

The Complete Mailing List Toolkit A Box Set

A guide to research and development, covering all the strategic and tactical issues necessary for a company to decide whether to buy-in some or all of their knowledge-based services. It also provides a toolbox of commercial materials to enable better control of external R&D projects.

The Semantic Web is characterized by the existence of a very large number of distributed semantic resources, which together define a network of ontologies. These ontologies in turn are interlinked through a variety of different meta-relationships such as versioning, inclusion, and many more. This scenario is radically different from the relatively narrow contexts in which ontologies have been traditionally developed and applied, and thus calls for new methods and tools to effectively support the development of novel network-oriented semantic applications. This book by Suárez-Figueroa et al. provides the necessary methodological and technological support for the development and use of ontology networks, which ontology developers need in this distributed environment. After an introduction, in its second part the authors describe the NeOn Methodology framework. The book's third part details the key activities relevant to the ontology engineering life cycle. For each activity, a general introduction, methodological guidelines, and practical examples are provided. The fourth part then presents a detailed overview of the NeOn Toolkit and its plug-ins. Lastly, case studies from the pharmaceutical and the fishery domain round out the work. The book primarily addresses two main audiences: students (and their lecturers) who need a textbook for advanced undergraduate or graduate courses on ontology engineering, and practitioners who need to develop ontologies in

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particular or Semantic Web-based applications in general. Its educational value is maximized by its structured approach to explaining guidelines and combining them with case studies and numerous examples. The description of the open source NeOn Toolkit provides an additional asset, as it allows readers to easily evaluate and apply the ideas presented.

This practical toolkit will be your guide towards career success and fulfilment as you make your way in the information sector. Each chapter captures the expert advice of rising stars in the profession and across sectors, interweaving case studies that illustrate how to thrive in the information sector, take control of your professional development and get to grips with every area of information work. A companion website provides further information, resources and links. Comprehensive coverage includes: • adapting to your new environment and assessing and developing your skills • getting involved in professional networks and promoting yourself • project planning and management • meeting your users needs and measuring success • using online and social media tools • marketing your service • developing technical skills • information ethics and IP • working with stakeholders • how to generate funding for your service • writing and speaking, conferences and professional organisations • further qualifications, mentoring and moving on. Readership: This is the ultimate resource for all new professionals across the information disciplines, and internationally, whether in archives, academic, public or special libraries. It's also an ideal introduction to information work for LIS students who want to be prepared for the world of work.

As more and more companies recognize the benefits and necessity of "going green," many are asking, "Where do we begin?" To answer this critical question, we've partnered with fellow consultant Jennifer Woofter to provide practical, hand-on ways to get started with a

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sustainability program. At just under 200 pages in length, this succinct introductory manual is designed to help organizations, whether committed to going green or still trying to get on board, become more socially and environmentally responsible. With nearly one hundred recommendations--with detailed "how to" instructions and websites where you can go for more information, Sustainability 101: A Toolkit for Your Business is the perfect resource for employees that want to see change in their organization.

The practical toolbox for readers of Million Dollar Consulting This useful guide provides specific checklists, guidelines, templates, and actual examples for every step of the consulting process. It covers marketing, sales, meetings, implementation, follow-up, invoicing, practice management, insurance, equipment, subcontracting, and scores of other elements. Thousands of people have bought Weiss's Million Dollar Consulting and started their own consultancy. Now, this handy resource goes hand-in-hand to provide all the tools new consultants need to enact all the recommendations and ideas in Million Dollar Consulting. Alan Weiss, PhD (East Greenwich, RI), has consulted for hundreds of organizations around the world, including Mercedes-Benz, Hewlett-Packard, Merck, Chase, American Press Institute, and the Times-Mirror Group. He is the author of 12 books, including Getting Started in Consulting (0-471-47969-1) and Organizational Consulting (0-471-26378-8).

This book gives detailed instructions on how to use, optimize, and troubleshoot mod_perl. It shows how to get this Apache module running quickly and easily.

This book will teach people how to migrate systems from Windows to Linux. It provides migration process planning, automated migration scripts, anti-virus / anti-spam solutions, and specific migration and deployment details for all relevant technologies. IT professionals who

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wish to maximize the value of their Windows to Linux migration services will find this book valuable. The book will help them fine-tune their migration services to make them more efficient, thorough, feature-enhanced, and cost-effective by utilizing migration scripts and best practices gleaned from the author's many years of real-world migrations in large and small companies. * The book and fully functioning scripts on the CD-ROM work for migrations from Windows NT or Windows 2000 to any Linux distribution. * David Allen has done over 25,000 user migrations from Windows to Linux. * Microsoft will stop supporting Windows NT in December 2004 forcing over 2 million enterprise customers to migrate from Windows NT to a new sever operating system. Both IBM and Dell are offering enterprise servers running Linux which will allow customers to realize a 50% reduction in TCO. In 2003 Linux servers represented the largest growth segment in the Server market, and all the major research groups indicate this trend will continue through t least 2007.

Penetration testing a network requires a delicate balance of art and science. A penetration tester must be creative enough to think outside of the box to determine the best attack vector into his own network, and also be expert in using the literally hundreds of tools required to execute the plan. This second volume adds over 300 new pentesting applications included with BackTrack 2 to the pen tester's toolkit. It includes the latest information on Snort, Nessus, Wireshark, Metasploit, Kismet and all of the other major Open Source platforms. • Perform Network Reconnaissance Master the objectives, methodology, and tools of the least understood aspect of a penetration test. • Demystify Enumeration and Scanning Identify the purpose and type of the target systems, obtain specific information about the versions of the services that are running on the systems, and list the targets and services. • Hack Database

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Services Understand and identify common database service vulnerabilities, discover database services, attack database authentication mechanisms, analyze the contents of the database, and use the database to obtain access to the host operating system. • Test Web Servers and Applications Compromise the Web server due to vulnerabilities on the server daemon itself, its unhardened state, or vulnerabilities within the Web applications. • Test Wireless Networks and Devices Understand WLAN vulnerabilities, attack WLAN encryption, master information gathering tools, and deploy exploitation tools. • Examine Vulnerabilities on Network Routers and Switches Use Traceroute, Nmap, ike-scan, Cisco Torch, Finger, Nessus, onesixtyone, Hydra, Ettercap, and more to attack your network devices. • Customize BackTrack 2 Torque BackTrack 2 for your specialized needs through module management, unique hard drive installations, and USB installations. • Perform Forensic Discovery and Analysis with BackTrack 2 Use BackTrack in the field for forensic analysis, image acquisition, and file carving. • Build Your Own PenTesting Lab Everything you need to build your own fully functional attack lab. Recommends a range of policies and measures that should be key elements of a comprehensive public policy framework for addressing the problem of spam.

"A comprehensive, thoughtful, and detailed book that will be of inestimable value to anyone struggling with the complex details of designing, building, and maintaining an enterprise-wide decision support system. Highly recommended." -Robert S. Craig, Vice President, Application Architectures, Hurwitz Group, Inc. In his bestselling book, The Data Warehouse Toolkit, Ralph Kimball showed you how to use dimensional modeling to design effective and usable data warehouses. Now, he carries these techniques to

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the larger issues of delivering complete data marts and data warehouses. Drawing upon their experiences with numerous data warehouse implementations, he and his coauthors show you all the practical details involved in planning, designing, developing, deploying, and growing data warehouses. Important topics include:

- * The Business Dimensional Lifecycle(TM) approach to data warehouse project planning and management
- * Techniques for gathering requirements more effectively and efficiently
- * Advanced dimensional modeling techniques to capture the most complex business rules
- * The Data Warehouse Bus Architecture and other approaches for integrating data marts into super-flexible data warehouses
- * A framework for creating your technical architecture
- * Techniques for minimizing the risks involved with data staging
- * Aggregations and other effective ways to boost data warehouse performance
- * Cutting-edge, Internet-based data warehouse security techniques

The CD-ROM supplies you with:

- * Complete data warehouse project plan tasks and responsibilities
- * A set of sample models that demonstrate the Bus Architecture
- * Blank versions of the templates and tools described in the book
- * Checklists to use at key points in the project

Do you struggle to understand how to communicate with readers effectively and efficiently? Are you frustrated by newsletters not being delivered? Do you feel like you are shouting into the void and no one is listening? Author Consultant Barb Drozdowich, turns her sights to explaining email deliverability in this down-to-earth book. She tackles the topics that many experts gloss over and takes them to level that anyone can

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understand. Get Your Emails Delivered attacks subjects such as: What are Spam filters and firewalls and why should you care? How to troubleshoot deliverability issues so you can reach more readers How can you increase reader engagement with your newsletter Get Your Emails Delivered is a part of a 3-book box set entitled The Complete Mailing List Toolkit. This box set takes a holistic approach to the subject of communicating with readers. Pick up this book and let Barb share her extensive knowledge of communicating with readers with you. Let this book make a difference in your understanding today!

This book is a straight-talking guide that walks you through the essentials of small business marketing. From marketing plans to targeting, from copywriting to branding, and from metrics to search engine positioning, the most essential tools for small business marketing are covered. After reading the book, you'll develop into a more confident marketer; able to take your company to the next level.

Addressing the unique difficulties involved in day-to-day project management communication, The Project Manager's Communication Toolkit provides proven methods for creating clear and effective communications-including text-based plans, reports, messages, and presentations. It examines the many tools available and goes beyond traditional coverage to

The Event Planning Toolkit will help you rise to the occasion to plan and execute extraordinary meetings and events by getting organized, reducing time-wasting

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mistakes, and inspiring creativity. The Event Planning Toolkit provides the information you need to prepare and execute each aspect of your event with precision and enjoy the big day with less stress and fewer unpleasant surprises. It provides the assistance you need to make your event a real hit. Many people find the thought of planning an event to be an intimidating prospect. They think they're not organized enough, or they don't have the experience required to pull it off. But whatever the occasion, the path to success is straightforward; it's a matter of thinking through the details and using a proven strategy to create an action plan and execute that plan on time and on budget. In this book, you will not only learn how to manage your scope, time, and resources, but also identify goals, create a budget, find the right venue, assemble an effective team, and much more. Use The Event Planning Toolkit to uncover some juicy nuggets of information that you can apply to your next event and give you the courage and confidence take on any new project or assignment that comes your way.

How is foreign policy in the United States really crafted? In America's Foreign Policy Toolkit, Charles A. Stevenson identifies what the key foreign policy tools are, which are best for which tasks, and what factors constrain or push how they're used, bringing fresh insight into the challenges facing national security decisionmakers. Engagingly written with examples drawn from "behind the scenes," Stevenson brings depth and dimension to the institutions and processes of foreign policy. This brief text looks first at the historical context and then in turn at the tools available to the president and

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congress, and to the shared budgetary tools. The following section surveys each of the diplomatic, economic, military, intelligence, homeland security, and international institutions instruments. The book concludes by considering the limitations of the U.S. toolkit. Each chapter ends with a case study that connects the theory of the toolkit with the realities of decisionmaking.

Interpretation helps the public understand our purpose and mission. In this book, we tackle how to orient your organization to be effective interpreters of what you collect; how to tell engaging stories; and how to address difficult issues you may have avoided. We provide a primer in historical research for the non-historian and the do-it-yourself basics for creating good exhibits, tours, and programs on a small museum budget.

The GIMP Version 2.4 will be released end of 2005. We'll likely be first to market a book about the new version. Other books are pre-Version 2.4 and very outdated Takes a project-based approach. Reader will be taught through real-world examples and projects immediately applicable for their own work GIMP is an emerging technology in Open Source that has been making big headlines. Was used to make the Scooby-Doo movie and the official mascot of Linux (Tux) GIMP works on Mac OSX, Linux, and Windows. This book shows how to install it on each platform.

Discover the 10 best Coaching practices for solving problems and implementing

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change with clients--right away Coaching works, there's no doubt about that. But the coaching industry is going through tremendous change that all professional coaches need to address. Equipping coaching professionals to stay on the cutting-edge of their craft, *The Business Coaching Toolkit: Top 10 Strategies for Solving the Toughest Dilemmas Facing Organizations* expertly provides a collection of application-based, proven tools that present creative solutions to common situations encountered in today's workplace. This hands-on guide creatively empowers professionals to:

- * Achieve greater performance by identifying and maximizing strengths and managing weaknesses
- * Lead their team or client through setting specific, measurable, and reasonable goals
- * Discover the deeper meaning of vision and tie goals into the client's core values
- * Guide clients through a comprehensive analysis of their current situation--the good, the bad, and the ugly

Whether it's increasing a client's time management skills, giving feedback to an employee, or building a leadership team, *The Business Coaching Toolkit* presents a valuable supply of straightforward exercises designed to bring a new dimension to every coaching professional's work with clients.

Not content to accept the news as reported, grassroots journalists are publishing in real time to a worldwide audience via the Internet. The impact of their work is

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just beginning to be felt by professional journalists and the newsmakers they cover. Dan Gillmor tells the story of this phenomenon.

In the world of theatre, the technical director is responsible for overseeing the safe and efficient realization and implementation of scenery for the stage. The Technical Director's Toolkit is the first book to address every nut and bolt of this multifaceted job, guiding you through the step-by-step processes of technical direction and the responsibilities of the TD in the mounting of a theatrical production. Leadership, management, relationship building, personal responsibility, and problem solving are addressed, showing you not only how to become a more efficient and effective TD, but also how to be a collaborative member of a production team that artists will seek to work with again and again. The book also addresses scene shop design, facility repair and maintenance, and finishes with a brief overview of other areas of technical theatre that help round out the far reaching skill set of a successful TD.

Metasploit Toolkit for Penetration Testing, Exploit Development, and Vulnerability Research is the first book available for the Metasploit Framework (MSF), which is the attack platform of choice for one of the fastest growing careers in IT security: Penetration Testing. The book will provide professional penetration testers and security researchers with a fully integrated suite of tools for discovering, running,

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and testing exploit code. This book discusses how to use the Metasploit Framework (MSF) as an exploitation platform. The book begins with a detailed discussion of the three MSF interfaces: msfweb, msfconsole, and msfcli .This chapter demonstrates all of the features offered by the MSF as an exploitation platform. With a solid understanding of MSF's capabilities, the book then details techniques for dramatically reducing the amount of time required for developing functional exploits. By working through a real-world vulnerabilities against popular closed source applications, the reader will learn how to use the tools and MSF to quickly build reliable attacks as standalone exploits. The section will also explain how to integrate an exploit directly into the Metasploit Framework by providing a line-by-line analysis of an integrated exploit module. Details as to how the Metasploit engine drives the behind-the-scenes exploitation process will be covered, and along the way the reader will come to understand the advantages of exploitation frameworks. The final section of the book examines the Meterpreter payload system and teaches readers to develop completely new extensions that will integrate fluidly with the Metasploit Framework. A November 2004 survey conducted by "CSO Magazine" stated that 42% of chief security officers considered penetration testing to be a security priority for their organizations The Metasploit Framework is the most popular open source exploit

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platform, and there are no competing books

Does emailing your readers feel like shouting into the void? Are you struggling to connect in any meaningful way? Are you tired of following instructions from the experts but not really understanding why it's not working? Do you want to get a better grasp on the whole subject of mailing lists and newsletters?

Ethereal is the #2 most popular open source security tool used by system administrators and security professionals. This all new book builds on the success of Syngress' best-selling book *Ethereal Packet Sniffing. Wireshark & Ethereal Network Protocol Analyzer Toolkit* provides complete information and step-by-step Instructions for analyzing protocols and network traffic on Windows, Unix or Mac OS X networks. First, readers will learn about the types of sniffers available today and see the benefits of using Ethereal. Readers will then learn to install Ethereal in multiple environments including Windows, Unix and Mac OS X as well as building Ethereal from source and will also be guided through Ethereal's graphical user interface. The following sections will teach readers to use command-line options of Ethereal as well as using Tethereal to capture live packets from the wire or to read saved capture files. This section also details how to import and export files between Ethereal and WinDump, Snort, Snoop, Microsoft Network Monitor, and EtherPeek. The book then teaches the reader to

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master advanced tasks such as creating sub-trees, displaying bitfields in a graphical view, tracking requests and reply packet pairs as well as exclusive coverage of MATE, Ethereal's brand new configurable upper level analysis engine. The final section to the book teaches readers to enable Ethereal to read new Data sources, program their own protocol dissectors, and to create and customize Ethereal reports. Ethereal is the #2 most popular open source security tool, according to a recent study conducted by insecure.org Syngress' first Ethereal book has consistently been one of the best selling security books for the past 2 years

The Globus Toolkit is a key technology in Grid Computing, the exciting new computing paradigm that allows users to share processing power, data, storage, and other computing resources across institutional and geographic boundaries. Globus Toolkit 4: Programming Java Services provides an introduction to the latest version of this widely acclaimed toolkit. Based on the popular web-based The Globus Toolkit 4 Programmer's Tutorial, this book far surpasses that document, providing greater detail, quick reference appendices, and many additional examples. If you're making the leap into Grid Computing using the Globus Toolkit, you'll want Globus Toolkit 4: Programming Java Services at your side as you take your first steps. Written for newcomers to Globus Toolkit, but

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filled with useful information for experienced users. Clearly situates Globus application development within the context of Web Services and evolving Grid standards. Provides detailed coverage of Web Services programming with the Globus Toolkit's Java WS Core component. Covers basic aspects of developing secure services using the Grid Security Infrastructure (GSI). Uses simple, didactic examples throughout the book, but also includes a more elaborate example, the FileBuy application, that showcases common design patterns found in Globus applications. Concludes with useful reference appendices.

Each simple guide offers a clear overview of all the information one needs to know about a particular topic, making learning something new easy, accessible, practical and affordable.

Written from a real-world perspective by an award-winning copywriter/producer/director, this comprehensive guide is what every writer needs to create powerful, strategic ad copy. Focusing on strategy, technique, and the skills needed to write for different media, *The Copywriter's Toolkit* book will sharpen your copywriting skills whatever your level. Introduces essential conceptual strategies and key writing techniques for result-driven copy Provides practical advice on writing for specific media including: print, radio, TV, websites, blogs, social media, ambient, digital, direct mail, product packaging, and viral marketing Covers all areas of copy development: on-strategy and

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on-target messaging; headline and slogan creation; brand personality and tone of voice; broadcast production conceptualization and print / digital typesetting consideration Presents innovative visual examples from exciting multimedia campaigns, comments from copywriters at world-renowned agencies, inspiring radio scripts, TV scripts and storyboards, effective blog posts, imaginative package copy, and more Shares invaluable writing tips and insights from award-winning copywriters currently at global agencies Includes supplementary website an instructor's manual, sample syllabus, PowerPoint presentations, and creative assignments, as well as student study aids, flashcards, podcasts and/or webinars by the author, and links to sample and featured campaigns, agencies, and related videos

Here, best-selling authors Eric Smith and Hank Marquis show VB programmers how to perform many common programming tasks such as efficient sorting or data manipulation. Through the use of extensive examples and source code, they teach professionals how, why and when to use particular algorithms and how to adapt them quickly to their own applications.

For more than a decade, Ruby developers have turned to *The Ruby Way* for reliable “how-to” guidance on effective Ruby programming. Now, Hal Fulton and André Arko have thoroughly updated this classic guide to cover new language enhancements and developers’ experiences through Ruby 2.1. The new edition illuminates Ruby 2.1 through 400+ examples, each answering the question: “How do I do this in Ruby?” For

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each example, they present both a task description and realistic technical constraints. Next, they walk step-by-step through presenting one good solution, offering detailed explanations to promote deeper understanding. Conveniently organized by topic, *The Ruby Way*, Third Edition makes it easier than ever to find the specific solution you want—and to write better code by reflecting Ruby’s unique philosophy and spirit. Coverage includes Ruby 2.1 overview: terminology, philosophy, and basic principles Best practices for strings and regular expressions Efficiently internationalizing your code Performing calculations (including trigonometry, calculus, statistics, and time/date calculations) Working with “Rubyesque” objects such as symbols and ranges Using arrays, hashes, stacks, queues, trees, graphs, and other data structures Efficiently storing data with YAML, JSON, and SQLite3 Leveraging object-oriented and dynamic features, from multiple constructors to program inspection Building GUIs with Shoes 4, Ruby/Tk, Ruby/GTK3, QtRuby, and other toolkits Improving thread performance by understanding Ruby’s synchronization methods and avoiding its pitfalls Automating system administration with Ruby Data formats: JSON, XML, RSS, Atom, RMagick, PDF, and more Testing and debugging with RSpec, Minitest, Cucumber, byebug, and pry Measuring Ruby program performance Packaging and distributing code, and managing dependencies with Bundler Network programming: clients, time servers, POP, SMTP, IMAP, Open-URI Web applications: HTTP servers, Rails, Sinatra, HTML generation, and more Writing distributed Ruby software with drb Choosing modern

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development tools that maximize your productivity All source code for this book may be downloaded at www.rubyhacker.com. informit.com/aw informit.com/ruby rubyhacker.com/therubyway therubyway.io

Windows Forensic Analysis DVD Toolkit addresses and discusses in-depth forensic analysis of Windows systems. The book takes the reader to a whole new, undiscovered level of forensic analysis for Windows systems, providing unique information and resources not available anywhere else. This book covers both live and post-mortem response collection and analysis methodologies, addressing material that is applicable to law enforcement, the federal government, students, and consultants. This book also brings this material to the doorstep of system administrators, who are often the front line troops when an incident occurs, but due to staffing and budgets do not have the necessary knowledge to effectively respond. All disc-based content for this title is now available on the Web. Contains information about Windows forensic analysis that is not available anywhere else. Much of the information is a result of the author's own unique research and work Contains working code/programs, in addition to sample files for the reader to work with, that are not available anywhere else The companion DVD for the book contains significant, unique materials (movies, spreadsheet, code, etc.) not available any place else

Drawing on contemporary PR work, the book offers a preview of the future of public relations - and a practical roadmap for becoming a strategic communicator, no matter

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who you're working with, or what challenges you're up against.

The first book that shows how to harness the full power of open-source tools to build a free J2EE development platform without using any commercial products Tools covered include Apache Tomcat, Struts, Jetspeed, MySQL, Joram, and jBoss Shows developers how to integrate all of the most popular open-source tools into a single, integrated platform Companion Web site provides source code plus a fully working example of the development platform created in the book

What are the do's and don'ts of being a good assistant lighting designer? What are focus tapes, and how do I use them? What is the best method for creating a magic sheet? What should be found in every assistant's kit? How do I make that first important leap into this professional career? Answer these questions and many more with The Assistant Lighting Designer's Toolkit. This definitive guide unlocks the insider-secrets used to succeed as a professional assistant lighting designer (ALD) – whether choosing assisting as a career or while transitioning to another. This book outlines, step-by-step, the challenges the ALD faces during every phase of production. Never before has a resource existed that views the design process through the eyes of the assistant. Intermingled among the nuts and bolts of the paperwork and essential procedures, top industry professionals reveal tips for personal survival in this challenging career – both domestically and abroad as well as in other careers in lighting. Within these pages are the industry secrets rarely taught in school! The author's website can be found at

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<http://www.aldtoolkit.com/>.

Among the many different approaches to "templating" with Perl--such as Embperl, Mason, HTML::Template, and hundreds of other lesser known systems--the Template Toolkit is widely recognized as one of the most versatile. Like other templating systems, the Template Toolkit allows programmers to embed Perl code and custom macros into HTML documents in order to create customized documents on the fly. But unlike the others, the Template Toolkit is as facile at producing HTML as it is at producing XML, PDF, or any other output format. And because it has its own simple templating language, templates can be written and edited by people who don't know Perl. In short, the Template Toolkit combines the best features of its competitors, with ease-of-use and flexibility, resulting in a technology that's fast, powerful and extensible, and ideally suited to the production and maintenance of web content and other dynamic document systems. In Perl Template Toolkit you'll find detailed coverage of this increasingly popular technology. Written by core members of the technology's development team, the book guides you through the entire process of installing, configuring, using, and extending the Template Toolkit. It begins with a fast-paced but thorough tutorial on building web content with the Template Toolkit, and then walks you through generating and using data files, particularly with XML. It also provides detailed information on the Template Toolkit's modules, libraries, and tools in addition to a complete reference manual. Topics in the book include: Getting started with the template toolkit The

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Template language Template directives Filters Plugins Extending the Template Toolkit Accessing databases XML Advanced static web page techniques Dynamic web content and web applications The only book to cover this important tool, Perl Template Toolkit is essential reading for any Perl programmer who wants to create dynamic web content that is remarkably easy to maintain. This book is your surefire guide to implementing this fast, flexible, and powerful templating system.

Are you focused on attracting more interested readers to your mailing list? Take a holistic view of finding readers. Do you feel that the current expert advice on growing mailing lists falls short or seems to resemble an episode of ‘Hoarders.’ Let Barb Drozdowich, multi-published author and technical trainer to authors help you take a more holistic view of the subject of mailing lists. Strategies to Grow Your List is book 1 of a 4-book box set – The Complete Mailing List Toolkit. Each book attacks a different facet of the subject of communicating with readers. In this book you will discover: - how to take a holistic view of attracting readers to join you - all the various places readers can find out about your mailing list - how to overcome the stumbling blocks in the way of readers joining you Strategies to Grow Your List will provide you with actionable items to step up your game. You will have a better understanding of how to attract more readers and move on to the next step of communication with readers and potential fans. Start on your journey to better understanding today!

The Knowledge Translation Toolkit provides a thorough overview of what knowledge

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translation (KT) is and how to use it most effectively to bridge the “know–do” gap between research, policy, practice, and people. It presents the theories, tools, and strategies required to encourage and enable evidence-informed decision-making. Drawing from the experience of specialists in relevant disciplines around the world, this toolkit builds upon extensive research into the principles and skills of KT: its theory and literature, its evolution, strategies, and challenges. The book covers an array of crucial KT enablers—from context mapping to evaluative thinking—supported by practical examples, implementation guides, and references.

Effective marketing can mean the difference between runaway successes and costly flops. Covering everything from customer programs to ad campaigns to sales promotions, this is every marketer’s hands-on guide to turning opportunities into profits. The Harvard Business Essentials series is designed to provide comprehensive advice, personal coaching, background information, and guidance on the most relevant topics in business. Whether you are a new manager seeking to expand your skills or a seasoned professional looking to broaden your knowledge base, these solution-oriented books put reliable answers at your fingertips.

This text contains practical information for continually improving all aspects of an organization. It presents real examples from all types of organizations including schools, hospitals and private sector companies. It is designed to be easy to use with clear step-by-step instructions.

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