



site performance tuning to attain the competitive advantage necessary on today's Web. You'll learn how to improve your online marketing with effective paid and natural search engine visibility strategies, strengthened lead creation and conversion to sales methods, and gold-standard ad copywriting guidelines. Plus, your increased site speed, reduced download footprint, improved reliability, and improved navigability will work synergistically with those marketing methods to optimize your site's total effectiveness. In this book for business and IT managers, author Andrew King, president of Website Optimization, LLC, has assembled experts in several key specialties to teach you: Search engine optimization -- addressing best (and worst) practices to improve search engine visibility, including step-by-step keyword optimization guidelines, category and tag cloud creation, and guerilla PR techniques to boost inbound links and improve rankings Pay-per-click optimization -- including ad copywriting guidelines, setting profit-driven goals, calculating and optimizing bids, landing page optimization, and campaign management tips Optimizing conversion rates -- increasing leads with site landing page guidelines, such as benefit-oriented copy, credibility-based design, value hierarchies, and tips on creating unique selling propositions and slogans Web performance tuning -- optimizing ways to use (X)HTML, CSS, and Ajax to increase speed, reduce your download footprint, and increase reliability Advanced tuning -- including client-side techniques such as on-demand content, progressive enhancement, and inline images to save HTTP requests. Plus server-side tips include improving parallelism, using cache control, browser sniffing, HTTP compression, and URL rewriting to remap links and preserve traffic Web metrics -- illustrating the best metrics and tools to gather details about visitors and measure web conversion and success rates. Covering both search marketing metrics and web performance measures including Pathloss and waterfall graphs Website Optimization not only provides you with a strategy for success, it also offers specific techniques for you and your staff to follow. A profitable website needs to be well designed, current, highly responsive, and optimally persuasive if you're to attract prospects, convert them to buyers, and get them to come back for more. This book describes precisely what you need to accomplish to achieve all of those goals.

*Human-Computer Interaction Applications and Services* Wiley-

Blackwell

Henri Lefebvre has considerable claims to be the greatest living philosopher. His work spans some sixty years and includes original work on a diverse range of subjects, from dialectical materialism to architecture, urbanism and the experience of everyday life. The Production of Space is his major philosophical work and its translation has been long awaited by scholars in many different fields. The book is a search for a reconciliation between mental space (the space of the philosophers) and real space (the physical and social spheres in which we all live). In the course of his exploration, Henri Lefebvre moves from metaphysical and ideological considerations of the meaning of space to its experience in the everyday life of home and city. He seeks, in other words, to bridge the gap between the realms of theory and practice, between the mental and the social, and between philosophy and reality. In doing so, he ranges through art, literature, architecture and economics, and further provides a powerful antidote to the sterile and obfuscatory methods and theories characteristic of much recent continental philosophy. This is a work of great vision and incisiveness. It is also characterized by its author's wit and by anecdote, as well as by a deftness of style which Donald Nicholson-Smith's sensitive translation precisely captures.

*The Menagerie and Other Byomkesh Bakshi Mysteries* Springer  
iOS Forensic Analysis provides an in-depth look at investigative processes for the iPhone, iPod Touch, and iPad devices. The methods and procedures outlined in the book can be taken into any courtroom. With never-before-published iOS information and data sets that are new and evolving, this book gives the examiner and investigator the knowledge to complete a full device examination that will be credible and accepted in the forensic community.

*Nothing Ever Happens Here* Penguin UK

Keep your enemies close, and your sons closer...Akbar, ruler of a sixth of the world's people, colossally rich and utterly ruthless, was a contemporary of Elizabeth I, but infinitely more powerful. His reign began in bloodshed when he strangled his treacherous 'milk-brother', but it ended in glory.

*Anatomy of a Trend* WaterBrook

Africa's Development Dynamics uses lessons learned in the continent's five regions - Central, East, North, Southern and West

Africa - to develop policy recommendations and share good practices. Drawing on the most recent statistics, this analysis of development dynamics attempts to help African leaders reach the targets of the African Union's Agenda 2063 at all levels: continental, regional, national and local.

**Management** CREATIVE GAMES LIMITED

Now a major motion picture nominated for nine Academy Awards. Narrative of Solomon Northup, a Citizen of New-York, Kidnapped in Washington City in 1841, and Rescued in 1853. Twelve Years a Slave by Solomon Northup is a memoir of a black man who was born free in New York state but kidnapped, sold into slavery and kept in bondage for 12 years in Louisiana before the American Civil War. He provided details of slave markets in Washington, DC, as well as describing at length cotton cultivation on major plantations in Louisiana.

**Computers and Literacy** Apress

This is one of the most significant military books of the twentieth century. By an outstanding soldier of independent mind, it pushed forward the evolution of land warfare and was directly responsible for German armoured supremacy in the early years of the Second World War. Published in 1937, the result of 15 years of careful study since his days on the German General Staff in the First World War, Guderian's book argued, quite clearly, how vital the proper use of tanks and supporting armoured vehicles would be in the conduct of a future war. When that war came, just two years later, he proved it, leading his Panzers with distinction in the Polish, French and Russian campaigns. Panzer warfare had come of age, exactly as he had forecast. This first English translation of Heinz Guderian's classic book - used as a textbook by Panzer officers in the war - has an introduction and extensive background notes by the modern English historian Paul Harris.

**Handbook of Marketing** Penguin Books India

The march of the Android-based tablets has begun, including Galaxy Samsung Tab, Motorola XOOM, Nook and more. But where do you start? And what can you do with an Android tablet? Taking Your Android Tablets to the Max is a one-stop shop for users of all skill levels, helping you get the most out of any Android tablet. This book offers: A breakdown of the differences between an Android 2.0+ or an Android 3.0 device Tips for choosing the best device for you and how to best network (i.e., best wireless carrier for 3G or 4G or just WIFI) Detailed walkthroughs on how to get the

most out of your tablet and the apps for it

*Achtung-Panzer!* Dorling Kindersley Ltd

The 'Handbook of Marketing' presents a major retrospective and prospective overview of the field of marketing when many of the traditional boundaries and domains within marketing have been subject to change.

*Cashing It In* OECD Publishing

Optimize the performance of your mobile websites and webapps to the extreme. With this hands-on book, veteran mobile and web developer Maximiliano Firtman demonstrates which aspects of your site or app slow down the user's experience, and what you can do to achieve lightning-fast performance. There's much at stake: if you want to boost your app's conversion rate, then tackling performance issues is the best way to start. Learn tools and techniques for working with responsive web design, images, the network layer, and many other ingredients—plus the metrics

to check your progress. Ideal for web developers and web designers with HTML, CSS, JavaScript, and HTTP experience, this is your guide to superior mobile web performance. You'll dive into: Emulators, simulators, and other tools for measuring performance Basic web performance concepts, including metrics, charts, and goals How to get real data from mobile browsers on your real networks APIs and specs for measuring, tracking and improving web performance Insights and tricks for optimizing the first view experience Ways to optimize post-loading experiences and future visits Responsive web design and its performance challenges Tips for extreme performance to achieve best conversion rates How to work with web views inside native apps

Headline Publishing Group

Warm and hopeful, this is a touching and honest depiction of a family changing together—and staying together. "I wonder what people would think if they could take the front off our house like a

doll's house and watch us. All in the same house, but everyone separate. No one talking, but everyone thinking the same thing. Will we ever be a normal family again?" Izzy's family is under the spotlight when her dad comes out as Danielle, a trans woman. Izzy is terrified her family will be torn apart. Will she lose her dad? Will her parents break up? And what will people at school say? Now all eyes are on Izzy. Can she face her fears, find her voice, and stand up for her family and what's right?

*The Rhythm of Riddles* Simon and Schuster

Say goodbye to nappies boys - it's potty time! This brilliant toilet training book for boys will help your child make the transition from nappies to pants in no time. Full of fun rhymes and pictures that will show your child how to use the potty, it's ideal for any place and time, from out-and-about to just before bed. Plus, there's a chart and special reward STICKERS too, so you can celebrate their success in style!