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With Yosemite, Apple has unleashed the most innovative version of OS X yet—and once again, David Pogue brings his expertise and humor to the #1 bestselling Mac book. Mac OS X 10.10 includes more innovations from the iPad and adds a variety of new features throughout the operating system. This updated edition covers it all with something new on practically every page. Get the scoop on Yosemite's big-ticket changes Learn enhancements to existing applications, such as Safari and Mail Take advantage of shortcuts and undocumented tricks Use power user tips for networking, file sharing, and building your own services

This colorful notepad invites list-makers and ideators to turn that spark into a brilliant idea. Featuring 10 different ways to unleash creativity with visual diagrams, idea funnels, mind maps, and more, this chunky pad is a brainstormer's delight.

The updated 2nd edition of this brief introduction to Psychology, is more accessible and ideal for short courses. This is a brief, accessible introductory psychology textbook. The updated 2nd edition of this clear and brief introduction to Psychology is written by the award-winning lecturer and author Richard Griggs. The text is written in an engaging style and presents a selection of carefully chosen core concepts in psychology, providing solid topical coverage without drowning the student in a sea of details.

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Twice a year, in the heart of Silicon Valley, a small investment firm called Y Combinator selects an elite group of young entrepreneurs. Months of intense work culminates in Demo Day, when investors and venture capitalists flock to hear their pitches. Any one of them might turn out to be the next Dropbox (class of 2007) or Airbnb (class of 2009). Randall Stross was granted unprecedented access to Y Combinator, enabling a unique inside tour of the world of software startups. He tells the full story of this ultra-exclusive institution, how it chooses the aspiring Mark Zuckerbergs, and how it teaches them to go from concept to profitability in record time. This is the definitive story of a seismic shift in the business world, in which coding skill beats job experience, pairs of undergraduates take on Goliaths and investors fall in love. The Launch Pad is both a gripping narrative and a gold mine of useful insights. 'Stross makes computer programming and angel investing as thrilling as it gets.' Slate 'Stross's account of the best new entrepreneurs and the exciting companies they're building at startup schools is a great read for founders and would-be founders alike.' Marc Andreessen, co-founder of Andreessen Horowitz

On the Launch PadA Counting Book about RocketsCapstone Classroom

A Speaker's Guidebook is the best resource in the classroom, on the job, and in the community. Praised for connecting with students who use and keep it year after year, this tabbed, comb-bound text covers all the topics typically taught in the introductory course and is the easiest-to-use public speaking text available. In every edition,

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hundreds of instructors have helped us focus on the fundamental challenges of the public speaking classroom. Improving on this tradition, the fifth edition does even more to address these challenges with stronger coverage of overcoming speech anxiety, organizing and outlining, and more. And as the realities of public speaking change, so does *A Speaker's Guidebook*; the new edition also focuses on presentational speaking in a digital world — from finding credible sources online to delivering presentations in a variety of mediated formats. Read the preface.

Ready to move to the Mac? This incomparable guide helps you make a smooth transition. New York Times columnist and Missing Manuals creator David Pogue gets you past three challenges: transferring your stuff, assembling Mac programs so you can do what you did with Windows, and learning your way around Mac OS X. Learning to use a Mac is not a piece of cake, but once you do, the rewards are oh-so-much better. No viruses, worms, or spyware. No questionable firewalls or inefficient permissions. Just a beautiful machine with a thoroughly reliable system. Whether you're using Windows XP or Windows 7, we've got you covered. Transfer your stuff. Moving files from a PC to a Mac is the easy part. This guide gets you through the tricky things: extracting your email, address book, calendar, Web bookmarks, buddy list, desktop pictures, and MP3 files. Re-create your software suite. Big-name programs from Microsoft, Adobe, and others are available in both Mac and Windows versions. But hundreds of other programs are Windows-only. Learn the Macintosh equivalents and

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how to move data to them. Learn Mac OS X Lion. Once you've moved into the Macintosh mansion, it's time to learn your way around. You're in good hands with the author of Mac OS X: The Missing Manual, the #1 bestselling guide to Mac OS X.

Rockets they have power. They rise and roar. This rocket's waiting, ready to soar. Zoom to the moon with a crazy crew of astronauts in this sparkling picture book. Zippy wordplay, zappy art, plus a picture dictionary make learning about space travel fun!

Number of teams that applied to Y Combinator's summer 2011 batch: 2,089 Teams interviewed: 170 Minutes per interview: 10 Teams accepted and funded: 64 Months to build a viable startup: 3 Possibilities: BOUNDLESS Investment firm Y Combinator is the most sought-after home for startups in Silicon Valley. Twice a year, it funds dozens of just-founded startups and provides three months of guidance from Paul Graham, YC's impresario, and his partners, also entrepreneurs and mostly YC alumni. The list of YC-funded success stories includes Dropbox (now valued at \$5 billion) and Airbnb (\$1.3 billion). Receiving an offer from YC creates the opportunity of a lifetime — it's like American Idol for budding entrepreneurs. Acclaimed journalist Randall Stross was granted unprecedented access to Y Combinator's summer 2011 batch of young companies, offering a unique inside tour of the world of software startups. Most of the founders were male programmers in their mid-twenties or younger. Over the course of the summer, they scrambled to heed Graham's seemingly simple advice: make something people want. We watch the founders work round-the-clock, developing and

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retooling products as diverse as a Web site that can teach anyone programming, to a Wikipedia-like site for rap lyrics, to software written by a pair of attorneys who seek to “make attorneys obsolete.” Founders are guided by Graham’s notoriously direct form of tough-love feedback. “Here, we don’t fire you,” he says. “The market fires you. If you’re sucking, I’m not going to run along behind you, saying, ‘You’re sucking, you’re sucking, c’mon, stop sucking.’” Some teams would even abandon their initial idea midsummer and scramble to begin anew. The program culminated in “Demo Day,” when founders pitched their startup to several hundred top angel investors and venture capitalists. A lucky few attracted capital that gave their startup a valuation of multiple millions of dollars. Others went back to the drawing board. This is the definitive story of a seismic shift that’s occurred in the business world, in which coding skill trumps employment experience, pairs of undergraduates confidently take on Goliaths, tiny startups working out of an apartment scale fast, and investors fall in love.

3...2...1... KAA-BOOM! Edward blasts into space on a magical tour of the Milky Way with meteor showers, asteroids, and aliens. This brightly illustrated adventure is one you definitely won't forget!

A countdown from twelve to one as a space shuttle awaits liftoff. Readers are invited to find hidden numbers on an illustrated activity page.

Know Your Numbers - Find the hidden numbers in these exciting counting books.

Count by ones, twos, fives, and tens!

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Choices & Connections shows students that communication is an opportunity to connect their words and actions to their choice of who they want to be and what kind of community they want to live in. Every element in the text is designed to engage students in the study of communication and help them become resilient, confident, and culturally conscious communicators. Choices & Connections helps students integrate and apply the most current scholarly research through scenario activities, real-life situations, and pop-culture examples designed to recursively develop communication skills best learned through practice, in context. The third edition has been extensively revised to ensure that all students' perspectives are represented. The coverage of gender communication has been overhauled, with a reimagined Chapter 3 on "Understanding Gender and Culture." The mediated communication chapter has also been heavily revised with the latest research.

Humanity is coming up against the limits of the physical world-but the imaginations of the writers in this anthology reach far beyond those boundaries. The Launch Pad Astronomy Seminar aims to bring more hard science into science fiction. These twelve stories look into our future and find humor, pathos, grand determination, and genuine courage. Written by some of today's most innovative writers in science fiction, all veterans of the Launch Pad program!

When your students need reliable, easy-to-find writing advice for college and beyond, EasyWriter gives them what they need in a format that's easy to afford. Andrea Lunsford meets

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students where they are with friendly advice, research-based tips for solving the Top Twenty writing problems, and an emphasis on making effective rhetorical choices. The seventh edition puts even more emphasis on empowering students to become critical thinkers and ethical communicators with new advice about fact checking and evaluating sources and more advice about choosing language that builds common ground. In addition, the seventh edition offers more support for writing in a variety of disciplines and genres and more models of student writing to help students make effective choices in any context. EasyWriter can be packaged at a significant discount with LaunchPad Solo for Lunsford Handbooks, which includes dozens of additional writing models as well as exercises, LearningCurve adaptive quizzing, videos, and podcasts.

A girl describes why she loves the Sun and the many ways in which it helps the earth and the life upon it.

A concise and affordable resource for the mass communication course, Media Essentials provides a flexible, informative, and relevant breakdown of what the media is, how it works, and how it impacts today's most talked-about subjects. From #metoo to content streaming to social media and politics, students learn how a wide variety of recent developments have impacted the mass-media landscape--and how past innovation and change have informed our current media world. Media Essentials is available with LaunchPad, a robust online platform designed to help students fully engage with course content--and with the world of mass media. From our acclaimed LearningCurve adaptive quizzing, which helps students learn and retain concepts, to compelling features like an interactive e-book and a variety of entertaining and thought-provoking video clips, LaunchPad gets students connected with--and interested in--the

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information they need to succeed in class.

This best-selling brief introduction to public speaking offers practical coverage of every topic typically covered in a full-sized text, from invention, research and organization, practice and delivery, to the different speech types. Its concise, inexpensive format makes it perfect not only for the public speaking course, but also for any setting across the curriculum, on the job, or in the community. This newly redesigned full-color edition offers even stronger coverage of the fundamentals of speechmaking, while also addressing the changing realities of public speaking in a digital world. It features fully updated chapters on online presentations and using presentation software, and a streamlined chapter on research in print and online.

A behind-the-scenes look at how tomorrow's hottest startups are being primed for greatness. Investment firm Y Combinator is the most sought-after home for startups in Silicon Valley.

Twice a year, it funds dozens of just-founded startups and provides three months of guidance from Paul Graham, YC's impresario, and his partners. Receiving an offer from YC creates the opportunity of a lifetime. Acclaimed journalist Randall Stross was granted unprecedented access to Y Combinator, enabling a unique inside tour of the world of software startups. Over the course of a summer, we watch as a group of founders scramble to make something people want. This is the definitive story of a seismic shift in the business world, in which coding skill trumps experience, undergraduates confidently take on Goliaths, and investors fall in love.

For Asperkids, home is both their protected lair and their launch pad into success in a neurotypical world. Jennifer O'Toole provides parents with all the help they need in planning their home environment to encourage their Asperkid superheroes to soar. The Asperkid's Launch Pad is a visually-led guide to preparing a home environment that supports the

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development of children with Asperger syndrome. From a bedroom light switch that the child can easily reach, to a tucked-away safe place that he or she can retreat to when feeling overwhelmed or anxious, small changes in the home can boost the child's self-confidence, independence, comfort and life skills. Award-winning author Jennifer O'Toole gives readers a walk-through tour of the home, showing, room by room, how physical surroundings affect Asperkids and highlighting the learning opportunities in every space and object. Beautifully presented with color photographs throughout, this functional and fun book will win a place in the homes and hearts of all parents of children with Asperger syndrome.

No textbook communicates the basics of statistical analysis to liberal arts students as effectively as the bestselling *Statistics: Concepts and Controversies (SCC)*. And no text makes it easier for these students to understand and talk about statistical claims they encounter in commercials, campaigns, the media, sports, and elsewhere in their lives. The new edition offers SCC's signature combination of engaging cases, real-life examples and exercises, helpful pedagogy, rich full-color design, and innovative media learning tools, all significantly updated.

This book explores the world of microcontroller development through friendly lessons and progressively challenging projects, which will have you blink LEDs, make music with buzzers & interact with different sensors like accelerometers and temperature sensors. This book is focused on the MSP-EXP430G2 LaunchPad Evaluation Kit, which is a complete microcontroller development platform that includes everything you need to start creating microcontroller-based projects. Many of the 25+ projects will also leverage external components, such as the highly-integrated Educational BoosterPack, which is a modular

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extension to the LaunchPad and includes many components such as an RGB LED, character LCD & potentiometer. This book provides helpful guides that break down hardware circuits through visual diagrams and includes fully-commented code examples. Concepts are broken down and explained in an easy to follow language and analogies to help you understand the principles behind each project/system. The projects will encourage you to use and even combine the fundamental concepts to develop your ideas in creating new microcontroller solutions. Coverage includes: Digital Input/Output: buttons, LEDs, turning anything into a button Analog Input/Output: sensors, temperature, accelerometer, potentiometer, etc. Programming fundamentals: conditional branches & loops, flow, logic, number systems Pulse-Width Modulation (PWM): square wave, buzzer, analog signal simulation Serial Communication: UART, SPI & I2C Code development using Energia, a free, open-source code editor and compiler Debugging through serial communication with a computer Interfacing with external components such as LEDs, buzzers, potentiometers, sensors & more. With the help of this book, you will be challenged to think about developing your own unique microcontroller-based application, and you will be equipped to start solving various problems, adding intelligence to existing products, or even developing your own innovative creations with a LaunchPad development kit. Includes over 25 projects which focuses on a learn by doing approach Contains easy to follow diagrams and code examples Covers Programming fundamentals, such as conditional branches and loops, flow, logic, number systems " . . . a rewarding book." --Times Literary Supplement Set in the vast windswept Central Asian steppes and the infinite reaches of galactic space, this powerful novel offers a vivid view of the culture and values of the Soviet Union's Central Asian peoples.

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Those who have made the switch from a Windows PC to a Mac have made *Switching to the Mac: The Missing Manual* a runaway bestseller. The latest edition of this guide delivers what Apple doesn't—everything you need to know to successfully and painlessly move your files and adapt to Mac's way of doing things. Written with wit and objectivity by *Missing Manual* series creator and bestselling author David Pogue, this book will have you up and running on your new Mac in no time.

Stenciled on many of the deactivated facilities at Cape Canaveral Air Force Station, the evocative phrase “abandoned in place” indicates the structures that have been deserted. Some structures, too solid for any known method of demolition, stand empty and unused in the wake of the early period of US space exploration. Now Roland Miller’s color photographs document the NASA, Air Force, and Army facilities across the nation that once played a crucial role in the space race. Rapidly succumbing to the elements and demolition, most of the blockhouses, launch towers, tunnels, test stands, and control rooms featured in *Abandoned in Place* are located at secure military or NASA facilities with little or no public access. Some have been repurposed, but over half of the facilities photographed no longer exist. The haunting images collected here impart artistic insight while preserving an important period in history.

If Amazon can't win in China, can anyone? When Amazon CEO Jeff Bezos visited China in 2007, he expected that one day soon China would be a double-digit percentage of Amazon's sales. Yet, by 2019, Amazon, the most powerful and successful ecommerce company in the world, had quit China. In *Winning in China: 8 Stories of Success and Failure in the World's Largest Economy*, Wharton experts Lele Sang and Karl Ulrich explore the success and failure

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of several well-known companies, including Hyundai, LinkedIn, Sequoia Capital, and InMobi, as more and more businesses look to reap profits from the demand of 1.4 billion people. Sang, Global Fellow at the Wharton School of the University of Pennsylvania, and Ulrich, Vice Dean of Entrepreneurship and Innovation at the Wharton School, answer four critical questions: Which factors explain the success (or failure) of foreign companies entering China? What challenges and pitfalls can a company entering China expect to encounter? How can a prospective entrant realistically assess its chances? Which managerial decisions are critical, and which approaches are most effective? Sang and Ulrich answer these questions by examining the stories of eight well-known and respected companies that have entered China. They study: How Norwegian Cruise Line's entry into China displays how cultural differences can boost or sink different companies; How Intel, one of the oldest, most respected firms in Silicon Valley, thrived in a country that seems to favor agile upstarts; How Zegna, the Italian luxury brand, has emerged as another surprising success story and how it plans to navigate new headwinds from the COVID-19 pandemic. Through these engaging and illuminating stories, Sang and Ulrich offer a framework and path for organizations looking for a way to successfully enter the world's largest economy. History can be a teacher, and China, a country with 3,500 years of written history, has much to teach.

What do you get when you cross a Mac with an iPad? OS X 10.9 Mavericks. Its 200 new features include Mac versions of iPad goodies like Maps, iBooks, and iTunes Radio—but not a single page of instructions. Fortunately, David Pogue is back, with the expertise and humor that have made this the #1 bestselling Mac book for over 11 years straight. The important stuff you need to know: Big-ticket changes. Finder tabs. Finder tags. App Nap. iCloud Keychain.

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iTunes Radio. Maps. iBooks. Automatic app updating. If Apple wrote it, this book covers it. Nips and tucks. This book demystifies the hundreds of smaller enhancements, too, in all 50 programs that come with the Mac: Safari, Mail, Calendar, Notification Center, Messages, Time Machine... Shortcuts. Meet the tippiest, trickiest Mac book ever written. Undocumented surprises await on every page. Power users. Security, networking, build-your-own Services, file sharing with Windows, even Mac OS X's Unix chassis—this one witty, expert guide makes it all crystal clear. There's something new on practically every page of this edition, and David Pogue brings his celebrated wit and expertise to every one of them.

Written by two teachers and a science journalist, Presenting Psychology introduces the basics to psychology through magazine-style profiles and video interviews of real people, whose stories provide compelling contexts for the field's key ideas.

A countdown from twelve to one as a space shuttle awaits lift-off. Readers are invited to find hidden numbers on an illustrated activity page.

""Howard has distilled his vast experience, identified the key levers for acceleration, and conveyed them through real-life stories that are interesting and illuminating." Brad Smart, author; president and CEO, Topgrading[, Inc. Sooner or later, every business owner finds themselves working too much "in" the business rather than "on" the business. Despite working harder than ever, they know their organization could be growing faster and generating greater profits. To stimulate the traction and significant growth that leaders seek, they need strategies to create and sustain a successful business as well as ways to break through the invisible barriers that prevent forward

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movement. In *The Leader Launchpad*, growth expert and master business accelerator Howard M. Shore offers a five-step, clear-cut, actionable plan to help leaders feel in control of their professional destiny. Packed with practical information, *The Leader Launchpad* includes profit-actualizing and scale-enhancing systems for:

- Identifying mindsets essential to creating great companies
- Recognizing the crucial steps to increase employee engagement
- Developing a strategy that leads to faster growth and higher profitability
- Aligning teams with priorities to significantly impact results
- Ensuring the right people are in the right seats doing the right thing
- Building a culture of accountability

Engaging and compelling, *The Leader Launchpad* is a must-read for any leadership team looking to create a massively successful and enjoyable business."

Getting Started for Internet of Things with Launch Pad and ESP8266 provides a platform to get started with the Ti launch pad and IoT modules for Internet of Things applications. The book provides the basic knowledge of Ti launch Pad and ESP8266 based customized modules with their interfacing, along with the programming. The book discusses the application of Internet of Things in different areas. Several examples for rapid prototyping are included, this to make the readers understand the concept of IoT. The book comprises of twenty-seven chapters, which are divided into four sections and which focus on the design of various independent prototypes. Section-A gives a brief introduction to Ti launch pad (MSP430) and Internet of Things platforms like GPRS, NodeMCU and NuttyFi (ESP8266 customized board), and it shows steps to

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program these boards. Examples on how to interface these boards with display units, analog sensors, digital sensors and actuators are also included, this to make reader comfortable with the platforms. Section-B discusses the communication modes to relay the data like serial out, PWM and I2C. Section-C explores the IoT data loggers and shows certain steps to design and interact with the servers. Section-D includes few IoT based case studies in various fields. This book is based on the practical experience of the authors while undergoing projects with students and partners from various industries.

This is the access card only and does not include the textbook. LaunchPad contains resources for you and your students; it combines an interactive e-book with high-quality multimedia content and ready-made assessment options, including LearningCurve adaptive quizzing. Curated pre-built units are easy to assign or adapt with your own material, such as video, animations, simulations, readings, quizzes, discussion groups and more. LaunchPad also provides access to a grade book that shows both class and individual student performance, and for individual assignments as well. While a streamlined interface helps students focus on what's due next, social commenting tools let them engage, make connections, and learn from each other. Use LaunchPad on its own or integrate it with your school's learning management system so your class is always on the same page.

Dr. Chris Green and Dr. Taher Dhoun started The Practice Launchpad as a way to help

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fellow dentists on their journey toward practice ownership. With so much information at our fingertips, it's hard to know where to start, who to trust, and what to believe. This book provides best practices for each step of dental practice ownership, including insights from respected experts in dentistry. Whether you are looking to acquire a dental practice or do a start-up this book is like a playbook you can follow and flip to the chapter that applies to the current stage you are at for actionable content. The book also contains QR codes that go to landing pages, so as best practices evolve dentists can still have access to the best information available. Some of the expert contributors include Dr. David Maloley (The Relentless Dentist), Dr. Mark Costes (The Dentalpreneur), Design Ergonomics, HR for Health, CEDR, Dentagraphics, Marie Chatterley, Tower Realty, Ben Tuinei, Jonathan VanHorn, Scott Haberman, Dentist Advisors, Chris Phelps, Kiera Dent, Divergent Dental, Paul Etchison. Michael Arias, Swell CX, and more.

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