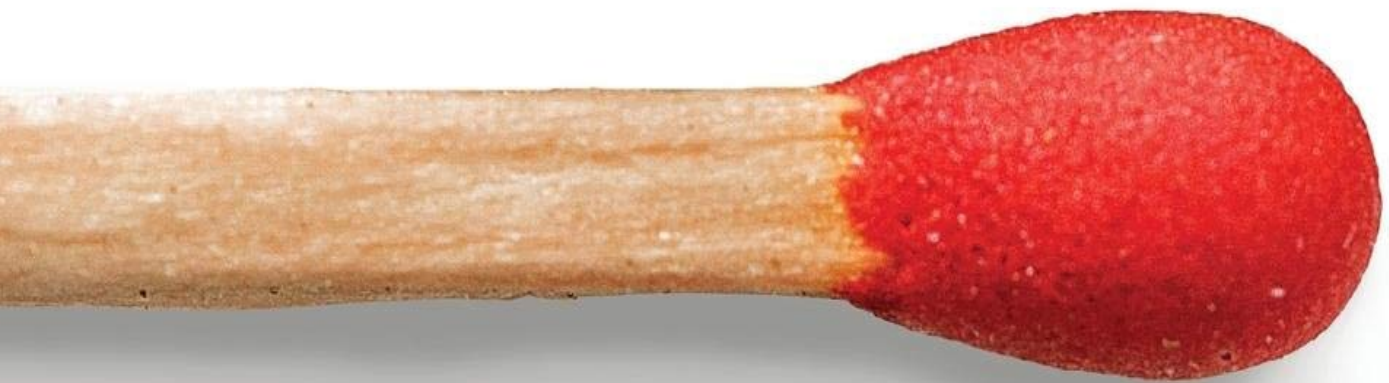


UNLEASH POSSIBLE

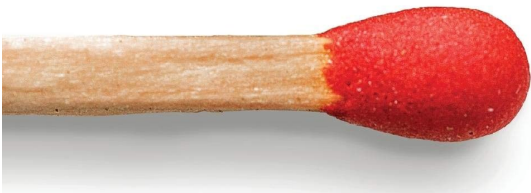
*A MARKETING PLAYBOOK
THAT DRIVES SALES*



Unleash Possible: A Marketing Playbook That Drives B2B Sales

UNLEASH POSSIBLE

A MARKETING PLAYBOOK
THAT DRIVES SALES



Unleash Possible: A Marketing Playbook That Drives B2B Sales

Book Synopsis

This is a book that should not only be read by marketers. It's a book that should be on the desk of every executive in the company. It should be required reading for the head of sales, technology, and most importantly, the CEO, to help create a shared vision of marketing to grow and sustain the business (and to do it well!) Jere Doyle, Managing Director Sigma Prime Ventures Unleash Possible is filled with case studies and practical how-tos delivered with Samantha's warmth and unique insight. It lends a clear path for how to progress your organization forward. She not only shares what we should, and should not, be doing, but she shows you how to get it done, and how to hold marketing accountable to meaningful business metrics. Claudine Bianchi CMO, ClickSoftware Rarely do you find a

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VCA-DCV: VMware Certified Associate-Data Center Virtualization on vSphere Study Guide: VCAD-510

Robert Schmidt and Dane Charlton

VCA-DCV

VMware Certified Associate-Data Center Virtualization on vSphere

STUDY GUIDE

EXAM VCAD-510



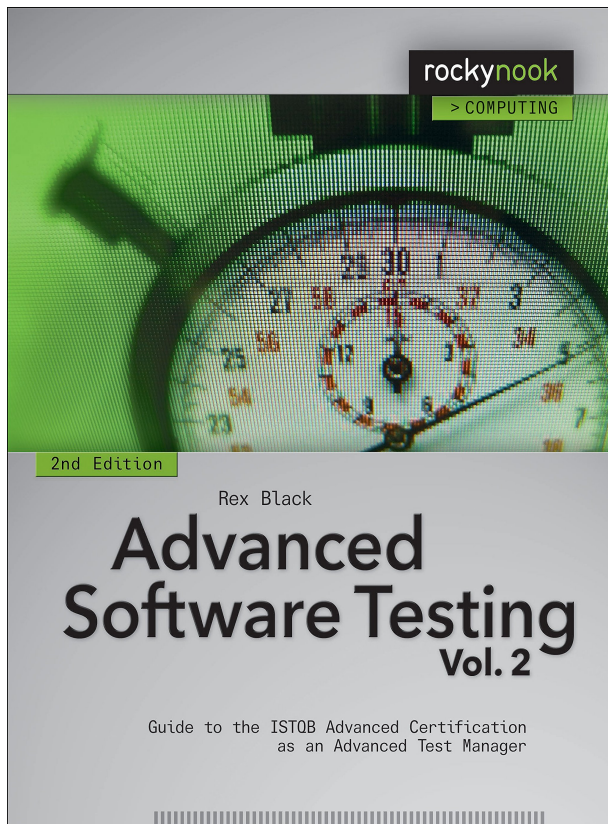
VCA-DCV: VMware Certified Associate-Data Center Virtualization on vSphere Study Guide: VCAD-510

Book Synopsis

Use this expert guide to prepare for the VCA-DCV exam VCA-DCV VMware Certified Associate on vSphere Study Guide: VCAD-510 is a comprehensive study guide for the VMware Certified Associate - Data Center Virtualization exam. Hands-on examples, real-world scenarios, and expert review questions cover the full exam blueprint, and the companion website offers a suite of tools to help you prepare for the exam including practice exams, electronic flashcards, and a glossary of key terms. In addition, the website includes videos that demonstrate how to complete the more challenging tasks. Focused on practical skills, this study guide not only prepares you for the certification exam, but also for the duties expected of a VCA. The VMware Certified Associate-Data Center Virtualization certification

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Advanced Software Testing - Vol. 2, 2nd Edition: Guide to the ISTQB Advanced Certification as an Advanced Test Manager



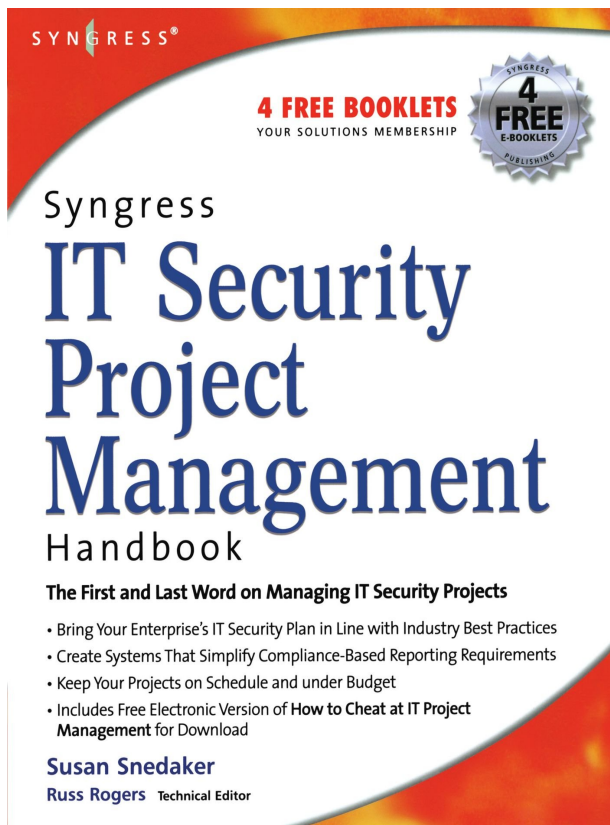
Advanced Software Testing - Vol. 2, 2nd Edition: Guide to the ISTQB Advanced Certification as an Advanced Test Manager

Book Synopsis

This book teaches test managers what they need to know to achieve advanced skills in test estimation, test planning, test monitoring, and test control. Readers will learn how to define the overall testing goals and strategies for the systems being tested. This hands-on, exercise-rich book provides experience with planning, scheduling, and tracking these tasks. You'll be able to describe and organize the necessary activities as well as learn to select, acquire, and assign adequate resources for testing tasks. You'll learn how to form, organize, and lead testing teams, and master the organizing of communication among the members of the testing teams, and between the testing teams and all the other stakeholders. Additionally, you'll learn how to justify decisions and provide adequate

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Syngress IT Security Project Management Handbook



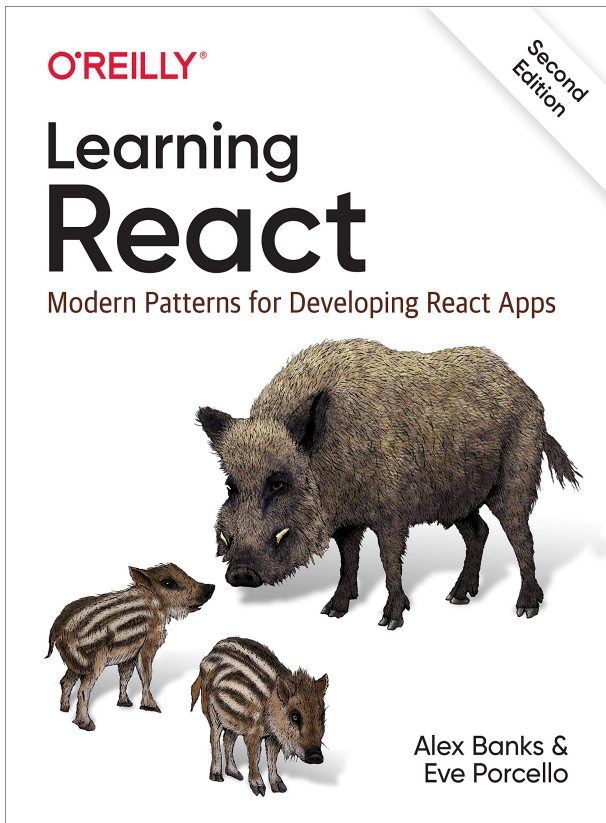
Syngress IT Security Project Management Handbook

Book Synopsis

This text is intended for IT professionals responsible for the management of the design, configuration, deployment, and maintenance of enterprise wide security projects. It provides coverage of key project areas including penetration testing, intrusion detection and prevention systems, and access control systems.

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Learning React: Modern Patterns for Developing React Apps



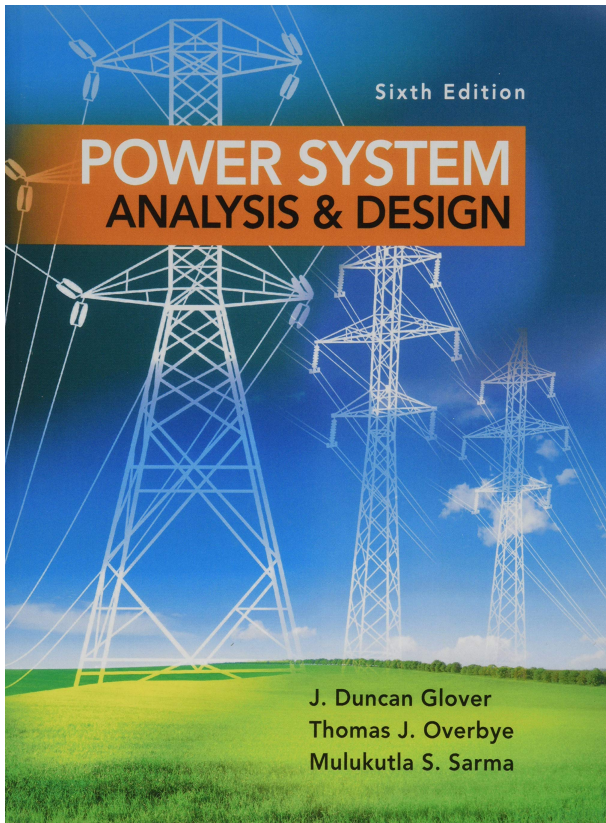
Learning React: Modern Patterns for Developing React Apps

Book Synopsis

If you want to learn how to build efficient React applications, this is your book. Ideal for web developers and software engineers who understand how JavaScript, CSS, and HTML work in the browser, this updated edition provides best practices and patterns for writing modern React code. No prior knowledge of React or functional JavaScript is necessary. With their learning road map, authors Alex Banks and Eve Porcello show you how to create UIs that can deftly display changes without page reloads on large-scale, data-driven websites. You'll also discover how to work with functional programming and the latest ECMAScript features. Once you learn how to build React components with this hands-on guide, you'll understand just how useful React can be in your organization. Understand key functional

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Power System Analysis and Design



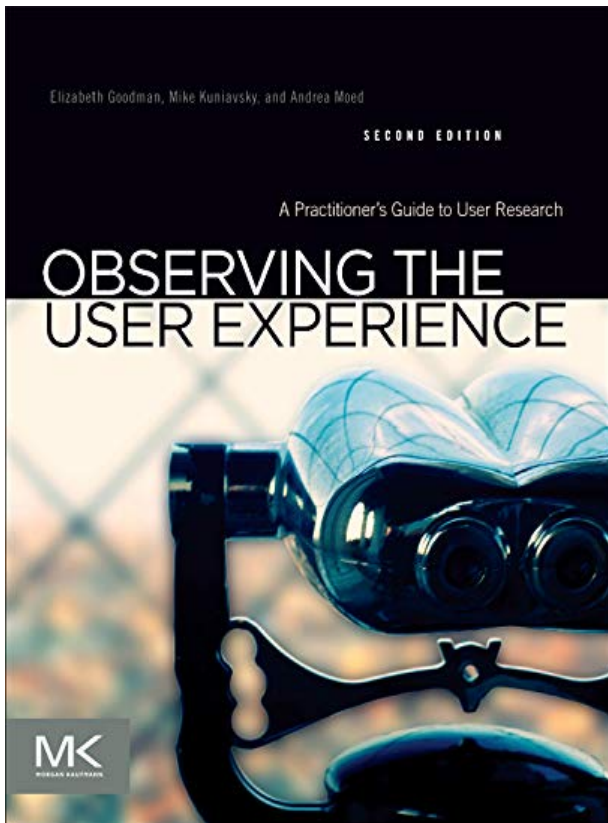
Power System Analysis and Design

Book Synopsis

Learn the basic concepts of power systems along with the tools you need to apply these skills to real world situations with POWER SYSTEM ANALYSIS AND DESIGN, 6E. This new edition highlights physical concepts while also giving necessary attention to mathematical techniques. The authors develop both theory and modeling from simple beginnings so that you can readily extend these principles to new and complex situations. Software tools, including PowerWorld Simulation, and the latest content throughout this edition aid you with design issues while introducing you to the most recent trends in the field today.

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Observing the User Experience: A Practitioner's Guide to User Research



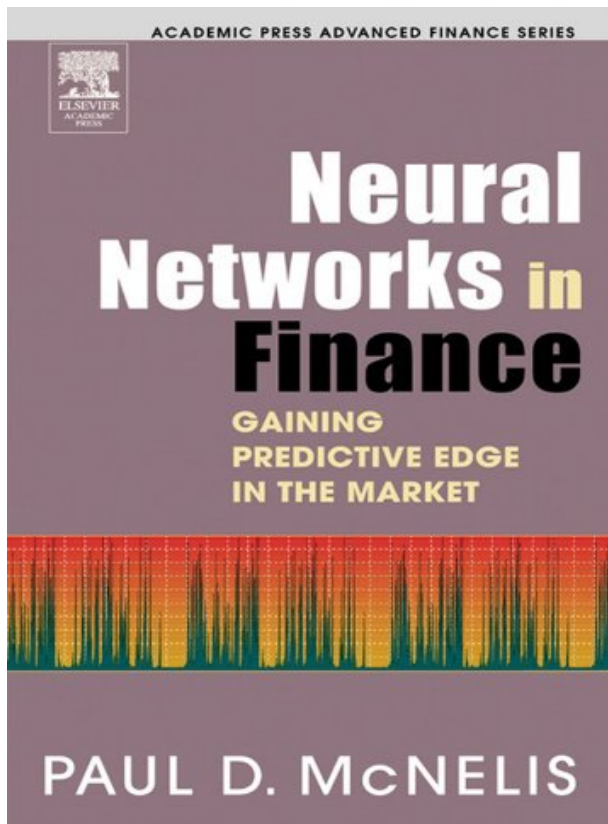
Observing the User Experience: A Practitioner's Guide to User Research

Book Synopsis

The gap between who designers and developers imagine their users are, and who those users really are can be the biggest problem with product development. Observing the User Experience will help you bridge that gap to understand what your users want and need from your product, and whether they'll be able to use what you've created. Filled with real-world experience and a wealth of practical information, this book presents a complete toolbox of techniques to help designers and developers see through the eyes of their users. It provides in-depth coverage of 13 user experience research techniques that will provide a basis for developing better products, whether they're Web, software or mobile based. In addition, it's written with an understanding of how software is developed in the real

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Neural Networks in Finance: Gaining Predictive Edge in the Market (Academic Press Advanced Finance)



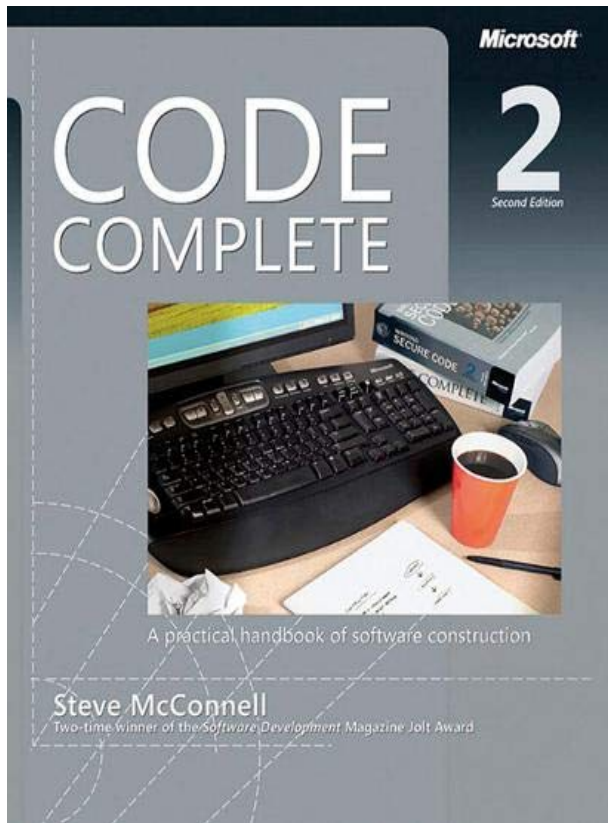
Neural Networks in Finance: Gaining Predictive Edge in the Market (Academic Press Advanced Finance)

Book Synopsis

This book explores the intuitive appeal of neural networks and the genetic algorithm in finance. It demonstrates how neural networks used in combination with evolutionary computation outperform classical econometric methods for accuracy in forecasting, classification and dimensionality reduction. McNelis utilizes a variety of examples, from forecasting automobile production and corporate bond spread, to inflation and deflation processes in Hong Kong and Japan, to credit card default in Germany to bank failures in Texas, to cap-floor volatilities in New York and Hong Kong. * Offers a balanced, critical review of the neural network methods and genetic algorithms used in finance * Includes numerous examples and applications * Numerical illustrations use MATLAB code and the book is

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Code Complete: A Practical Handbook of Software Construction, Second Edition



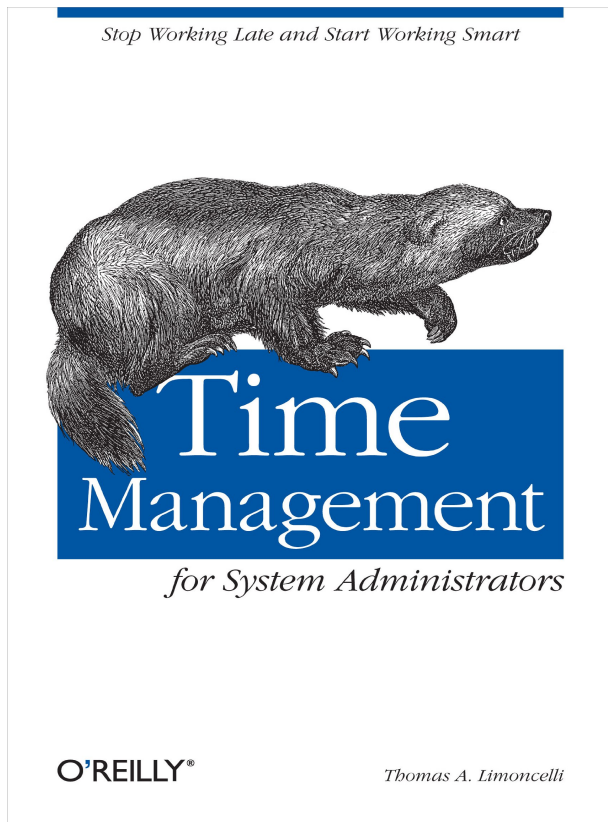
Code Complete: A Practical Handbook of Software Construction, Second Edition

Book Synopsis

Widely considered one of the best practical guides to programming, Steve McConnell's original CODE COMPLETE has been helping developers write better software for more than a decade. Now this classic book has been fully updated and revised with leading-edge practices--and hundreds of new code samples--illustrating the art and science of software construction. Capturing the body of knowledge available from research, academia, and everyday commercial practice, McConnell synthesizes the most effective techniques and must-know principles into clear, pragmatic guidance. No matter what your experience level, development environment, or project size, this book will inform and stimulate your thinking--and help you build the highest quality code. Discover the timeless techniques and strategies

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Time Management for System Administrators: Stop Working Late and Start Working Smart



Time Management for System Administrators: Stop Working Late and Start Working Smart

Book Synopsis

Time is a precious commodity, especially if you're a system administrator. No other job pulls people in so many directions at once. Users interrupt you constantly with requests, preventing you from getting anything done. Your managers want you to get long-term projects done but flood you with requests for quick-fixes that prevent you from ever getting to those long-term projects. But the pressure is on you to produce and it only increases with time. What do you do?The answer is time management. And not just any time management theory--you want Time Management for System Administrators, to be exact. With keen insights into the challenges you face as a sys admin, bestselling author Thomas Limoncelli has put together a collection of tips and techniques that will help you cultivate the time

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