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Programming in Java
 Modern Algebra (Abstract Algebra)
 WIRELESS AND MOBILE NETWORK ARCHITECTURES
 Practical Internet Security
 Inorganic and Organometallic Compounds
 Mathematics for Degree Students (For B.Sc. Second Year)
 Exploring Python
 Observational Astrophysics
 ADO Programming in Visual Basic 6
 Astrophysics
 The Complete Guide to Affiliate Marketing on the Web
 Elements of Set Theory
 Basic Electronics
 Multimedia over IP and Wireless Networks
 Fundamentals of Multimedia
 Discrete Mathematics
 Thank You, M'am
 Powering Content
 Internet & World Wide Web
 Principles of Electronics
 Big Data Processing Using Spark in Cloud
 Artificial Intelligence
 Neo-Segregation at Yale
 PHP Object-Oriented Solutions
 Non-Conventional Energy Resources
 A Textbook of Applied Electronics
 Principles of Digital Transmission
 Murach's Python Programming (2nd Edition)
 Object-Oriented PHP
 Think Python
 Security in Computing
 Rajasthan Geography
 Pay-Per-Click Search Engine Marketing
 Introduction to Atomic Spectra
 Perspective of Modern Physics
 Understanding NMR Spectroscopy
 Ilan Eshkeri's Stardust
 Drug Abuse Handbook, Second Edition
 Meow Libs

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WILLIAMS BARTLETT

Programming in Java Springer Science & Business Media
 The complete guide to a winning pay-per-click marketing campaign Pay-per-click advertising-the "sponsored results" on search engine results pages-is increasingly being used to drive traffic to websites. Marketing and advertising professionals looking for a hands-on, task-based guide to every stage of creating and managing a winning PPC campaign will get the step-by-step instruction they need in this detailed guide. Using the popular An Hour A Day format, this book helps you avoid the pitfalls and plan, develop, implement, manage, and monitor a PPC campaign that gets results. Successful pay-per-click

campaigns are a key component of online marketing This guide breaks the project down into manageable tasks, valuable for the small-business owner as well as for marketing officers and consultants Explains core PPC concepts, industry trends, and the mechanics that make a campaign work Shows how to perform keyword research, structure campaigns, and understand campaign settings and various pricing models Discusses how to write ads, develop and test landing pages, use ad groups, and leverage Google's content network Covers launching a campaign, bidding for position, monitoring, gathering results, and interpreting and acting on the data collected Pay-Per-Click Search Engine Marketing: An Hour a Day provides the tools to make the most of this important marketing method.

Modern Algebra (Abstract Algebra)

Cambridge University Press
 If you want to learn how to program, working with Python is an excellent way to start. This hands-on guide takes you through the language a step at a time, beginning with basic programming concepts before moving on to functions, recursion, data structures, and object-oriented design. This second edition and its supporting code have been updated for Python 3. Through exercises in each chapter, you'll try out programming concepts as you learn them. Think Python is ideal for students at the high school or college level, as well as self-learners, home-schooled students, and professionals who need to learn programming basics. Beginners just getting their feet wet will learn how to start with Python in a browser. Start with the basics, including language syntax and semantics Get a clear definition of each

programming concept Learn about values, variables, statements, functions, and data structures in a logical progression Discover how to work with files and databases Understand objects, methods, and object-oriented programming Use debugging techniques to fix syntax, runtime, and semantic errors Explore interface design, data structures, and GUI-based programs through case studies

WIRELESS AND MOBILE NETWORK

ARCHITECTURES Apress

Matthew Vaughn's 2007 fantasy Stardust, based on the novel by acclaimed author Neil Gaiman, was one the highest grossing films in the UK. An instant hit with fans of fantasy and science-fiction films, Stardust features an all-star cast including Robert De Niro, Michelle Pfeiffer, and Ian McKellan. The contemporary score was by rising British composer Ilan Eshkeri, and won the International Film Music Critics Association award for 'Best Original Score.' Eshkeri was also named Best New Composer of 2007 and has been called "one of the most exciting new composers to emerge in recent years." As with the other books in this series, Sapiro provides an overview of Eshkeri's music, examines the composer's techniques, and explores the music in the context of the film. This book is distinguished from previous Film Score Guides by the author's privileged and complete access to the composer.

Practical Internet Security CRC Press

Your new product is ready to launch and you're itching to tell potential customers all about it. But how do you make your message stand out above all the noise and marketing clutter? Take the guesswork out of content management with this hands-on guide. You'll learn how to produce and manage powerful content pieces that speak directly to customers and compel them to respond. Author Laura Busche walks you through content strategies and tactics drawn from business, design, and psychology insights. Packed with examples and exercises, this book teaches you how to tell your story with engaging copy, potent images, and striking design—all carefully orchestrated through well-oiled production management. Solopreneurs, startups, marketing managers, and execs will learn 10 Essential Steps to Content Success, with deep dives into: Content strategy: understand your audience, choose and prioritize channels, and find your brand's core themes, voice, and tone Content creation: craft an engaging experience with content formats and copywriting formulas and templates Content management: organize, delegate, and supervise tasks; optimize the content

production process to reuse successful patterns

Inorganic and Organometallic Compounds Academic Press

The first comprehensive, start-to-finish ADO tutorial will give experienced VB developers true mastery over ADO. The book is filled with examples, tips and solutions to database access problems from cover to cover. Readers will master the ADO object model from start to finish-- and learn how to use ADO to get high-performance access to data.

Mathematics for Degree Students (For B.Sc. Second Year) John Wiley & Sons

The Geography of Rajasthan PDF is an attempt to provide chapter-wise information on various topics that for part of RAS Examination Geography Syllabus. The PDF contains 19 chapters covering across dimension of Geography, most of the information is available on the website of RajRAS in geography section. The idea behind PDF is to consolidate the information related Geography of Rajasthan in single document. The Geography of Rajasthan PDF is not merely notes made out of standard books, rather, most of the information has been sourced from Newspapers, Rajasthan Government sites, and other current affairs sources. Few of the static Geography chapters have been prepared from standard Books. Table of Contents: Physical Divisions of Rajasthan Geology of Rajasthan Earthquake Hazard in Rajasthan Climate of Rajasthan Water Resources of Rajasthan Water Resource Management Rivers of Rajasthan Important Lakes in Rajasthan Important Dams of Rajasthan Irrigation in Rajasthan Indira Gandhi Canal Eastern Rajasthan Canal Project: ERCP Medium Scale Irrigation Projects Soils of Rajasthan Conservation of Soils of Rajasthan Agro-climatic Zones of Rajasthan Land Use pattern of Rajasthan Natural Vegetation-Forests of Rajasthan Wildlife of Rajasthan Wildlife Protected Areas of Rajasthan Livestock of Rajasthan Tribes of Rajasthan Hydrocarbon Rajasthan Basin Mines & Minerals of Rajasthan Agriculture Snapshot of Rajasthan

Exploring Python Universities Press
Aims of the Book: The foremost and primary aim of the book is to meet the requirements of students pursuing following courses of study: 1. Diploma in Electronics and Communication Engineering (ECE)-3-year course offered by various Indian and foreign polytechnics and technical institutes like city and guilds of London Institute (CGLI). 2. B.E. (Elect. & Comm.)-4-year course offered by various Engineering Colleges. Efforts have been made to cover the papers: Electronics-

I & II and Pulse and Digital Circuits. 3. B.Sc. (Elect.)-3-Year vocationalised course recently introduced by Approach. *Observational Astrophysics* Cambridge University Press
Presents an introduction to PHP and object-oriented programming, with information on such topics as classes, inheritance, RSS readers, and XML. *ADO Programming in Visual Basic 6* Prentice Hall Ptr
Principles of Digital Transmission is designed for advanced undergraduate and graduate level students and professions in telecommunications. Teachers and learners can mix and match chapters to create four distinct courses: (1) a one-term basic course in digital communications; (2) a one-term course in advanced digital communications; (3) a one-term course in information theory and coding; (4) a two-term course sequence in digital communications and coding. The book provides rigorous mathematical tools for the analysis and design of digital transmission systems. The authors emphasize methodology in their aim to teach the reader how to do it rather than how it is done. They apply the fundamental tools of the discipline onto a number of systems, such as wireless data transmission systems. *Astrophysics* Atlantic Publishing Company
As organizations today are linking their systems across enterprise-wide networks and VPNs as well as increasing their exposure to customers, competitors, browsers and hackers on the Internet, it becomes increasingly imperative for Web professionals to be trained in techniques for effectively protecting their sites from internal and external threats. Each connection magnifies the vulnerability to attack. With the increased connectivity to the Internet and the wide availability of automated cracking tools, organizations can no longer simply rely on operating system security to protect their valuable corporate data. Furthermore, the exploding use of Web technologies for corporate intranets and Internet sites has escalated security risks to corporate data and information systems. *Practical Internet Security* reveals how the Internet is paving the way for secure communications within organizations and on the public Internet. This book provides the fundamental knowledge needed to analyze risks to a system and to implement a security policy that protects information assets from potential intrusion, damage, or theft. It provides dozens of real-life scenarios and examples, as well as hands-on instruction in securing Web communications and

I & II and Pulse and Digital Circuits. 3. B.Sc. (Elect.)-3-Year vocationalised course recently introduced by Approach.

Observational Astrophysics Cambridge University Press

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ADO Programming in Visual Basic 6

Prentice Hall Ptr

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sites. You will learn the common vulnerabilities of Web sites; as well as, how to carry out secure communications across unsecured networks. All system administrators and IT security managers will find this book an essential practical resource.

The Complete Guide to Affiliate Marketing on the Web John Wiley & Sons
Bmh 201(A&B) Advanced Calculus Bmh 202 (A&B) Differential Equations Bmh 203 (A&B) Mechanics

Elements of Set Theory Springer
Affiliate marketing is a highly profitable online advertising method in which Web site merchants pay independent third parties to promote the products or services of an advertiser on their Web site. In other words, affiliate marketing involves posting a company's banner on your Web site or blog and attempting to send visitors to their Web site. If someone clicks on that banner or goes to that site and buys something, you will be paid a commission. Affiliate marketing is now viewed as a key component of a company's online marketing strategy. In this new book you will learn how to master the art and science behind affiliate marketing. The keys to success in affiliate marketing are knowing what you are doing, devising a comprehensive and well-crafted advertising plan, and knowing the relationships between your Web site, search engines, PPC advertising, and campaign methodology. This exhaustively researched new book will provide everything you need to know to get you started.--From publisher description.

Basic Electronics Penguin
This Book Introduces The Subject Of Astrophysics To Honours And Post-Graduate Students Of Physics, Without The Necessity Of Their Being Familiar With All The Practical Details Of Modern Astronomical Techniques Of Observation And Deduction Of Data. The Emphasis Is On Showing How An Application Of The Commonly Known Laws Of Physics Gives Us Important Information About The Properties Of Celestial Objects And Phenomena.

Multimedia over IP and Wireless Networks Springer

Following the well-received first edition, the Drug Abuse Handbook, Second Edition is a thorough compendium of the knowledge of the pharmacological, medical, and legal aspects of drugs. The book examines criminalistics, pathology, pharmacokinetics, neurochemistry, treatment, as well as drugs and drug testing in the workplace and in sports, and the ethical, legal, and practical issues involved. Dr. Karch gathers contributions

from 80 leading experts in their respective fields to update and revise this second edition with more than 40 percent new material. New topics include genetic testing in drug death investigation, the neurochemistry of nicotine and designer amphetamines, genetic doping in sports, and the implications of the Daubert ruling on the admissibility of scientific evidence in federal court. Packed with the latest information in an easily accessible format, the book includes tables of all Scheduled Drugs, methods of Drug Quantitative Analysis, and a glossary of forensic toxicology terms. Vivid pictures and diagrams illustrate the pathological effects of drugs and the chemical make-up and breakdown of abused drugs. It includes more than 6000 references to the best sources in medicine, pharmacology, and the law. This book addresses specific problems in drug testing, drug-related medical emergencies, and the physical, neurochemical, and sociological phenomenon of addiction. With unparalleled detail and the highest level of authoritative information, The Drug Abuse Handbook, Second Edition is the definitive resource for drug related issues.

Fundamentals of Multimedia Krishna Prakashan Media

Multimedia over IP and Wireless Networks is an indispensable guide for professionals or researchers working in areas such as networking, communications, data compression, multimedia processing, streaming architectures, and computer graphics. Beginning with a concise overview of the fundamental principles and challenges of multimedia communication and networking, this book then branches off organically to tackle compression and networking next before moving on to systems, wireless multimedia and more advanced topics. The Compression section advises on the best means and methodology to ensure multimedia signal (images, text, audio and data) integrity for transmissions on wireless and wired systems. The Networking section addresses channel protection and performance. In the Systems section, the focus is on streaming media on demand, live broadcast and video and voice's role in real-time communication. Wireless multimedia transmission and Quality of Service issues are discussed in the Wireless Multimedia section. An Advanced Topics section concludes the book with an assortment of topics including Peer-to-Peer multimedia communication and multipath networks. Up-to-date coverage of existing standards for multimedia networking Synergistic tutorial approach reinforces knowledge

gained in previous chapters Balanced treatment of audio and video with coverage of end-to-end systems
Discrete Mathematics RajRAS
This Book Discusses The Developments In The Field Of Non-Conventional Energy Resources And Their Applications. The Topics Are Fully Covered So That The Students Of B. Tech May Use For Their Elective Courses Such As Non-Conventional Energy Resources, Renewable Energy And Solar Energy Engg. The Topics Are: Solar Radiation, Solar Energy Collectors, Energy Resources, Solar Cell, Mhd Power Generator, Wind Energy, Biomass, Otec, Tidal And Wave Energy, Hydrogen Energy. Micro Hydel Power And Storage Of Solar Energy.

Thank You, M'am Child's World
WIRELESS AND MOBILE NETWORK ARCHITECTURES John Wiley & Sons

Powering Content New Age International
The Supreme Court's 1954 decision in Brown v. Board of Education and the reinvigorated Civil Rights Movement spurred American colleges and universities by the early 1960s to a good-faith effort to achieve racial integration. To overcome the shortage of black students who were prepared for elite academic programs, universities such as Yale began to admit substantial numbers of under-qualified black students. Disaster ensued. More than a third of these students dropped out in the first year and those who remained were often embittered by the experience. They turned to each other for support and found inspiration in black nationalism. What emerged by the late sixties were radical and sometimes militant black groups on campus, rejecting the ideal of racial integration and voicing a new separatist ethic. On campus after campus, black separatists won concessions from administrators who were afraid of further alienating blacks. The pattern of college administrators rolling over to black separatist demands came to dominate much of American higher education. The old integrationist ideal has been sacrificed almost entirely. Instead of offering opportunities for students to mix freely with students of dissimilar backgrounds, colleges promote ethnic enclaves, stoke racial resentment, and build organizational structures on the basis of group grievance. Neo-segregation is the voluntary racial segregation of students, aided by college institutions, into racially exclusive housing and common spaces, orientation and commencement ceremonies, student associations, scholarships, and classes. This case study of Yale University is part of a larger project from the National Association of Scholars,

Separate but Equal, Again: Neo-Segregation in American Higher Education. The Yale case study explains: 1) Yale's attempt to deal with the academic deficiencies of black students alternately by segregating them into remedial programs or mainstreaming them into programs they couldn't handle. 2) The readiness of black students to adopt race nationalist ideas and theatrics in preference to the ideals of racial integration. 3) Yale's willingness to buy temporary racial peace on campus by conceding to segregationist demands, even when this meant sacrificing academic standards and principles of equal application of rules regardless of race.

Internet & World Wide Web No Starch Press

One of the most comprehensive, clearly written books on electronic technology, Simpson's invaluable guide offers a concise and practical overview of the basic principles, theorems, circuit behavior and problem-solving procedures of this intriguing and fast-paced science.

Examines a broad spectrum of topics, such as atomic structure, Kirchhoff's laws, energy, power, introductory circuit analysis techniques, Thevenin's theorem, the maximum power transfer theorem, electric circuit analysis, magnetism, resonance semiconductor diodes, electron current flow, and much more. Smoothly integrates the flow of material in a nonmathematical format without sacrificing depth of coverage or accuracy to help readers grasp more complex concepts and gain a more thorough understanding of the principles of electronics. Includes many practical applications, problems and examples emphasizing troubleshooting, design, and safety to provide a solid foundation in the field of electronics. An ideal reference source for electronic engineering technicians and those involved in the electronic technology field.

Principles of Electronics WIRELESS AND MOBILE NETWORK ARCHITECTURES

If you want to learn how to program but don't know where to start, this is the right book and the right language for you. From the first page, our self-paced approach will

help you build competence and confidence in your programming skills. And Python is the best language ever for learning how to program because of its simplicity and breadthtwo features that are hard to find in a single language. But this isn't just a book for beginners! Our self-paced approach also works for experienced programmers, helping you learn Python faster and better than you've ever learned a language before. By the time you're through, you will have mastered the key Python skills that are needed on the job, including those for object-oriented, database, and GUI programming. To make all of this possible, section 1 presents an 8-chapter course that will get anyone off to a great start with Python. Section 2 builds on that base by presenting the other essential skills that every Python programmer should have. Section 3 shows you how to develop object-oriented programs, a critical skillset in today's world. And section 4 shows you how to apply all of the skills that you've already learned as you build database and GUI programs for the real world.

Best Sellers - Books :

- [What To Expect When You're Expecting By Heidi Murkoff](#)
- [Twisted Lies \(twisted, 4\) By Ana Huang](#)
- [Baking Yesteryear: The Best Recipes From The 1900s To The 1980s By B. Dylan Hollis](#)
- [The 48 Laws Of Power By Robert Greene](#)
- [The Last Thing He Told Me: A Novel By Laura Dave](#)
- [Guess How Much I Love You By Sam Mcbratney](#)
- [Hello Beautiful \(oprah's Book Club\): A Novel By Ann Napolitano](#)
- [I Love You To The Moon And Back By Amelia Hepworth](#)
- [The Nightingale: A Novel By Kristin Hannah](#)
- [Things We Hide From The Light \(knockemout Series, 2\)](#)