

FLASH DEAL



Macbook This Month

David Sparks



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Mac Life ,2007-07 **Cases on Branding Strategies and Product Development: Successes and Pitfalls** Sarma, Sarmistha, Singh, Sukhvinder, 2014-12-31 The process of creating iconic brands varies from product to product and market to market Effective branding strategies are imperative to success in a competitive marketplace Cases on Branding Strategies and Product Development Successes and Pitfalls is a collection of case studies illustrating successful brand management strategies as well as common errors of unsuccessful brands This premier reference work takes a global perspective on branding providing unique insights for academicians and industrial experts in replicating the successful strategies in different markets

Mac Life ,2007-09 How to Do Everything MacBook Robin Noelle, 2010-08-22 Easy to follow coverage of portable Macs including the MacBook MacBook Pro and MacBook Air How to Do Everything MacBook strongly emphasizes the portability and other unique features of the laptop versions of the Mac examining ports and jacks discussing user accounts and privacy managing multiple network connections using MobileMe to stay synched etc It also explores the activities laptop users most often perform such as productivity entertainment and communication Tasks and activities are broken down into simple to follow directions and highlighted with clear graphics to make everything easy to understand Tips and tricks for getting the most out of the latest versions of the built in software including the new versions of iLife and iWork are also included As a travel writer the author understands the needs of mobile computer users She covers battery management and power connectivity working online using VoIP and maintaining and troubleshooting the MacBook How to Do Everything MacBook Draws on author s personal experience as a writer who travels providing tips and tricks for getting the best out of the MacBook on the road Contains accurate and up to date product information on latest versions of Mac OS X and iWork iLife applications Explains the differences between the MacBook MacBook Pro and MacBook Air Complete MacBook coverage The Wonderful World of MacBook Taming the MacBook Trackpad Keyboard Mouse and More Power Struggle Battery and Power Management Ports and Jacks Where They Are and What They Do Trading Spaces Getting your Desktop Organized Hide and Seek Navigating your MacBook A Home of One s Own User Accounts Personal Style Customizing your MacBook Surf s Up Connecting to the Web Staying in Touch eMail Chatting Video and More Discovering MobileMe Anything Windows Can Do Mac Can Do Better Running Windows Programs But Wait There s More MacBook Application Basics Your Virtual Office iWork for Productivity and Office Software Creative Spaces iLife for Photos Movies Music and Websites Leisure Time Games Music and Movies Under the Hood Tune Ups and Basic Maintenance Troubleshooting Your MacBook

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