

Tweakers Best Buy Guide September 2011

After a bizarre scheme on the part of a ruthless computer billionaire and a wacky U.S. president to radically alter the world through sentient nanotechnology goes awry thanks to an autistic boy, mysterious giant humanoids from another quantum universe arrive on Earth with plans to tidy up humankind's mess. Reprint. 10,000 first printing.

Over the last forty years, the human landscape of the United States has been fundamentally transformed. The metamorphosis is partially visible in the ascendance of glittering, coastal hubs for finance, infotech, and the so-called creative class. But this is only the tip of an economic iceberg, the bulk of which lies in the darkness of the declining heartland or on the dimly lit fringe of sprawling cities. This is America's hinterland, populated by towering grain threshers and hunched farmworkers, where laborers drawn from every corner of the world crowd into factories and "fulfillment centers" and where cold storage trailers are filled with fentanyl-bloated corpses when the morgues cannot contain the dead. Urgent and unsparing, this book opens our eyes to America's new heart of darkness. Driven by an ever-expanding socioeconomic crisis, America's class structure is recomposing itself in new geographies of race, poverty, and production. The center has fallen. Riots ricochet from city to city led by no one in particular. Anarchists smash financial centers as a resurgent far right builds power in the countryside. Drawing on his direct experience of recent popular unrest, from the Occupy movement to the wave of riots and blockades that began in Ferguson, Missouri, Phil A. Neel provides a close-up view of this landscape in all its grim but captivating detail. Inaugurating the new Field Notes series, published in association with the Brooklyn Rail, Neel's book tells the intimate story of a life lived within America's hinterland.

A culinary and natural history of mushroom foraging juxtaposes the experiences of savvy mushroom-hunting iconoclasts and loners against the high-priced capitalism of four-star kitchens.

Besides covering the most recently released versions of GCC, this book provides a complete command reference, explains how to use the info online help system, and covers material not covered in other texts, including profiling, test coverage, and how to build and install GCC on a variety of operating system and hardware platforms. It also covers how to integrate with other GNU development tools, including automake, autoconf, and libtool.

"An absolute beginners guitar pedal guide. If you'd like to learn how to make a guitar pedal but have no idea how, then you've picked up the right guide. This book is a great way to get started in discovering a fun and highly rewarding pastime, even if you've no experience in electronics at all. We'll take you through all the steps of building your first guitar pedal from beginning to end including soldering school, case construction, and circuit making. Each section is filled with pictures and diagrams, so it's perfect for beginners. The pedal we'll be making is a killswitch pedal - a simple but ideal first pedal (plus it's cheap!). Worried you won't be able to find the parts? Don't stress: parts have been listed (along with part numbers) from shops based in the UK, USA and Europe." -- Publisher's website.

Though the exact nature and delineation of Big Data is still unclear, it seems likely that Big Data will have an enormous impact on our daily lives. 'Exploring the Boundaries of Big Data' serves as preparatory work for The Netherlands Scientific Council for Government Policy's advice to the Dutch government, which has asked the Council to address questions regarding Big Data, security and privacy. It is divided into five parts, each part engaging with a different perspective on Big Data: the technical, empirical, legal, regulatory and international perspective.

Want to sell more books on the world's biggest retailer? Fancy Amazon doing the selling for you instead? Amazon Decoded: A Marketing Guide to the Kindle Store will show you how. * Learn about Visibility Marketing and how understanding Amazon's philosophy can boost your sales. * Discover the algorithms that really go into Sales Rank and dispel some remarkably common myths. * Decode the ways Amazon recommends millions of books to readers every single day. * Understand the critical differences between the Best Seller list and the Popularity list. * Implement proven marketing plans, optimized for maximum Amazon visibility. Whether you are exclusive to Amazon and chasing those page reads, or a wide author trying to survive the onslaught of Kindle Unlimited titles, Amazon Decoded will share the secrets of the Kindle Store and how you can sell more books.

WITH FEATURETTES FROM NICHOLAS SPARKS AND THE MOVIE CAST, DELETED SCENES, MUSIC VIDEO, AND MORE! IN THEATERS OCTOBER 17, 2014! Starring Michelle Monaghan, James Marsden, Luke Bracey, and Liana Liberator "Everyone wanted to believe that endless love was possible. She'd believed in it once, too, back when she was eighteen." In the spring of 1984, high school students Amanda Collier and Dawson Cole fell deeply, irrevocably in love. Though they were from opposite sides of the tracks, their love for one another seemed to defy the realities of life in the small town of Oriental, North Carolina. But as the summer of their senior year came to a close, unforeseen events would tear the young couple apart, setting them on radically divergent paths. Now, twenty-five years later, Amanda and Dawson are summoned back to Oriental for the funeral of Tuck Hostetler, the mentor who once gave shelter to their high school romance. Neither has lived the life they imagined . . . and neither can forget the passionate first love that forever changed their lives. As Amanda and Dawson carry out the instructions Tuck left behind for them, they realize that everything they thought they knew -- about Tuck, about themselves, and about the dreams they held dear -- was not as it seemed. Forced to confront painful memories, the two former lovers will discover undeniable truths about the choices they have made. And in the course of a single, searing weekend, they will ask of the living, and the dead: Can love truly rewrite the past?

Learn the pros and the cons of the most frequently used distros in order to find the one that is right for you. You will explore each distro step by step, so that you don't have to endure hours of web surfing, countless downloads, becoming confused by new concepts and, in the worst cases, reading complex and marathon installation guides. You will benefit from the author's long-term experience working with each distro hands on, enabling you to choose the best distro for your long-term needs. The first barrier that a new Linux user has to face is the overwhelming number of "flavors" that this operating system has. These "flavors" are commonly known as distros (from distribution), and to date there are more than three hundred active distros to choose from. So, how to choose one? You can choose the most popular at the moment, or take heed of what your friend says, but are you sure that this is the one that you need? Making the wrong decision on this matter is behind a good number of disappointments with this operating system. You need to choose the distro that is right for you and your needs. Linux offers us a wonderful open source alternative to proprietary software. With Introducing Linux Distros you can decide how to best make it work for you. Start exploring the open source world today. What You'll learn Review what a Linux distro is and which one to select Decide which criteria to follow to make a right

decision Examine the most used Linux distros and their unique philosophies install and maintain different Linux distros Who This Book Is For Newcomers to the Linux world that have to deal with the myriad of distributions.

Clea Myers, a young English woman, comes to America to live the dream but experiences the nightmare. She goes from an Ivy League College to Los Angeles Women's Penitentiary in 3 years, emaciated and addicted to crystal meth. How could things go so wrong and in such a short space of time? Myers shares her descent into the hell of crystal methamphetamine dependence. Her story is of An English girl from a privileged background whose addiction journey brings her from an Ivy League College to Los Angeles Women s Penitentiary in only three years, emaciated and addicted to crystal meth. Myers description of her rapid demise is a sometimes uncomfortable read, as she holds nothing back. The lights of Hollywood twinkled briefly but, once introduced to crystal meth, she became addicted. Dumpster diving became a regular pastime: grovelling in large rubbish containers, diving for articles of value or fascination to her hugely disturbed mind. She was reduced to an animal existence, surrounded by dangerous and sometimes violent people. Arrested and jailed, she hit rock bottom and was offered a chance to leave LA immediately or stay in the drug offenders Programme. Helped by a family member, she returned to England still unable to stop completely. Finally, she did get help and discover a recovery path which combined her buddhist faith and reassures her relationship with the 12-step programme. Crystal meth in England has been reported only on the gay club scene. Part of the reason Myers wrote this book is to warn young people of its dangers. This book could be well used as part of a schools drug education programme.' Review from ADDICTION TODAY Magazine

Drug addiction is a complex illness. It is characterized by intense and, at times, uncontrollable drug craving, along with compulsive drug seeking and use that persist even in the face of devastating consequences. This update of the National Institute on Drug Abuse's Principles of Drug Addiction Treatment is intended to address addiction to a wide variety of drugs, including nicotine, alcohol, and illicit and prescription drugs. It is designed to serve as a resource for healthcare providers, family members, and other stakeholders trying to address the myriad problems faced by patients in need of treatment for drug abuse or addiction. Addiction affects multiple brain circuits, including those involved in reward and motivation, learning and memory, and inhibitory control over behavior. That is why addiction is a brain disease. Some individuals are more vulnerable than others to becoming addicted, depending on the interplay between genetic makeup, age of exposure to drugs, and other environmental influences. While a person initially chooses to take drugs, over time the effects of prolonged exposure on brain functioning compromise that ability to choose, and seeking and consuming the drug become compulsive, often eluding a person's self-control or willpower. But addiction is more than just compulsive drug taking-it can also produce far reaching health and social consequences. For example, drug abuse and addiction increase a person's risk for a variety of other mental and physical illnesses related to a drug-abusing lifestyle or the toxic effects of the drugs themselves. Additionally, the dysfunctional behaviors that result from drug abuse can interfere with a person's normal functioning in the family, the workplace, and the broader community. Because drug abuse and addiction have so many dimensions and disrupt so many aspects of an individual's life, treatment is not simple. Effective treatment programs typically incorporate many components, each directed to a particular aspect of the illness and its consequences. Addiction treatment must help the individual stop using drugs, maintain a drug-free lifestyle, and achieve productive functioning in the family, at work, and in society. Because addiction is a disease, most people cannot simply stop using drugs for a few days and be cured. Patients typically require long-term or repeated episodes of care to achieve the ultimate goal of sustained abstinence and recovery of their lives. Indeed, scientific research and clinical practice demonstrate the value of continuing care in treating addiction, with a variety of approaches having been tested and integrated in residential and community settings. Ubuntu's rise to power has been rapid, historic and well-deserved. It's the best Linux distribution ever, but most people only use a fraction of its power. Award-winning Linux author Keir Thomas gets down and dirty with Ubuntu to provide over 300 concise tips that enhance productivity, avoid annoyances, and simply get the most from Ubuntu. You'll find many unique tips here that can't be found anywhere else. You'll also get a crash course in Ubuntu's flavor of system administration. Whether you're new to Linux or an old hand, you'll find tips to make your day easier. Ubuntu builds on a solid base of Debian Linux to create an award-winning operating system that's light-years ahead of its competitors. Ubuntu consistently tops lists of the most popular Linuxes amongst professionals and enthusiasts; Dell recently embraced Ubuntu in its product lines after a user survey indicated overwhelming public support. Ubuntu Kung Fu provides hints, hacks, tweaks and tricks for every level of user. Guaranteed to be free of the usual dross that fills tips books, Ubuntu Kung Fu is written to be entertaining and, above all, readable. Its 300+ concise tips utilize and exploit hidden or lesser-known features to boost day-to-day productivity. You'll also find tips on tweaking Ubuntu, wrangling the system into shape, optimizing, enhancing security, and lots more. Learn what extraordinary things can be done with Ubuntu. Written with the migrating Windows or Mac OS X user in mind, Ubuntu Kung Fu avoids the usual Linux/Unix folklore that can send most of us to sleep. The tips have one aim--to produce results as quickly as possible, in an environment where the reader can polish their skills as they read. This is the Linux book for the rest of us.

Winner of the 2020 Dashiell Hammett Award for Literary Excellence in Crime Writing Acclaimed author and "remarkably gifted storyteller" (The Charlotte Observer) David Joy returns with a fierce and tender tale of a father, an addict, a lawman, and the explosive events that come to unite them. When his addict son gets in deep with his dealer, it takes everything Raymond Mathis has to bail him out of trouble one last time. Frustrated by the slow pace and limitations of the law, Raymond decides to take matters into his own hands. After a workplace accident left him out of a job and in pain, Denny Rattler has spent years chasing his next high. He supports his habit through careful theft, following strict rules that keep him under the radar and out of jail. But when faced with opportunities too easy to resist, Denny makes two choices that change everything. For months, the DEA has been chasing the drug supply in the mountains to no avail, when a lead--just one word--sets one agent on a path to crack the case wide open . . . but he'll need help from the most unexpected quarter. As chance brings together these men from different sides of a relentless epidemic, each may come to find that his opportunity for redemption lies with the others.

Shows how to build a preamp, ring modulator, phase shifter, and other electronic musical devices and provides a basic introduction to working with electronic components

Although his life was cut tragically short in 2016, Andrew Coulson had a remarkable impact on education policy. As director of the Cato Institute's Center for Educational Freedom from 2005 to 2015, Coulson was committed to excellence in education and consistently advocated for free-market reforms that would make schools more flexible, innovative, and responsive to the needs of parents and students. In this volume, prominent education researchers and thinkers who knew Andrew and his ideas well commemorate his legacy with articles that explore and expand the vitality and urgency of his ideas.

So you want to build a website, or make your current site better? Where do you start? The Best Damn Web Marketing Checklist, Period! 2.0 answers that question and more. Updated for 2017, it is a comprehensive digital marketing guide that will help any company build or improve their website so that it performs optimally for both search engines and visitors. These web marketing strategies will not only increase your website traffic but improve your entire web presence as well. This new version of the guide includes 4 new checklists for a total of 39 checklists and more than 675 web marketing action points that deliver online success. The checklist covers web marketing strategies for areas including as design considerations, site architecture, conversion optimization, website optimization (SEO), website advertising (pay per click or PPC), content writing and social media strategy. This version also adds checklists on YouTube video optimization, PDF optimization, and more. These comprehensive lists cover all aspects of digital marketing, starting with buying the right domain all the way to web development, promotion and analytics. Get this incredible resource for your web marketing team today!

First in-depth analysis of broadband developments in Europe, combining qualitative and quantitative analysis, with chapter contributions provided by in-country experts.

"This study ..., conducted by the Criminal Justice Research Division of the San Diego Association of Governments (SANDAG), used the Arrestee Drug Abuse Monitoring (ADAM) program to document methamphetamine use and its consequences among arrestees ... in five cities: Los Angeles, San Diego, and San Jose in California; Phoenix, Arizona, and Portland, Oregon"--P. ix-x.

An autobiography by the original "shock jock" shares his observations on politics, current affairs, women, and the entertainment business

Within recent years pharmaceuticals have come into focus as contaminants of the environment (see for example Kümmerer, K. editor: Pharmaceuticals in the Environment). At the same time the issue of sustainable chemistry gained momentum. Bringing both together would result in sustainable pharmacy. Sustainable pharmacy is a totally new issue and approach. It addresses environmental, economical and social aspects of pharmacy. In the present stage the focus will be on environmental issues along the whole lifecycle of a pharmaceutical entity. That is dealing with resources and energy input but also with waste issues for example during the synthesis and production of an active pharmaceutical ingredient. Furthermore, it would also look on the compounds themselves and will aim to improve the degradability of the compounds after their use in the environment to reduce the environmental risk caused by pharmaceuticals in the environment. Another issue is the people using pharmaceuticals such as pharmacists, medical doctors and patients. How can they contribute to more efficient use of pharmaceuticals with less environmental burden and less risk for drinking water. The book "Sustainable Pharmacy" will address all these issues and will be the first one dealing with this important topic.

"It takes thousands of hours of sailing to get the kind of knowledge contained in this book." -- from the Foreword by Bruce Schwab The ONLY bible for how to sail your boat fast, safe, and alone Solo sailing is within any sailor's grasp with a little forethought--and this essential guide. Got a 35-foot sailboat? No problem. Is the wind blowing 20 knots? No problem. Are you racing offshore overnight? Even better. Singlehander Andrew Evans learned the hard way how to sail and race alone--with lots of mishaps, including broaches and a near tumbling over a waterfall--and in Singlehanded Sailing he shares the techniques, tips, and tactics he has developed to make his solo sailing adventures safe and enriching. Learn everything you need to know to meet any solo challenge, including: Managing the power consumption aboard a boat to feed the electric autopilot Setting and gybing a spinnaker Finding time to sleep Dealing with heavy weather

"Quitting Crystal Meth: What to Expect & What to Do is divided along the five stages of meth recovery, Additional chapters look at "Crystal Meth Anonymous Meetings – What It's All About" and "What About Relapse?" Upbeat and positive, Quitting Crystal Meth: What to Expect & What to Do approaches the reader with respect and the disease of addiction with dignity." -- publisher website.

Hundreds of millions of people use social technologies like Wikipedia, Facebook and YouTube every day, but what makes them work? And what is the next step? The Social Design of Technical Systems explores the path from computing revolution to social evolution. Based on the assumption that it is essential to consider social as well as technological requirements, as we move to create the systems of the future, this book explores the ways in which technology fits, or fails to fit, into the social reality of the modern world. Important performance criteria for social systems, such as fairness, synergy, transparency, order and freedom, are clearly explained for the first time from within a comprehensive systems framework, making this book invaluable for anyone interested in socio-technical systems, especially those planning to build social software. This book reveals the social dilemmas that destroy communities, exposes the myth that computers are smart, analyses social errors like the credit meltdown, proposes online rights standards and suggests community-based business models. If you believe that our future depends on merging social virtue and technology power, you should read this book.

"Witty, compelling, and just plain fun to read . . ." —Evelyn Lamb, Scientific American The Freakonomics of math—a math-world superstar unveils the hidden beauty and logic of the world and puts its power in our hands The math we learn in school can seem like a dull set of rules, laid down by the ancients and not to be questioned. In How Not to Be Wrong, Jordan Ellenberg shows us how terribly limiting this view is: Math isn't confined to abstract incidents that never occur in real life, but rather touches everything we do—the whole world is shot through with it. Math allows us to see the hidden structures underneath the messy and chaotic surface of our world. It's a science of not being wrong, hammered out by centuries of hard work and argument. Armed with the tools of mathematics, we can see through to the true meaning of information we take for granted: How early should you get to the airport? What does "public opinion" really represent? Why do tall parents have shorter children? Who really won Florida in 2000? And how likely are you, really, to develop cancer? How Not to Be Wrong presents the surprising revelations behind all of these questions and many more, using the mathematician's method of analyzing life and exposing the hard-won insights of the academic community to the layman—minus the jargon. Ellenberg chases mathematical threads through a vast range of time and space, from the everyday to the cosmic, encountering, among other things, baseball, Reaganomics, daring lottery schemes, Voltaire, the replicability crisis in psychology, Italian Renaissance painting, artificial languages, the development of non-Euclidean geometry, the coming obesity apocalypse, Antonin Scalia's views on crime and punishment, the psychology of slime molds, what Facebook can and can't figure out about you, and the existence of God. Ellenberg pulls from history as well as from the latest theoretical developments to provide those not trained in math with the knowledge they need. Math, as Ellenberg says, is "an atomic-powered prosthesis that you attach to your common sense, vastly multiplying its reach and strength." With the tools of mathematics in hand, you can understand the world in a deeper, more meaningful way. How Not to Be Wrong will show you how.

A band of hobo vampire junkies roam the Pacific Northwest of the 1990s as a girl with drug-induced ESP searches for her missing foster sister.

Traces the efforts of a small Iowa community to counter the pervasiveness of crystal methamphetamine, in an account that offers insight into the drug's appeal while chronicling the author's numerous visits with the town's doctor, the local prosecutor and a long-time addict. Reprint. A best-selling book.

In the year 3003, nothing in the world is the same, except maybe that adolescents are still embarrassed by their parents. Society and the biosphere alike have been transformed by biotechnology, and the natural world is almost gone. Frek Huggins is a boy from a broken family, a misfit because he's a natural child, conceived without technological help or genetic modifications. His dad, Carb, is a malcontent who left behind Frek's mom and the Earth itself several years ago. Everything changes when Frek finds the Anvil, a small flying saucer, under his bed, and it tells him he is destined to save the world. The repressive forces of Gov, the mysterious absolute ruler of Earth, descend on Frek, take away the Anvil, and interrogate him forcefully enough to damage his memory. Frek flees with Wow, his talking dog, to seek out Carb and some answers. But the untrustworthy alien in the saucer has other plans, including claiming exclusive rights to market humanity to the galaxy at large, and making Frek a hero. Frek and the Elixir is a profound, playful SF epic by the wild and ambitious Rudy Rucker. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

#1 New York Times bestseller With a new afterword Now a Major Motion Picture Starring Steve Carell * Timothée Chalamet * Maura Tierney * and Amy Ryan "A brilliant, harrowing, heartbreaking, fascinating story, full of beautiful moments and hard-won wisdom. This book will save a lot of lives and heal a lot of hearts." — Anne Lamott "When

one of us tells the truth, he makes it easier for all of us to open our hearts to our own pain and that of others.' That's ultimately what Beautiful Boy is about: truth and healing." — Mary Pipher, author of *Reviving Ophelia* What had happened to my beautiful boy? To our family? What did I do wrong? Those are the wrenching questions that haunted David Sheff's journey through his son Nic's addiction to drugs and tentative steps toward recovery. Before Nic became addicted to crystal meth, he was a charming boy, joyous and funny, a varsity athlete and honor student adored by his two younger siblings. After meth, he was a trembling wraith who lied, stole, and lived on the streets. David Sheff traces the first warning signs: the denial, the three a.m. phone calls—is it Nic? the police? the hospital? His preoccupation with Nic became an addiction in itself. But as a journalist, he instinctively researched every treatment that might save his son. And he refused to give up on Nic. "Filled with compelling anecdotes and important insights . . . An eye-opening memoir." — *Washington Post*

For years there have been rumors of inhuman things inhabiting the forests and mountains that make up the Trinity Alps of Northern California. Bigfoot. UFOs. Ghosts. Vampires. One family is about to learn the truth behind these rumors as their summer vacation quickly turns into a one-way trip to Hell. No one is safe and nothing is sacred when dealing with the Nothing Men.

An "addictive volume" of amphetamine stories from William T. Vollmann, Sherman Alexie, and more (Publishers Weekly). Speed is the most American of drugs: twice the productivity at half the cost, and equal opportunity for all. It has reinvented itself many times, from miracle cure to biker-gang scourge and everything in between. It goes by many names: crystal meth, amphetamines, Dexedrine, Benzedrine, Adderall; crank, spizz, chickenscratch, oblivious marching powder, the go-fast. And it crosses all ethnicities, genders, and geographies—from immigrants and heartlanders punching double factory shifts to clandestine border warlords; prostitutes to housewives; Hollywood celebs to the poorest Indian on the rez—and they all have plenty of stories. Here is the first contemporary collection of new short fiction dealing with the drug from an array of today's most compelling authors. The elements of crime and tweaking, bleary-eyed zombies exist alongside heart-wrenching narratives of everyday people, the American Dream going up in flames, and even some accounts of pure joy. Featuring brand-new stories by: Sherman Alexie, William T. Vollmann, James Franco, Megan Abbott, Jerry Stahl, Beth Lisick, Jess Walter, Scott Phillips, James Greer, Tao Lin, Joseph Mattson, Natalie Diaz, Kenji Jasper, and Rose Bunch.

For the MTV generation which put *Beavis and Butt-head's* first book on the New York Times bestseller list comes a new compilation of unique humor. *Beavis and Butt-head* give us their view of the world from A to Z in their own version of an encyclopedia--just in time for Christmas. Illustrated.

Do You want to learn how to crochet simply? Don't know where to start? if you want to learn how to make pretty crochet embroideries then..... keep reading. Crocheting is a fun and innovative procedure. And it is also insanely advantageous. Some of the things that make crocheting worthwhile are its easy to learn nature and the fact that recovering from mistakes is miles easier as fewer live stitches are involved. On the other hand, it is also a good business skill as the process is cost effective when it comes to investing in materials required. Moreover, crocheting comes with several health benefits such as stress relief, working and exercise of eyes and muscles in the fingers that can help with Alzheimer's. A crochet can be made of many metals, and has a flexible design policy. You can make it from materials ranging from metals, and woods to plastic with the help of a traditional crochet hook. Crochets are manufactured commercially or produced in artisan workshops. The threads that are used in crochets is made up of mercerized cotton, which is denser and thinner than regular yarn. There are several types of crochet that we must know of. They are: Single crochet - one chain Half double crochet - two chains Double crochet - three chains Treble crochet - four chains The fabric that is made after the process of crocheting depends on the starting chain, the length of which is determined by counting the number of stitches that are needed for the first row of fabric. The goal of the e-Book is simple: To help guide people in the way of creating an attractive crochet pattern easily. You will also learn: About the materials and tools required Techniques and stitches involved Types of crochet Basic and Advanced stitches Other special patterns. You'll end up making 19 fun Amigurumi models. Would you like to know more? Download the eBook, *Crochet For Beginners* to help yourself understand how to make an attractive crochet pattern easily. Scroll to the top of the page and select the buy now button.

An accessible guide to selecting, cooking with, and making cheese From a pungent Gorgonzola to the creamiest Brie, the world of cheese involves a vocabulary of taste second only to wine. With the rise of artisanal cheeses, this once humble food made from curdled milk is now haute cuisine. And to make the new world of cheese less intimidating, Laurel Miller and Thalassa Skinner have created a handy primer to selecting cheese, pairing cheese with wine, cooking with cheese, and making cheese. In *Cheese For Dummies*, everyday cheese lovers will learn how to become true cheese connoisseurs. Not only will readers get a look at how different cheeses are made around the world, in *Cheese For Dummies*, they'll develop enough of a palate to discern which cheese is right for them. Explains how to assemble the perfect cheese plate Includes recipes for cooking with cheese Details how to make five cheeses, including Mozzarella, Chevre, and Ricotta Supplemented with a 16-page photo insert With artisanal and imported cheeses now common to mainstream grocery stores, the everyday cheese lover needs more than simply his nose to make the best choice. Offering wise (and delicious!) advice on every page, *Cheese For Dummies* is a guide for anyone interested in making every mealtime with cheese a special occasion.

When it comes to building your online presence there is only one logical place to start: your website. Your website is you. You own it. You control it. Any presence you build outside of your website isn't yours to keep. It may be a reflection of you, but when the lights go out on any entity you don't fully own or control, a piece of you disappears with it. What happens if Facebook cancels your account? Or Twitter bans you from their platform? Can you get your content back? Nope. It's gone forever. And most of the time, without an opportunity to appeal. All your hard work building your web presence is wiped out with a snap of the fingers. This is why you need to have a website to call "home." If your web host turns off the lights, no problem. Take your

backups to a new web host and turn them back on again. You control your website. You-and only you-decide your fate. This means you get to decide how deep, how wide, and how tall to build your web presence. You can't do that with any other online platform. Your website is the most critical part of building a successful and effective web presence. Build a Winning Web Presence Anyone who has been involved in digital marketing for any length of time can attest that one of the most critical factors of online success is Search Engine Optimization (SEO). I don't care much for the term SEO because we don't optimize search engines. That's what the algorithm tweakers at Google do. We optimize websites. It just so happens that we optimize them for search engines, but we optimize them for our visitors as well. I would also argue that optimizing for visitors is far more important than optimizing for Google or Bing. That's not to say search engines aren't important. They are. However, search engines are not your customers. They don't buy your products or services or click on your ads, people do. And that makes optimizing your website for people the most important thing you can do. The good news is, it's not an either/or situation. You optimize for both search engines and visitors at the same time. Great search engine optimization is just great visitor optimization. If you think about it, Google's only job is to provide highly relevant links to searchers based on what they are looking for. Or, to put it more succinctly, deliver access to websites that their searchers will love. Historically, digital marketers have considered top rankings to be the goal of their optimization efforts. That's flawed logic. Rankings are not the goal, they are the reward for a job well done. A top search engine ranking is the trophy for having a website that your audience loves. Google doesn't make the winners; it simply rewards them. Want to create a website that resonates? One that searchers and visitors find worthwhile? Then this book is for you. There's not enough paper in the world to cover every aspect of website optimization. Nonetheless, the book you are reading is a comprehensive guide to mastering the art of website optimization. I have no doubt that you will find it valuable as you push forward in your optimization efforts.

In this witty and perceptive debut, a former editor at Psychology Today shows us how magical thinking makes life worth living. Psychologists have documented a litany of cognitive biases-misperceptions of the world-and explained their positive functions. Now, Matthew Hutson shows us that even the most hardcore skeptic indulges in magical thinking all the time-and it's crucial to our survival. Drawing on evolution, cognitive science, and neuroscience, Hutson shows us that magical thinking has been so useful to us that it's hardwired into our brains. It encourages us to think that we actually have free will. It helps make us believe that we have an underlying purpose in the world. It can even protect us from the paralyzing awareness of our own mortality. In other words, magical thinking is a completely irrational way of making our lives make rational sense. With wonderfully entertaining stories, personal reflections, and sharp observations, Hutson reveals our deepest fears and longings. He also assures us that it is no accident his surname contains so many of the same letters as this imprint.

Written by the experts at RSA Security, this book will show you how to secure transactions and develop customer trust in e-commerce through the use of PKI technology. Part of the RSA Press Series.

Forty Stories is the first long-form work published under the aegis of Fifty-Two Stories, the short fiction blog of Harper Perennial. Since its inception in 2009, Fifty-Two Stories (www.fiftytwostories.com) has hosted work by writers both new and established, including Neil Gaiman, Louise Erdrich, Mary Gaitskill, Dennis Cooper, Jennifer Haigh, Tom Piazza, Lydia Peelle, Willy Vlautin, Marcy Dermansky, and more. Fifty-Two Stories has attracted particular attention for the early exposure it has given to innovative young writers such as Blake Butler, Ben Greenman, Amelia Gray, Seth Fried, and Catherine Lacey. Forty Stories features work by Harper Perennial authors including Butler, Greenman, Elizabeth Crane, Adam Wilson, Matthew Norman, and Greg Bardsley. It also includes stories by novelists Jess Walter (*Beautiful Ruins*) and Shane Jones (*Daniel Fights a Hurricane*), and acclaimed short-form writers Jamie Quatro (*I Want to Show You More*), Roxane Gay, and Lindsay Hunter. New voices include Nigerian writer Adetokunbo Abiola; recent Center for Fiction fellow Mitchell S. Jackson; and adult film actress Kayden Kross. The full list of contributors includes: Adetokunbo Abiola • David Backer • Greg Bardsley • Daniel Browne • Blake Butler • Elizabeth Crane • Laura Jane Faulds • Kelli Ford • D. Foy • Roxane Gay • Sharon Goldner • Ben Greenman • Jim Hanas • Brandon Hobson • Lindsay Hunter • Mitchell S. Jackson • Shane Jones • Kayden Kross • Catherine Lacey • O. A. Lindsey • Karon Luddy • Alexander Lumans • Scott McClanahan • Meshia Maren • Tessa Mellas • Kyle Minor • Matthew Norman • Nathan Oates • Eric Raymond • Alan Rossi • Jamie Quatro • Michael Ramberg • Joseph Scapellato • Eliezza Schaffzin • Matt Stewart • Jess Walter • David Williams • Adam Wilson • Paula Younger

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