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Results. Everyone wants them, whether to sell more products, spread good ideas, or win more funding. In our busy digital world, the way to results is influencing people on the web. But how? An ad campaign won't cut it. A Twitter account doesn't guarantee it. Manipulative tricks will backfire. Instead, you need quality, compelling web content that attracts people and engages them for the long haul. Clout explains the key principles of influence and how to apply them to web content. Along the way, those principles come to life with lots of practical examples. With this book, you'll: Discover why a technology feature, marketing campaign, SEO effort, or redesign aren't enough to influence online. Understand the business value of compelling web content. Learn 8 principles for influence from the art of rhetoric and the science of psychology. Find out what context is and why it's so important to influence. Jump start your planning for content over time with patterns and diagrams. Learn the basics of evaluation to determine whether your web content is making a difference.

In *The Content Advantage (Clout 2.0): The Science of Succeeding at Digital Business Through Effective Content*, expert Colleen Jones argues that in the age of digital disruption, your company faces an important choice. The choice is not whether to do content. Every business function—from marketing to sales and from support to recruiting—demands content. The choice is whether to make your approach to content strategic and, consequently, an advantage. This book, which is the second edition of the pioneering content book *Clout*, offers a modernized and comprehensive approach for planning, creating, delivering, and optimizing content that will make your business thrive. Executives and practitioners alike will

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find value in this book as they face increasing pressure to deliver the right content to the right customers at the right time. Drawing on her in-the-trenches experience with organizations ranging from the Fortune 50 to small and medium businesses to government and nonprofits, Jones offers: Guidance on creating a content vision A primer on conducting content analysis Techniques for developing a competitive content strategy Elements and principles of effective, influential content A blueprint for developing content intelligence A maturity model for content operations Examples from diverse companies and contexts

We all want people to do stuff. Whether you want your customers to buy from you, vendors to give you a good deal, your employees to take more initiative, or your spouse to make dinner—a large amount of everyday is about getting the people around you to do stuff. Instead of using your usual tactics that sometimes work and sometimes don't, what if you could harness the power of psychology and brain science to motivate people to do the stuff you want them to do - even getting people to want to do the stuff you want them to do. In this book you'll learn the 7 drives that motivate people: The Desire For Mastery, The Need To Belong, The Power of Stories, Carrots and Sticks, Instincts, Habits, and Tricks Of The Mind. For each of the 7 drives behavioral psychologist Dr. Susan Weinschenk describes the research behind each drive, and then offers specific strategies to use. Here's just a few things you will learn: The more choices people have the more regret they feel about the choice they pick. If you want people to feel less regret then offer them fewer choices. If you are going to use a reward, give the reward continuously at first, and then switch to giving a reward only sometimes. If you want people to act independently, then make a reference to money, BUT if you want people to work with others or help others, then make sure you DON'T refer to money. If you want people to remember something, make sure it is at the beginning or end of your book, presentation, or meeting. Things in

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the middle are more easily forgotten. If you are using feedback to increase the desire for mastery keep the feedback objective, and don't include praise.

"We build tools to create culinary happiness" - Foodpairing.com  
"There is a world of exciting flavour combinations out there and when they work it's incredibly exciting" - Heston Blumenthal  
Foodpairing is a method for identifying which foods go well together, based on groundbreaking scientific research that combines neurogastronomy (how the brain perceives flavour) with the analysis of aroma profiles derived from the chemical components of food. This groundbreaking new book explains why the food combinations we know and love work so well together (strawberries + chocolate, for example) and opens up a whole new world of delicious pairings (strawberries + parmesan, say) that will transform the way we eat. With ten times more pairings than any other book on flavour, plus the science behind flavours explained, Foodpairing will become THE go-to reference for flavour and an instant classic for anyone interested in how to eat well. Contributors: Astrid Gutsche and Gaston Acurio - Astrid y Gaston - Peru Andoni Luiz Aduriz - Mugaritz - Spain Heston Blumenthal - The Fat Duck - UK Tony Conigliaro - DrinksFactory - UK Sang Hoon Degeimbre - L'Air du Temps - Belgium Jason Howard - #50YearsBim - UK/Caribbean Mingoo Kang - Mingles - Korea Jane Lopes & Ben Shewry - Attica - Australia Virgilio Martinez - Central - Peru Dominique Persoone - The Chocolate Line - Belgium Karlos Ponte - Taller - Venezuela/Denmark Joan Roca - El Cellar de Can Roca - Spain Dan Barber - Blue Hill at Stone Barns - USA Kobus van der Merwe - Wolfgat - South Africa Darren Purchase - Burch & Purchase Sweet Studio - Melbourne Alex Atala - D.O.M - Brazil María José San Román - Monastrell - Spain Keiko Nagae - Arôme conseil en pâtisserie - Paris

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proceedings of the First International Conference on Design, User Experience, and Usability, DUXU 2011, held in Orlando, FL, USA in July 2011 in the framework of the 14th International Conference on Human-Computer Interaction, HCII 2011, incorporating 12 thematically similar conferences. A total of 4039 contributions was submitted to HCII 2011, of which 1318 papers were accepted for publication. The total of 154 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in the book. The papers are organized in topical sections on DUXU theory, methods and tools; DUXU guidelines and standards; novel DUXU: devices and their user interfaces; DUXU in industry; DUXU in the mobile and vehicle context; DXU in Web environment; DUXU and ubiquitous interaction/appearance; DUXU in the development and usage lifecycle; DUXU evaluation; and DUXU beyond usability: culture, branding, and emotions.

This is not another book about World War I. Instead, it explores a relatively ignored aspect of recent rural history: how the ordinary environments of fields, farms, villages and market towns of northern France were reconstituted once peace was restored. Using both official reports compiled by prefets and much more critical commentaries by those whose homes and land had been devastated, Hugh Clout charts the geography of destruction and then analyses the work of the state-directed services, the creation of reconstruction cooperatives, the controversial reclamation of the profoundly devastated 'red zone', and ultimately the reconstruction of the countryside across the ten northernmost departements of northern France.

**FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS  
BETTER CONTENT MEANS BETTER BUSINESS.** Your content is a mess: the website redesigns didn't help, and the new CMS just made things worse. Or, maybe your content is full of potential: you know new revenue and cost-savings opportunities exist, but you're



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not sure where to start. How can you realize the value of content while planning for its long-term success? For organizations all over the world, Content Strategy for the Web is the go-to content strategy handbook. Read it to: Understand content strategy and its business value Discover the processes and people behind a successful content strategy Make smarter, achievable decisions about what content to create and how Find out how to build a business case for content strategy With all-new chapters, updated material, case studies, and more, the second edition of Content Strategy for the Web is an essential guide for anyone who works with content.

Do you want to understand the roles of thinking in systems and how they affect, hinder, or aid in the fulfillment of your life? Do you want to increase your thinking skills and build effective mental models? Just as every node on a network contributes to the final result, every action of a member of a particular organizational system contributes to the outcome. Without a broad view of interconnectedness, our problem-solving skills are limited and short-sighted, and our abilities to make long-term, beneficial decisions are hampered. If we only look to the immediate and the superficial, we forget that we are reliant on the smallest of parts. If we don't acknowledge the complexity of our interdependence, then we are doomed to replicate a system that will ultimately fail. Awareness of our interconnectedness is key to solving the biggest and most complex problems that we face in contemporary society. The real question is not whether we should use system thinking, but which of the many ideas, approaches, and techniques currently associated with the field of system thinking are most useful in specific settings. In the year of 1943, Kenneth Craik, a Scottish psychologist, explained that the human mind expects events and describes fundamentals by building small-scale models of the real world. A mental model is a way we represent and understand an event, phenomenon, or system in a compact manner. There is a mental

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Model for everything that happens around you. In this book you will learn: - The key concepts of systems thinking - How to solve any problem with step by step method - Tips to improve your decision-making process - The role of Chaos Theory in systemic thinking - What is wrong with your current way of thinking and how you can improve it - Strategies for developing habits, mental toughness, and resilience to combat mental clutter - 40 mental models that you can use in your daily life - To identify the mental models you already use every day - How to expand your set of mental models, create new ones and use them effectively ... and much more! Systems thinking provides a framework for defining and solving problems. Start by paying attention to the questions you ask to practice thinking from a more systemic perspective. Extend your sense of what constitutes "the present." Try to think as "now" in terms of a longer block of time. Ask yourself what happened just a year ago. What is going on now? What happens next year? We can grasp interconnections that we may not have seen before by extending our sense of the "now." You are changing the way you think! It is not something easy and is an extremely challenging task. Just think about it. That is the way you have thought for all these years of your life. Your behavior and perception of things are influenced by mental models. You will be astonished as to how you start seeing the world in a different light the moment you expose yourself to a new mental model. Once you start using them in your life, your day-to-day life will start becoming so much easier. There is no end to the number of mental models that exist on this earth and you will learn about so many of them in this book. Right now. Ready to get started? But don't think too much about it. Click "Buy Now"!

The effective management of invasive alien species is clearly a priority for biological conservation worldwide. This book first provides strategies for managing such species at successive invasion stages, from prevention at the border to control of major infestations. It then describes the general tools and approaches that

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are recommended for successful management of particular groups of invasive organisms in a range of environments. In each case, the ecological basis and practical requirements of invasive alien species management are addressed.

Two teenagers in a perilous chase across a devastated, Icebound Earth Alister, a teen with uncanny hacking abilities, discovers his sister the last of his family is alive, kidnapped, and sets off to find her. When Suzie, a feisty cyber-militant curious about the secret behind Alister's exceptional abilities gets involved in his search, the wrong kind of people start to notice. It's not long before MI6 and a ruthless Private Military Corporation want them dead or alive. What readers and reviewers are saying about Nanopunk: "Pacey and compelling", "Smart and sharp", "Gripping and exciting" "Sit back and enjoy the rip-roaring plot" , "carries a lot of clout" "The plot moves along a pace and is gripping and exciting. The characters are sympathetic, full and realistic. The combination of a futuristic world with barely on the horizon technology, and warm human relationships -- makes for a great experience. Read it, then await the next one."

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