who can interface with management, stakeholders, customers, and the engineering team. What You Will Learn Gain the traits of a successful PM from industry PMs, VCs, and other professionals See the day-to-day responsibilities of a PM and how the role differs across tech companies Absorb the technical knowledge necessary to interface with engineers and estimate timelines Design basic mocks, high-fidelity wireframes, and fully polished user interfaces Create core documents and handle business interactions Who This Book Is For Individuals who are eyeing a transition into a PM role or have just entered a PM role at a new organization for the first time. They currently hold positions as a software engineer, marketing manager, UX designer, or data analyst and want to move away from a feature-focused view to a high-level strategic view of the product vision.

CEH: Certified Ethical Hacker Version 8 Study Guide Fawcett

An international monthly lifestyle journal from Writers' Kalam.

Accountaneur Cambridge University Press

Want Red Team offensive advice from the biggest cybersecurity names in the industry? Join our tribe. The Tribe of Hackers team is back with a new guide packed with insights from dozens of the world's leading Red Team security specialists. With their deep knowledge of system vulnerabilities and innovative solutions for correcting security flaws, Red Team hackers are in high demand. *Tribe of Hackers Red Team: Tribal Knowledge from the Best in Offensive Cybersecurity* takes the valuable lessons and popular interview format from the original *Tribe of Hackers* and dives deeper into the world of Red Team security with expert perspectives on issues like penetration testing and ethical hacking. This unique guide includes inspiring interviews from influential security specialists, including David Kennedy, Rob Fuller, Jayson E. Street, and Georgia Weidman, who share their real-world learnings on everything from Red Team tools and tactics to careers and communication, presentation strategies, legal concerns, and more Learn what it takes to secure a Red Team job and to stand out from other candidates Discover how to hone your hacking skills while staying on the right side of the law Get tips for collaborating on documentation and reporting Explore ways to garner support from leadership on your security proposals Identify the most important control to prevent compromising your network Uncover the latest tools for Red Team offensive security Whether you're new to Red Team security, an experienced practitioner, or ready to lead your own team, *Tribe of Hackers Red Team* has the real-world advice and practical guidance you need to advance your information security career and ready yourself for the Red Team offensive.

Grammar Boot Camp O'Reilly Media, Inc."

A New York Times Bestseller Winner of the James Beard Award for General Cooking and the IACP Cookbook of the Year Award "The one book you must have, no matter what you're planning to cook or where your skill level falls."—New York Times Book Review Ever wondered how to pan-fry a steak with a charred crust and an interior that's perfectly medium-rare from edge to edge when you cut into it? How to make homemade mac 'n' cheese that is as satisfyingly gooey and velvety-smooth as the blue box stuff, but far tastier? How to roast a succulent, moist turkey (forget about brining!)—and use a foolproof method that works every time? As *Serious Eats's* culinary nerd-in-residence, J. Kenji López-Alt has pondered all these questions and more. In *The Food Lab*, Kenji focuses on the science behind beloved American dishes, delving into the interactions between heat, energy, and molecules that create great food. Kenji shows that often, conventional methods don't work that well, and home cooks can achieve far better results using new—but simple—techniques. In hundreds of easy-to-make recipes with over 1,000 full-color images, you will find out how to make foolproof Hollandaise sauce in just two minutes, how to transform one simple tomato sauce into a half dozen dishes, how to make the crispiest, creamiest potato casserole ever conceived, and much more.

Flow Generation: A Survival Guide for Our Unpredictable Lives John Wiley & Sons

In this groundbreaking book, Sabri Suby, the founder of Australia's #1 fastest growing digital marketing agency, reveals his exclusive step-by-step formula for growing the sales of any business, in any market or niche! The 8 phase 'secret selling system' detailed in this book has been deployed in over 167 industries and is responsible for generating over \$400 million dollars in sales. This isn't like any business or marketing book you've ever read. There's no fluff or filler - just battle-hardened tactics that are working right now to rapidly grow sales. Use these timeless principles to power up and dramatically grow the sales for your business and crush your competition into a fine powder.

The Food Lab: Better Home Cooking Through Science Packt Publishing Ltd

STAND OUT FROM THE CROWD, GROW YOUR INFLUENCE AND SKYROCKET YOUR INCOME It is estimated that the average consumer is exposed to over 6,000 marketing messages every single day. Logos on products, bumper stickers, television ads, radio spots, online popups, and billboards, just to name a small few, all scream for our attention. Well, it's going to get worse. Just think, there are products and services that exist today that didn't just ten years ago. Instagram, AirBnB, SnapChat, Twitter, Tesla, iOS, Yelp, and Beats are just a few of the millions of apps, products and services that have joined our already crowded mind. So, with so much noise in the market, how do you break through? Can you break through? According to international bestselling author and educator D.K. Sutton, you most certainly can. In *The Climb*, Sutton walks you step-by-step through the process of building a powerful personal brand. When you brand, Sutton contends, you will climb to the top of your market, stand out, and automatically attract the right audience. In a relatively short period of time, you will skyrocket your influence and income. In *The Climb*, you will learn... - How to position yourself to command fees, prices, and salaries that are 10, 100, or even 1,000 times greater than your peers.-How to gain referrals and reduce your marketing costs by at least 40%. - How to become a quoted source in the media and appear regularly on television as an expert. -How to attract national sponsors and win coveted endorsement deals. -How to gain the trust of your audience and always stay top of mind. -And, much more. Read *The Climb: 6 Steps to a Powerful Personal Brand* now and we will see you at the top.

Spectrum Aug 2020 - Magazine by AglaSem Writers' Kalam

"Nobody asked you to show up." Every experienced product manager has heard some version of those words at some point in their career. Think about a company. Engineers build the product. Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the

product. What more does a company need? What does a product manager do? Based upon Product School's curriculum, which has helped thousands of students become great product managers, *The Product Book* answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed!

Welcome to the Writer's Life Sramana Mitra

Dig deep and master the intricacies of the common language runtime (CLR) and the .NET Framework. Written by a highly regarded programming expert and consultant to the Microsoft .NET team, this guide is ideal for developers building any kind of application—including Microsoft ASP.NET, Windows Forms, Microsoft SQL Server, Web services, and console applications. You'll get hands-on instruction and extensive code C# code samples to help you tackle the tough topics and develop high-performance applications. Discover how to: Build, deploy, administer, and version applications, components, and shared assemblies Design types using constants, fields, constructors, methods, properties, and events Work effectively with the CLR's special types including enumerators, arrays, and strings Declare, create, and use delegates to expose callback functions Define and employ reusable algorithms with interfaces and generics Define, use, and detect custom attributes Use exception handling to build robust, reliable, and security-enhanced components Manage memory automatically with the garbage collector and work with native resources Apply CLR Hosting, AppDomains, assembly loading, and reflection to build dynamically extensible applications PLUS-- Get code samples on the Web

Science and Cooking: Physics Meets Food, From Homemade to Haute Cuisine BRILL

Microsoft PowerPivot is a free add-on to Excel from Microsoft that allows users to produce new kinds of reports and analyses that were simply impossible before, and this book is the first to tackle DAX formulas, the core capability of PowerPivot, from the perspective of the Excel audience. Written by the world's foremost PowerPivot blogger and practitioner, the book's concepts and approach are introduced in a step-by-step manner tailored to the learning style of Excel users everywhere. The techniques presented allow users to produce, in hours or even minutes, results that formerly would have taken entire teams weeks or months to produce. The "pattern-like" techniques and best practices contained in this book have been developed and refined over two years of onsite training with Excel users around the world, and the key lessons from those seminars costing thousands of dollars per day are now available within the pages of this easy-to-follow guide. This updated edition covers new features introduced with Office 2015.

The Product Book: How to Become a Great Product Manager Bookbaby

New York Times bestselling author of *Labor Day* With a New Preface When it was first published in 1998, *At Home in the World* set off a furor in the literary world and beyond. Joyce Maynard's memoir broke a silence concerning her relationship—at age eighteen—with J.D. Salinger, the famously reclusive author of *The Catcher in the Rye*, then age fifty-three, who had read a story she wrote for *The New York Times* in her freshman year of college and sent her a letter that changed her life. Reviewers called her book "shameless" and "powerful" and its author was simultaneously reviled and cheered. With what some have viewed as shocking honesty, Maynard explores her coming of age in an alcoholic family, her mother's dream to mold her into a writer, her self-imposed exile from the world of her peers when she left Yale to live with Salinger, and her struggle to reclaim her sense of self in the crushing aftermath of his dismissal of her not long after her nineteenth birthday. A quarter of a century later—having become a writer, survived the end of her marriage and the deaths of her parents, and with an eighteen-year-old daughter of her own—Maynard pays a visit to the man who broke her heart. The story she tells—of the girl she was and the woman she became—is at once devastating, inspiring, and triumphant.

Becoming a More Strategic Product Manager Holy Macro! Books

Everything You Need to Write and Sell Your Work This is the ultimate crash course in writing and publishing! Inside you'll find comprehensive instruction, up-to-date market listings, a CD featuring recorded live webinars with industry professionals, an all-access pass to WritersMarket.com, and more. *Writer's Digest University* is the perfect resource for you, no matter your experience level. This one-stop resource contains: • Quick and comprehensive answers to common questions including: "How do I write a successful novel?" and "How do I know if self-publishing is right for me?" • Instruction and examples for formatting and submitting fiction, nonfiction, articles, children's writing, scripts, and verse. • Advanced instruction on business-related issues like marketing and publicity, using social media, freelancing for corporations, keeping finances in order, and setting the right price for your work. • A detailed look at what agents want and how to get one that best fits your needs. • Market listings for publishers and agents open to unsolicited work and new writers, contests and awards, and conferences and workshops. • A CD with recordings of 4 popular WD webinars: *How Do I Get My Book Published?*, *How to Land a Literary Agent*, *How Writers Can Succeed in the Future of Digital Publishing*, and *Freelance Basics*.* • A scratch-off code that gives you a one-year subscription to WritersMarket.com and a 20% discount on the *WritersDigestUniversity.com* course of your choice.* Get started now with everything you need to build a thriving writing career. Whether you're starting from scratch or have a bit of experience, you'll find the tools you need for success. *PLEASE NOTE: CDs and one-year subscription are NOT included with the ebook version of this title.

Mastering C# and .NET Framework Penguin

By taking you through the development of a real web application from beginning to end, the second edition of this hands-on guide demonstrates the practical advantages of test-driven development (TDD) with Python. You'll learn how to write and run tests before building each part of your app, and then develop the minimum amount of code required to pass those tests. The result? Clean code that works. In the process, you'll learn the basics of Django, Selenium, Git, jQuery, and Mock, along with current web development techniques. If you're ready to take your Python skills to the next level, this book—updated for Python 3.6—clearly demonstrates how TDD encourages simple designs and inspires confidence. Dive into the TDD workflow, including the unit test/code cycle and refactoring Use unit tests for classes and functions, and functional tests for user interactions within the browser Learn when and how to use mock objects, and the pros and cons of isolated vs. integrated tests Test and automate your deployments with a staging server Apply tests to the third-party plugins you integrate into your site Run tests automatically by using a Continuous Integration environment Use TDD to build a REST API with a front-end Ajax interface

Entrepreneur Journeys Penguin

Learn how to hack systems like black hat hackers and secure them like security experts Key Features Understand how computer systems work and their vulnerabilities Exploit weaknesses and hack into machines to test their security Learn how to secure systems from hackers Book Description This book starts with the basics of ethical hacking, how to practice hacking safely and legally, and how to install and interact with Kali Linux and the Linux terminal. You will explore network hacking, where you will see how to test the security of wired and wireless networks. You'll also learn how to crack the password for any Wi-Fi network (whether it uses WEP, WPA, or WPA2) and spy on the connected devices. Moving on, you will discover how to gain access to remote computer systems using client-side and server-side attacks. You will also get the hang of post-exploitation techniques, including remotely controlling and interacting with the systems that you compromised. Towards the end of the book, you will be able to pick up web application hacking

techniques. You'll see how to discover, exploit, and prevent a number of website vulnerabilities, such as XSS and SQL injections. The attacks covered are practical techniques that work against real systems and are purely for educational purposes. At the end of each section, you will learn how to detect, prevent, and secure systems from these attacks. What you will learn Understand ethical hacking and the different fields and types of hackers Set up a penetration testing lab to practice safe and legal hacking Explore Linux basics, commands, and how to interact with the terminal Access password-protected networks and spy on connected clients Use server and client-side attacks to hack and control remote computers Control a hacked system remotely and use it to hack other systems Discover, exploit, and prevent a number of web application vulnerabilities such as XSS and SQL injections Who this book is for Learning Ethical Hacking from Scratch is for anyone interested in learning how to hack and test the security of systems like professional hackers and security experts. [The Holistic Pine: Volume 1, Issue 2](#) Penguin

The investing strategy that famously generates higher returns with substantially reduced risk--

presented by the investor who invented it "A treasure of well researched momentum-driven investing processes." Gregory L. Morris, Chief Technical Analyst and Chairman, Investment Committee of Stadion Money Management, LLC, and author of Investing with the Trend Dual Momentum Investing details the author's own momentum investing method that combines U.S. stock, world stock, and aggregate bond indices--a formula proven to dramatically increase profits while lowering risk. Antonacci reveals how momentum investors could have achieved long-run returns nearly twice as high as the stock market over the past 40 years, while avoiding or minimizing bear market losses--and he provides the information and insight investors need to achieve such success going forward. His methodology is designed to pick up on major changes in relative strength and market trend. Gary Antonacci has over 30 years experience as an investment professional focusing on under exploited investment opportunities. In 1990, he founded Portfolio Management Consultants, which advises private and institutional investors on asset allocation, portfolio optimization, and advanced momentum strategies. He writes and runs the popular blog and website optimalmomentum.com. Antonacci earned his MBA at Harvard.

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