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David Pogue, Joseph Schorr



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Mac OSX 10.3 Panther Little Black Book Gene Steinberg, 2004 The Mac OS X 10.3 Panther Little Black Book features the best techniques to help intermediate and experienced Mac users get the most out of the new Panther operating system. Previous editions of this book have enjoyed an excellent reputation with customers by helping Mac users solve problems, perform critical tasks and maximize their use of OS X. In this new edition, the author uncovers more of the powerful features of Panther and shows readers step by step how to save hours of time. Key techniques covered in the book include how to deal with Mac OS X viruses, how to better manage fonts with Font Book, FontAgent Pro and MasterJuggler, how to use new AppleScript features to automate tasks, how to use new system preferences to customize OS X, how to use the enhanced email features, how to setup OS X to support multiple users and numerous other practical techniques. Hundreds of immediate solutions to everyday problems are provided, all clearly explained and tested.

Marketing That Works Leonard M. Lodish, Howard L. Morgan, Shellye Archambeau, Jeffrey Babin, 2015-06-22 Discover New Entrepreneurial Marketing Strategies for Supercharging Profits and Sustaining Competitive Advantage. This practical guide shows how to use modern entrepreneurial marketing techniques to differentiate your company in the eyes of customers to achieve sustainable profitability. The authors focus on innovative strategies and tactics pioneered by some of today's most successful and disruptive companies including Google, Quidsi, diapers.com, Apple, Victoria's Secret, Anki, Pebble, Metricstream and Warby Parker. These high impact methods will help entrepreneurs achieve immediate bottom line results through more effective marketing. Based on The Wharton School of the University of Pennsylvania's pioneering Entrepreneurial Marketing course, this edition is fully updated to reflect what works in the marketplace today. Guided by the authors' collaboration with dozens of high growth companies, it offers new insights into which marketing programs and distribution channels are likely to succeed and how to leverage them in your unique business environment, even with limited resources. The authors begin by helping you refine your competitive positioning by clarifying: What am I selling to whom and Why do they care? Next, they guide you through the fundamentals of demand generation via public relations, social media, viral marketing, advertising, distribution and marketing enabled sales. Finally, they provide you with valuable tips on how to secure the right human capital resources to build the team you need to succeed. Each of these core concepts is illustrated with real world anecdotes that provide fresh insights into traditional marketing concepts. Pragmatic

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