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Aligning UX Design With User
Psychology

Bottlenecks: Aligning UX Design With User Psychology

Today, organizations face tremendous challenges with data explosion and information governance. InfoSphere™ Optim™ solutions solve the data growth problem at the source by managing the enterprise application data. The Optim Data Growth solutions are consistent, scalable solutions that include comprehensive capabilities for managing enterprise

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application data across applications, databases, operating systems, and hardware platforms. You can align the management of your enterprise application data with your business objectives to improve application service levels, lower costs, and mitigate risk. In this IBM® Redbooks® publication, we describe the IBM InfoSphere Optim Data Growth solutions and a methodology that provides implementation guidance from requirements analysis through deployment and

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administration planning. We also discuss various implementation topics including system architecture design, sizing, scalability, security, performance, and automation. This book is intended to provide various systems development professionals, Data Solution Architects, Data Administrators, Modelers, Data Analysts, Data Integrators, or anyone who has to analyze or integrate data structures, a broad understanding about IBM InfoSphere Optim Data

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Growth solutions. By being used in conjunction with the product manuals and online help, this book provides guidance about implementing an optimal solution for managing your enterprise application data.

This is the second edition of Wil van der Aalst's seminal book on process mining, which now discusses the field also in the broader context of data science and big data approaches. It includes several additions and updates, e.g. on inductive mining techniques, the

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notion of alignments, a considerably expanded section on software tools and a completely new chapter of process mining in the large. It is self-contained, while at the same time covering the entire process-mining spectrum from process discovery to predictive analytics. After a general introduction to data science and process mining in Part I, Part II provides the basics of business process modeling and data mining necessary to understand the remainder of the book.

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Next, Part III focuses on process discovery as the most important process mining task, while Part IV moves beyond discovering the control flow of processes, highlighting conformance checking, and organizational and time perspectives. Part V offers a guide to successfully applying process mining in practice, including an introduction to the widely used open-source tool ProM and several commercial products. Lastly, Part VI takes a step back, reflecting on the material

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presented and the key open challenges. Overall, this book provides a comprehensive overview of the state of the art in process mining. It is intended for business process analysts, business consultants, process managers, graduate students, and BPM researchers.

People expect effortless, engaging interaction with desktop and web applications, but producing software that generates enjoyable user experiences is much harder than many companies

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anticipate. With Effective UI, you'll learn proven user-experience strategies that will satisfy your clients and customers, drive business value, and increase brand strength. This book shows you how to capture the collaborative and cooperative spirit among designers, engineers, and management required for building engaging software. You'll also learn valuable methods for maintaining focus throughout the process -- whether you're a product manager who needs a clear roadmap, a

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developer or designer looking for guidance and advocacy, or a businessperson who wants to understand and manage user-experience software initiatives. Learn how to build software that will: Generate engaging and interactive experiences between consumers and businesses, or between businesspeople and their information systems Account for how people work with, think about, and consume information Establish a richer means of collaboration and communication Reduce

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*frustration by
streamlining complex tasks
and creating processes
that are more intuitive
Distinguish products,
services, and brands to
create a competitive
advantage Create scalable
systems that adapt to
changing user needs and
behaviors*

*User experience design is
the discipline of creating
a useful and usable Web
site or application that's
easily navigated and meets
the needs of the site
owner and its users.
There's a lot more to
successful UX design than*

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knowing the latest Web technologies or design trends: It takes diplomacy, management skills, and business savvy. That's where the updated edition of this important book comes in. With new information on design principles, mobile and gestural interactions, content strategy, remote research tools and more, you'll learn to: Recognize the various roles in UX design, identify stakeholders, and enlist their support Obtain consensus from your team on project objectives

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Understand approaches such as Waterfall, Agile, and Lean UX Define the scope of your project and avoid mission creep Conduct user research in person or remotely, and document your findings Understand and communicate user behavior with personas Design and prototype your application or site Plan for development, product rollout, and ongoing quality assurance The Hardware Startup Undercover User Experience Inclusive Designing A Symptom-Level Approach Based on the IDAS-II

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*Practical Oracle E-
Business Suite*

*Collective Wisdom from the
Experts*

*100 MORE Things Every
Designer Needs to Know
About People*

**Once You Catch The User
Experience Bug, the
world changes. Doors
open the wrong way,
websites don't work, and
companies don't seem to
care. And while anyone
can learn the UX
remedies---usability
testing, personas,
prototyping and so
on---unless your**

**organization "gets it,"
putting them into
practice is trickier.**

Undercover User

**Experience is a pragmatic
guide from the front
lines, giving frank advice
on making UX work in
real companies with real
problems. Readers will
learn how to fit research,
idea generation,
prototyping and testing
into their daily workflow,
and how to design good
user experiences under
the all-too-common
constraints of time,
budget and culture. "A**

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wonderful, practical, yet subversive book. Cennydd and James teach you the subtle art of fighting for---and then designing for---users in a hostile world."---Joshua Porter, co-founder Performable and co-creator of 52 weeksofUX. com

Ten Strategies of a World-Class Cyber Security Operations Center conveys MITRE's accumulated expertise on enterprise-grade computer network defense. It covers ten key qualities of leading Cyber

Security Operations Centers (CSOCs), ranging from their structure and organization, to processes that best enable smooth operations, to approaches that extract maximum value from key CSOC technology investments. This book offers perspective and context for key decision points in structuring a CSOC, such as what capabilities to offer, how to architect large-scale data collection and analysis, and how to prepare the CSOC team for agile,

threat-based response. If you manage, work in, or are standing up a CSOC, this book is for you. It is also available on MITRE's website, www.mitre.org. There are already plenty of resources available on design systems, but we haven't seen enough materials that address the human aspects, the way it shapes your organization or its outcomes. Hack the design system provides fresh perspectives around design systems, further contributing to the

**current conversations
happening in the design
community**

**Learn the psychological
constrictions of attention,
perception, memory,
disposition, motivation,
and social influence that
determine whether
customers will be
receptive to your digital
innovations. **Bottlenecks:
Aligning UX Design with
User Psychology** fills a
need for entrepreneurs,
designers, and marketing
professionals in the
application of
foundational psychology**

to user-experience design. The first generation of books on the topic focused on web pages and cognitive psychology. This book covers apps, social media, in-car infotainment, and multiplayer video games, and it explores the crucial roles played by behaviorism, development, personality, and social psychology. Author David Evans is an experimental psychology Ph.D. and senior manager of consumer research at Microsoft who recounts

high-stakes case studies in which behavioral theory aligned digital designs with the bottlenecks in human nature to the benefit of users and businesses alike. Innovators in design and students of psychology will learn: The psychological processes determining users' perception of, engagement with, and recommendation of digital innovations
Examples of interfaces before and after simple psychological alignments

that vastly enhanced their effectiveness Strategies for marketing and product development in an age of social media and behavioral targeting Hypotheses for research that both academics and enterprises can perform to better meet users' needs Who This Book Is For Designers and entrepreneurs will use this book to give their innovations an edge on what are increasingly competitive platforms such as apps, bots, in-car apps, augmented reality

content. Usability researchers and market researchers will leverage it to enhance their consulting and reporting. Students and lecturers in psychology departments will want it to help land employment in the private sector. Praise “Bottlenecks’ is a tight and eminently actionable read for business leaders in startups and enterprises alike. Evans gives us a rich sense of key psychological processes and even richer examples of them in

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**action.” - Nir Eyal, Author
of *Hooked: How to Build
Habit-Forming Products***

**“Clients frequently ask
our UX researchers and
designers for deeper
truths about why certain
designs work and others
fail. *Bottlenecks* offers
practical explanations
and evidence based on
the idea that human
cognition did not begin
with the digital age.” -**

**John Dirks, UX Director
and Partner, Blink UX**

**“*Bottlenecks* brings
together two very
important aspects of user**

**experience design:
understanding users and
translating this into
business impact. A must-
read for anyone who
wants to learn both.” -**

**Josh Lamar, Sr. UX Lead,
Microsoft Outlook**

**Innovation and
Collaboration in the
Digital Era**

**Agile Game Development
with Scrum (Adobe
Reader)**

**Revolutionize the Way
Your Organization Scales
Design**

**Building Your Product,
Business, and Brand**

Beautiful Data Practical UX Design Implementing an InfoSphere Optim Data Growth Solution

The world of healthcare is constantly evolving, ever increasing in complexity, costs, and stakeholders, and presenting huge challenges to policy making, decision making and system design. In *Design for Care*, we'll show how service and information designers can work with practice professionals and patients/advocates to make a positive difference in

Download Ebook Bottlenecks: Aligning UX Design With User Psychology healthcare.

The energy system is undergoing a fundamental transformation - from fossil to renewable energy, from central power plants to distributed, decentralised generation facilities such as rooftop solar panels or wind parks, from utilities to private residents as producers of energy, and from analogue to digital. This book looks at the energy transformation from two complementary angles: governance and business model innovation. On the one side, governance is a

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decisive factor for the success of the transformation because it can act as an accelerator, or it can delay the process. On the other side, entrepreneurs and corporate decision-makers provide new business models for a decentralised energy world. Based on best practices, country studies and interviews with CEOs and founders of startups from all over the world, the “Global Game Changer” suggests eight key principles for political decision-makers to successfully implement

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the transformation, and six core competencies for corporate decision-makers to thrive in the new marketplace.

Dr Donald Bailey starts with introductory material considering the problem of embedded image processing, and how some of the issues may be solved using parallel hardware solutions. Field programmable gate arrays (FPGAs) are introduced as a technology that provides flexible, fine-grained hardware that can readily exploit parallelism within many image processing

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algorithms. A brief review of FPGA programming languages provides the link between a software mindset normally associated with image processing algorithms, and the hardware mindset required for efficient utilization of a parallel hardware design. The design process for implementing an image processing algorithm on an FPGA is compared with that for a conventional software implementation, with the key differences highlighted. Particular attention is given to the

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techniques for mapping an algorithm onto an FPGA implementation, considering timing, memory bandwidth and resource constraints, and efficient hardware computational techniques. Extensive coverage is given of a range of low and intermediate level image processing operations, discussing efficient implementations and how these may vary according to the application. The techniques are illustrated with several example applications or case studies from projects or

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applications he has been involved with. Issues such as interfacing between the FPGA and peripheral devices are covered briefly, as is designing the system in such a way that it can be more readily debugged and tuned. Provides a bridge between algorithms and hardware Demonstrates how to avoid many of the potential pitfalls Offers practical recommendations and solutions Illustrates several real-world applications and case studies Allows those with software backgrounds to

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understand efficient hardware implementation Design for Embedded Image Processing on FPGAs is ideal for researchers and engineers in the vision or image processing industry, who are looking at smart sensors, machine vision, and robotic vision, as well as FPGA developers and application engineers. The book can also be used by graduate students studying imaging systems, computer engineering, digital design, circuit design, or computer science. It can also be used as supplementary text

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for courses in advanced digital design, algorithm and hardware implementation, and digital signal processing and applications.

Companion website for the book: www.wiley.com/go/bailey/fpga

Improving the measurement of symptoms of emotional disorders has been an important goal of mental health research. In direct response to this need, the Expanded Version of the Inventory of Depression and Anxiety Symptoms (IDAS-II) was developed to assess symptom dimensions

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underlying psychological disorders. Unlike other scales that serve as screening instruments used for diagnostic purposes, the IDAS-II is not closely tethered to the Diagnostic and Statistical Manual of Mental Disorders (DSM); rather, its scales cut across DSM boundaries to examine psychopathology in a dimensional rather than a categorical way.

Developed by authors David Watson and Michael O'Hara, the IDAS-II has broad implications for our understanding of psychopathology.

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Understanding the Emotional Disorders is the first manual for how to use the IDAS-II and examines important, replicable symptom dimensions contained within five adjacent diagnostic classes in the DSM-5: depressive disorders, bipolar and related disorders, anxiety disorders, obsessive-compulsive and related disorders, and trauma- and stressor-related disorders. It reviews problems and limitations associated with traditional, diagnosis-

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based approaches to studying psychopathology and establishes the theoretical and clinical value of analyzing specific types of symptoms within the emotional disorders. It demonstrates that several of these disorders contain multiple symptom dimensions that clearly can be differentiated from one another. Moreover, these symptom dimensions are highly robust and generalizable and can be identified in multiple types of data, including self-ratings, semi-

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structured interviews, and clinicians' ratings.

Furthermore, individual symptom dimensions often have strikingly different correlates, such as varying levels of criterion validity, incremental predictive power, and diagnostic specificity. Consequently, it is more informative to examine these specific types of symptoms, rather than the broader disorders. The book concludes with the development of a more comprehensive, symptom-based model that subsumes

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various forms of psychopathology—including sleep disturbances, eating- and weight-related problems, personality pathology, psychosis/thought disorder, and hypochondriasis—beyond the emotional disorders.

97 Things Every Programmer Should Know

UX on the Go

The Truth About How

Valuing Customer

Experience Can Transform

Your Business

Discover the Whole Story,

Build the Right Product

Modern Web Development

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**Help for Unprepared, Late,
and Scattered Teens**

**Reignite Business with a
Modern DevOps-Enabled
Software Factory**

User story mapping is a valuable tool for software development, once you understand why and how to use it. This insightful book examines how this often misunderstood technique can help your team stay focused on users and their needs without getting lost in the enthusiasm for individual product

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features. Author Jeff Patton shows you how changeable story maps enable your team to hold better conversations about the project throughout the development process. Your team will learn to come away with a shared understanding of what you're attempting to build and why. Get a high-level view of story mapping, with an exercise to learn key concepts quickly. Understand how stories really work, and how

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*they come to life in
Agile and Lean projects
Dive into a story's
lifecycle, starting with
opportunities and moving
deeper into discovery
Prepare your stories,
pay attention while
they're built, and learn
from those you convert
to working software
Learn to design,
implement, measure, and
improve DevOps programs
that are tailored to
your organization. This
concise guide assists
leaders who are
accountable for the*

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rapid development of high-quality software applications. In DevOps for Digital Leaders, deep collective experience on both sides of the dev-ops divide informs the global thought leadership and penetrating insights of the authors, all three of whom are cross-portfolio DevOps leaders at CA Technologies. Aruna Ravichandran, Kieran Taylor, and Peter Waterhouse analyze the organizational benefits, costs, freedoms, and

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constraints of DevOps. They chart the coordinated strategy of organizational change, metrics, lean thinking, and investment that an enterprise must undertake to realize the full potential of DevOps and reach the sweet spot where accelerating code deployments drive increasing customer satisfaction, revenue, and profitability. Digital leaders are charged to bridge the dev-ops disconnect if their organizations are

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to survive and flourish in a business world increasingly differentiated by the degree to which dynamic application software development harmonizes with operational resilience and reliability. This short book applies the DevOps perspective to the competitive challenge, faced by every high-performance IT organization today, of integrating and automating open source, cloud, and enterprise

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tools, processes, and techniques across the software development life cycle from requirements to release.

What You Will Learn:

Remove dependencies and constraints so that parallel practices can accelerate the development of defect-free software Automate continuous delivery across the software life cycle to eliminate release bottlenecks, manual labor waste, and technical debt accumulation Generate

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virtualized production-style testing of applications through real-time behavioral analytics Adopt agile practices so operations teams can support developer productivity with automated feedback, streamline infrastructure monitoring, spot and resolve operations issues before they impact production, and improve customer experience Identify the DevOps metrics appropriate to your

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*organization and
integrate DevOps with
your existing best
practices and investment
Who This Book Is For: IT
leaders in large
companies and government
agencies who have any
level of responsibility
for the rapid
development of high-
quality software
applications. The
secondary readership is
members of development
and operations teams,
security professionals,
and service managers.
In this book readers*

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will find technological discussions on the existing and emerging technologies across the different stages of the big data value chain. They will learn about legal aspects of big data, the social impact, and about education needs and requirements. And they will discover the business perspective and how big data technology can be exploited to deliver value within different sectors of the economy. The book is structured

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in four parts: Part I

“The Big Data

Opportunity” explores

the value potential of

big data with a

particular focus on the

European context. It

also describes the

legal, business and

social dimensions that

need to be addressed,

and briefly introduces

the European

Commission’s BIG

project. Part II “The

Big Data Value Chain”

details the complete big

data lifecycle from a

technical point of view,

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ranging from data acquisition, analysis, curation and storage, to data usage and exploitation. Next, Part III “Usage and Exploitation of Big Data” illustrates the value creation possibilities of big data applications in various sectors, including industry, healthcare, finance, energy, media and public services. Finally, Part IV “A Roadmap for Big Data Research” identifies and

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prioritizes the cross-sectorial requirements for big data research, and outlines the most urgent and challenging technological, economic, political and societal issues for big data in Europe. This compendium summarizes more than two years of work performed by a leading group of major European research centers and industries in the context of the BIG project. It brings together research findings, forecasts and estimates related to

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this challenging technological context that is becoming the major axis of the new digitally transformed business environment. Thousands of designers, marketers, and product managers have come to rely on Susan Weinschenk's original 100 Things Every Designer Needs To Know About People as a "go-to book" for practical advice on how to use the latest findings in psychology and neuroscience to directly

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inform and improve their designs, brands, and products. Research hasn't stopped since the book was written, and new design challenges have emerged.

Weinschenk's new book, 100 MORE Things Every Designer Needs To Know About People applies the latest research in psychology, neuroscience, brain research, and social psychology to the design of technology products, including websites, apps, wearables, and

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artificial intelligence. Weinschenk combines real science and research citations with practical examples to make her 100 MORE Things engaging, persuasive, easy to read, accessible, and useful. 100 MORE Things Every Designer Needs to Know About People is not just another “design guidelines” book because it explains the WHY behind the guidelines, providing concrete examples and prescriptions that can be easily and instantly

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Kaigun

Understanding the
Emotional Disorders

Usable Usability

The Stories Behind

Elegant Data Solutions

Data Science in Action

97 Things Every Cloud

Engineer Should Know

Designing User

Experience

In this insightful book, you'll learn from the best data practitioners in the field just how wide-ranging -- and beautiful -- working with data can be. Join 39 contributors as they explain how they developed simple and elegant solutions on projects ranging from the Mars lander to a Radiohead video. With Beautiful Data,

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you will: Explore the opportunities and challenges involved in working with the vast number of datasets made available by the Web Learn how to visualize trends in urban crime, using maps and data mashups Discover the challenges of designing a data processing system that works within the constraints of space travel Learn how crowdsourcing and transparency have combined to advance the state of drug research Understand how new data can automatically trigger alerts when it matches or overlaps pre-existing data Learn about the massive infrastructure required to create, capture, and process DNA data That's only small sample of what you'll find in Beautiful Data. For anyone who handles data, this is a truly fascinating book. Contributors include: Nathan Yau Jonathan Follett and Matt Holm J.M. Hughes Raghu Ramakrishnan, Brian Cooper, and

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David Poole Andrew Gelman, Jonathan
P. Kastellec, and Yair Ghitza Toby
Segaran*

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*Much of the work of user-centered design
practitioners involves some type of
interviewing. While interviewing is an
important skill, many colleagues have
little or no formal training in*

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interviewing methods and often learn on the job with limited feedback on the quality of their interviews. This book teaches readers about the three basic interview methods: structured interviews, semi-structured interviews, and unstructured interviews. The author discusses the various strengths, weaknesses, issues with each type of interview, and includes best practices and procedures for conducting effective and efficient interviews. The book dives into the detailed information about interviews that haven't been discussed before – readers learn how and when to ask the "how" and "why" questions to get a deeper understanding of problems, concepts, and processes, as well as discussions on laddering and critical incident techniques. Because so much of what UX practitioners do involves good interviewing skills, this is your one-stop

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resource with the definitions, processes, procedures and best practices on the basic approaches.

Learn to build and implement a robust Oracle E-Business Suite system using the new release, EBS 12.2. This hands-on, real-world guide explains the rationale for using an Oracle E-Business Suite environment in a business enterprise and covers the major technology stack changes from EBS version 11i through R12.2. You will learn to build up an EBS environment from a simple single-node installation to a complex multi-node high available setup. Practical Oracle E-Business Suite focuses on release R12.2, but key areas in R12.1 are also covered wherever necessary. Detailed instructions are provided for the installation of EBS R12.2 in single and multi-node configurations, the logic and methodology used in EBS patching, and

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cloning of EBS single-node and complex multi-node environments configured with RAC. This book also provides information on FMW used in EBS 12.2, as well as performance tuning and EBS 12.2 on engineered system implementations. What You Will

Learn:
Understand Oracle EBS software and the underlying technology stack

Install/configure Oracle E-Business Suite R12.2 in simple and HA complex setups
Manage Oracle EBS 12.2
Use online patching (adop) for Installation of Oracle EBS

Clone an EBS environment in simple and complex configurations
Perform and tune Oracle EBS in all layers

(Application/DB/OS/NW)
Secure E-Business Suite R12.2
Who This Book Is For:

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Developers, data architects, and data scientists looking to integrate the most successful big data open stack architecture and how to choose the correct technology in every layer

Innovating Healthcare Experience

Effective UI

DevOps for Digital Leaders

For user experience designers in the field or in the making

101 Design Methods

Delta CX

Aligning UX Design with User Psychology

The first step-by-step guidebook for successful innovation planning. Unlike other books on the subject, 101 Design Methods approaches the practice of creating new products, services, and customer experiences as a science, rather

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than an art, providing a practical set of collaborative tools and methods for planning and defining successful new offerings.

Strategists, managers, designers, and researchers who undertake the challenge of innovation, despite a lack of established procedures and a high risk of failure, will find this an invaluable resource. Novices can learn from it; managers can plan with it; and practitioners of innovation can improve the quality of their work by referring to it.

Deliver Better Games Faster, On Budget—And Make Game Development Fun Again! Game development is in crisis—facing bloated budgets, impossible

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schedules, unmanageable complexity, and death march overtime. It ' s no wonder so many development studios are struggling to survive. Fortunately, there is a solution. Scrum and Agile methods are already revolutionizing development outside the game industry. Now, long-time game developer Clinton Keith shows exactly how to successfully apply these methods to the unique challenges of game development. Keith has spent more than fifteen years developing games, seven of them with Scrum and agile methods. Drawing on this unparalleled expertise, he shows how teams can use Scrum to deliver games

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more efficiently, rapidly, and cost-effectively; craft games that offer more entertainment value; and make life more fulfilling for development teams at the same time. You ' ll learn to form successful agile teams that incorporate programmers, producers, artists, testers, and designers—and promote effective collaboration within and beyond those teams, throughout the entire process. From long-range planning to progress tracking and continuous integration, Keith offers dozens of tips, tricks, and solutions—all based firmly in reality and hard-won experience. Coverage includes Understanding Scrum ' s goals, roles, and

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practices in the context of game development Communicating and planning your game ' s vision, features, and progress Using iterative techniques to put your game into a playable state every two to four weeks— even daily Helping all team participants succeed in their roles Restoring stability and predictability to the development process Managing ambiguous requirements in a fluid marketplace Scaling Scrum to large, geographically distributed development teams Getting started: overcoming inertia and integrating Scrum into your studio ' s current processes Increasingly, game developers and managers are recognizing that

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things can't go on the way they have in the past. Game development organizations need a far better way to work. Agile Game Development with Scrum gives them that—and brings the profitability, creativity, and fun back to game development. Delta CX is a refreshing model bringing CX and UX together in task and in name with the key goal of improving the products, services, and experiences (PSE) that we offer our potential and current customers. Rather than following trends or drinking the snake oil, Delta CX presents a time-tested, thorough approach that helps you establish values, vision, strategies, and goals. Great PSE

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require the right teams and strategies in place to proactively predict and mitigate the risk of delivering wrong or flawed PSE. Adopting Delta CX means we all finally speak the same language, from tasks and deliverables to job titles and required skills to where CX fits into Agile organizations to processes and teams. Calculate the ROI of investing more time and resources into building the right PSE the first time. Save time, money, and sanity. Replace guessing and assumptions with Lean customer research that is planned, conducted, and interpreted by experts. Learn why quality should be our #1 priority, and how to rededicate our

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organization to our external and internal customers. Target audiences: Managers, workers, practitioners, freelancers, consultants, contractors, execs, stakeholders, and everybody else working in CX, UX, Marketing, Product Management, Engineering, Project Management. Business Analysts (BAs), Data Scientists, Writers, Visual Designers, Information Architects, Interaction Designers, Product Designers, and Researchers. The long and problem-focused version: In an era of faster, faster, faster, our workplaces are sacrificing quality, collaboration, culture, and the customer experience to "just ship it." Business goals don't seem

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to align with customers' needs.

Customers constantly raise their standards and expectations, and they notice when companies are out of touch or get it wrong.

Competitors, investors, shareholders, the press, bloggers, social media, and Wall Street also notice. Brands are being surprised when their products, services, and experiences (PSE) are disliked or rejected by customers, or go viral for the wrong reasons. Companies claim they are customer-focused, user-centric, and designing for the needs of real customers. Initiatives to increase the ability to build the right PSE should have meant hiring more CX and UX talent. However, with UX still

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misunderstood, circumvented, overruled, and excluded at many companies, workplaces that didn't know how to assess CX and UX talent hired anybody who put "UX" on their resume. Poor hiring choices lead to silos and "bad design." Rather than wondering if "UX" workers were unqualified, leadership blamed UX and User-Centered Design (UCD): They must be bloated, outdated, not Lean, not Agile things we don't really need. We started imagining that "everybody can be a designer." Get people sketching in design sprints, and solve our company's biggest challenges. We called for democratization and decentralization of UX and design

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because perhaps taking some power away from these "high-ego UX people" we hired will fix this. Suddenly, everybody was a design thinker doing design thinking, yet few people can agree on what design thinking is. Everybody became quietly desperate. UX practitioners wanted to evangelize, and invited teammates to UX evangelism presentations, which often backfired. Companies of all sizes and ages, including Fortune 500s, tried methodologies designed for startups. Startups fail roughly 95% of the time. It's so rare that they innovate or build something the public actually wants. Why would we want to emulate a segment with such a

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high failure rate? We're lost. We need another business transformation, a return to prioritizing the quality of what we ideate, architect, design, test, build, and unleash on the public.(Return to the top for the short and happy version.)

A wonderful resource for anyone who knows or works with teens who suffer from executive functioning disorder (EFD)—including parents, teachers, counselors, or clinicians. From handling frustration to taking notes in class, this book will help teens hone the skills they need to succeed. Do you know a teen who is disorganized, chronically late, forgetful, or

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impulsive? Do they struggle to get homework done, but never manage to turn it in on time? Perhaps it ' s your son or daughter, a student you work with, or even a client. It ' s likely that this teen suffers from executive functioning disorder (EFD), an attention disorder marked by an inability to stay on task that is common in people with learning disabilities. If this teen has tried to manage his or her time and meet deadlines with little success, he or she may feel like giving up. There is a light at the end of the tunnel, however. You just need to show them the way. In *The Executive Functioning Workbook for Teens* a licensed school counselor provides

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an evidence-based, easy-to-use, and practical workbook written directly for a teen audience. The book is designed to provide teens with the skills needed to get organized, retain information, communicate effectively, and perform well in school and in everyday life. Based in proven-effective cognitive behavioral therapy (CBT), the book offers activities that will help teens better understand their disorder and cope with it effectively. With one chapter for each of the ten main areas of EFD, the book also includes tips for initiating positive action and change, improving flexibility in thinking, sustaining attention, organizing, planning,

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enhancing memory, managing emotions, and building self-awareness. Written in a fun, engaging format, this book is designed to motivate and inspire teens to carry out and complete tasks with ease.

A Project Guide to UX Design

New Horizons for a Data-Driven
Economy

How to Observe Users, Influence
Design, and Shape Business
Strategy

Agile IT Organization Design

Learn how to Do Great UX Work
with Tiny Budgets, No Time, and
Limited Support

Think Like a UX Researcher

The Art of Building Great User
Experience in Software

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Designed with flexibility and readers' needs in mind, this purpose driven book offers new UX practitioners succinct and complete instructions on how to conduct user research and rapidly design interfaces and products in the classroom or the office. With 16 challenges to learn from, this comprehensive guide outlines the process of a User Experience project cycle from assembling a team to researching user needs to creating and verifying a prototype. Practice developing a prototype in as little as a week or build your skills in two-, four-, eight-, or sixteen-week stretches. Gain insight into individual motivations,

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connections, and interactions; learn the three guiding principles of the design system; and discover how to shape a user's experience to achieve goals and improve overall immediate experience, satisfaction, and well-being. Written for professionals looking to learn or expand their skills in user experience design and students studying technical communication, information technology, web and product design, business, or engineering alike, this accessible book provides a foundational knowledge of this diverse and evolving field. A companion website will include examples of contemporary UX projects, material

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to illustrate key techniques, and other resources for students and instructors. Access the material at uxonthego.com.

The A-to-Z guide to spotting and fixing usability problems Frustrated by pop-ups? Forms that make you start over if you miss a field? Nonsensical error messages? You're not alone! This book helps you simply get it right the first time (or fix what's broken). Boasting a full-color interior packed with design and layout examples, this book teaches you how to understand a user's needs, divulges techniques for exceeding a user's expectations, and provides a host of hard won advice for improving the overall quality of

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a user's experience. World-renowned UX guru Eric Reiss shares his knowledge from decades of experience making products useable for everyone...all in an engaging, easy-to-apply manner. Reveals proven tools that simply make products better, from the users' perspective Provides simple guidelines and checklists to help you evaluate and improve your own products Zeroes in on essential elements to consider when planning a product, such as its functionality and responsiveness, whether or not it is ergonomic, making it foolproof, and more Addresses considerations for product clarity, including its visibility, understandability,

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logicalness, consistency, and predictability Usable Usability walks you through numerous techniques that will help ensure happy customers and successful products!

One of the great spectacles of modern naval history is the Imperial Japanese Navy's instrumental role in Japan's rise from an isolationist feudal kingdom to a potent military empire stridently confronting, in 1941, the world's most powerful nation. Years of painstaking research and analysis of previously untapped Japanese-language resources have produced this remarkable history of the navy's dizzying development, tactical

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triumphs, and humiliating defeat.

Unrivaled in its breadth of coverage and attention to detail, this

important new study explores the foreign and indigenous influences on the navy's thinking about naval warfare and how to plan for it.

Focusing primarily on the much-neglected period between the world wars, David C. Evans and Mark R. Peattie, two widely esteemed historians, persuasively explain how the Japanese failed to prepare properly for the war in the Pacific despite an arguable advantage in capability.

Learn all you need to know about seven key innovations disrupting business analytics today. These

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innovations—the open source business model, cloud analytics, the Hadoop ecosystem, Spark and in-memory analytics, streaming analytics, Deep Learning, and self-service analytics—are radically changing how businesses use data for competitive advantage. Taken together, they are disrupting the business analytics value chain, creating new opportunities. Enterprises who seize the opportunity will thrive and prosper, while others struggle and decline: disrupt or be disrupted. Disruptive Business Analytics provides strategies to profit from disruption. It shows you how to organize for insight, build and provision an open

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source stack, how to practice lean data warehousing, and how to assimilate disruptive innovations into an organization. Through a short history of business analytics and a detailed survey of products and services, analytics authority Thomas W. Dinsmore provides a practical explanation of the most compelling innovations available today. What You'll Learn Discover how the open source business model works and how to make it work for you See how cloud computing completely changes the economics of analytics Harness the power of Hadoop and its ecosystem Find out why Apache Spark is everywhere Discover the potential of streaming

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and real-time analytics Learn what Deep Learning can do and why it matters See how self-service analytics can change the way organizations do business Who This Book Is For Corporate actors at all levels of responsibility for analytics: analysts, CIOs, CTOs, strategic decision makers, managers, systems architects, technical marketers, product developers, IT personnel, and consultants.

*A Structured Approach for Driving Innovation in Your Organization
The Role of Emotional Intelligence for Innovation Leadership and Collaborative Innovation*

The Site Reliability Workbook

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Design for Embedded Image

Processing on FPGAs

The Executive Functioning

Workbook for Teens

An Implementation and

Management Guide

Top-ranking Japanese officers offer their personal perspectives of the Pacific War. Lauded by historians and World War II buffs eager for the Japanese viewpoint, this collection of essays makes significant contributions to the field of World War II literature. This second edition, originally published in 1986, adds five articles to the original twelve to provide a full picture of the Japanese's navy's role in the war. Most of these moving accounts were written in the 1950s and retain the immediacy felt by the

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writers when they participated in the events. They provide valuable information on the strategy, tactics, and operations of the Japanese fleet, as well as insights into the personalities and motives of its leaders. Here, Vice Admiral Shigeru Fukudome comes to grips with allegations that the assault on Pearl Harbor represented strategic folly, political blundering, and tactical stupidity. Captain Mitsuo Fuchida describes how his bombing group unleashed “devils of doom” on Battleship Row, and Mitsuru Yoshida gives an eye-witness account of the sinking of the famous battleship Yamato. The new contributions to the volume, translated especially for this book by the editor, discuss operations

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in the Indian Ocean, the battle of the Philippine Sea, the protection of merchant shipping, submarine warfare, and Japan's overall naval strategy. A brief introduction precedes each essay to set it in historical context, and a biographical summary of each contributor is included. A striking collection of photographs and maps, many of which are new to this edition, augment the text.

'Inclusive Designing' presents the proceedings of the seventh Cambridge Workshop on Universal Access and Assistive Technology (CWUAAT '14). It represents a unique multi-disciplinary workshop for the Inclusive Design Research community where designers, computer scientists, engineers, architects, ergonomists,

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policymakers and user communities can exchange ideas. The research presented at CWUAAT '14 develops methods, technologies, tools and guidance that support product designers and architects to design for the widest possible population for a given range of capabilities, within a contemporary social and economic context. In the context of developing demographic changes leading to greater numbers of older people and people with disabilities, the general field of Inclusive Design Research strives to relate the capabilities of the population to the design of products. Inclusive populations of older people contain a greater variation in sensory, cognitive and physical user capabilities. These variations may be

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co-occurring and rapidly changing leading to a demanding design environment. Recent research developments have addressed these issues in the context of: governance and policy; daily living activities; the workplace; the built environment, Interactive Digital TV and Mobile communications. Increasingly, a need has been identified for a multidisciplinary approach that reconciles the diverse and sometimes conflicting demands of Design for Ageing and Impairment, Usability and Accessibility and Universal Access. CWUAAT provides a platform for such a need. This book is intended for researchers, postgraduates, design practitioners, clinical practitioners, and design teachers.

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Design IT Organizations for Agility at Scale Aspiring digital businesses need overall IT agility, not just development team agility. In Agile IT Organization Design , IT management consultant and ThoughtWorks veteran Sriram Narayan shows how to infuse agility throughout your organization.

Drawing on more than fifteen years' experience working with enterprise clients in IT-intensive industries, he introduces an agile approach to "Business-IT Effectiveness" that is as practical as it is valuable. The author shows how structural, political, operational, and cultural facets of organization design influence overall IT agility—and how you can promote better collaboration across diverse functions, from sales and marketing

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to product development, and engineering to IT operations. Through real examples, he helps you evaluate and improve organization designs that enhance autonomy, mastery, and purpose: the key ingredients for a highly motivated workforce. You'll find "close range" coverage of team design, accountability, alignment, project finance, tooling, metrics, organizational norms, communication, and culture. For each, you'll gain a deeper understanding of where your organization stands, and clear direction for making improvements. Ready to optimize the performance of your IT organization or digital business? Here are practical solutions

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for the long term, and for right now.
Govern for value over predictability
Organize for responsiveness, not
lowest cost Clarify accountability for
outcomes and for decisions along the
way Strengthen the alignment of
autonomous teams Move beyond
project teams to capability teams
Break down tool-induced silos Choose
financial practices that are free of
harmful side effects Create and retain
great teams despite today's "talent
crunch" Reform metrics to promote
(not prevent) agility Evolve culture
through improvements to structure,
practices, and leadership—and careful,
deliberate interventions
Thanks to the decreasing cost of
prototyping, it's more feasible for
professional makers and first-time

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entrepreneurs to launch a hardware startup. But exactly how do you go about it? This book provides the roadmap and best practices you need for turning a product idea into a full-fledged business. Written by three experts from the field, *The Hardware Startup* takes you from idea validation to launch, complete with practical strategies for funding, market research, branding, prototyping, manufacturing, and distribution. Two dozen case studies of real-world startups illustrate possible successes and failures at every stage of the process. Validate your idea by learning the needs of potential users. Develop branding, marketing, and sales strategies early on. Form relationships with the right investment

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partners Prototype early and often to ensure you're on the right path Understand processes and pitfalls of manufacturing at scale Jumpstart your business with the help of an accelerator Learn strategies for pricing, marketing, and distribution Be aware of the legal issues your new company may face

Disruptive Analytics
Practical Ways to Implement SRE
User Story Mapping
Decentralised Energy
A Roadmap for Usage and Exploitation of Big Data in Europe
A Flexible Guide to User Experience Design
Charting Your Strategy for Next-Generation Business Analytics
In 2016, Google's Site Reliability

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Engineering book ignited an industry discussion on what it means to run production services today—and why reliability considerations are fundamental to service design. Now, Google engineers who worked on that bestseller introduce *The Site Reliability Workbook*, a hands-on companion that uses concrete examples to show you how to put SRE principles and practices to work in your environment. This new workbook not only combines practical examples from Google's experiences, but also provides case studies from Google's Cloud Platform customers who underwent this

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journey. Evernote, The Home Depot, The New York Times, and other companies outline hard-won experiences of what worked for them and what didn't. Dive into this workbook and learn how to flesh out your own SRE practice, no matter what size your company is. You'll learn:

- How to run reliable services in environments you don't completely control—like cloud
- Practical applications of how to create, monitor, and run your services via Service Level Objectives
- How to convert existing ops teams to SRE—including how to dig out of operational overload
- Methods for

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starting SRE from either
greenfield or brownfield

A foundational yet practical
approach to UX that delivers
more creative, collaborative,
holistic, and mature design
solutions, regardless of your
background or experience About
This Book Improve your UX
design awareness and skills
Gain greater confidence to know
when you have delivered a
“good” UX design Learn by
example using a book designed
by a UX mind for a UX mind Who
This Book Is For This book is
written for the beginner as well
as the experienced UX
practitioner, regardless of team

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size, company size, or job title. It is also intended for anyone with an interest in UX, engages with UX, is involved in any way in interactive problem solving and design, or simply wants to learn more about what we do, how we do it, and why those in the UX field are so passionate about wanting to do it better. What You Will Learn Awaken your UX mind and dispel the myths of non-UX thinkers Create the six optimal conditions for your best ideas to appear Identify and incorporate the ten design principles found in all good UX design Develop a broader understanding of Information Architecture (IA) to

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better engage, guide, and inform
Develop a fundamental
understanding of patterns and
the properties that create them
Raise your level of UX maturity
with a strategy that transforms
your approach to problem
solving and helps others
understand the true value of your
work Utilize important tools of the
UX trade that never go out of
style Increase your knowledge of
UX, incorporate valuable ideas
and insights into your work, and
look at design from a very unique
perspective In Detail Written in
an easy-to-read style, this book
provides real-world examples, a
historical perspective, and a

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holistic approach to design that will ground you in the fundamental essentials of interactive design, allow you to make more informed design decisions, and increase your understanding of UX in order to reach the highest levels of UX maturity. As you will see, UX is more than just delighting customers and users. It is also about thinking like a UX practitioner, making time for creativity, recognizing good design when you see it, understanding Information Architecture as more than just organizing and labeling websites, using design patterns to

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influence user behavior and decision making, approaching UX from a business perspective, transforming your client's and company's fundamental understanding of UX and its true value, and so much more. This book is an invaluable resource of knowledge, perspective, and inspiration for those seeking to become better UX designers, increase their confidence, become more mature design leaders, and deliver solutions that provide measurable value to stakeholders, customers, and users regardless of project type, size, and delivery method. Style and approach An in-depth, easy

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to read, and entertaining journey into and through the world of UX using real-world examples, thoughtful illustrations, and engaging quotes to inspire and explain fully the how and why of UX in a practical and impactful way and used immediately in your own work.

Think Like a UX Researcher will challenge your preconceptions about user experience (UX) research and encourage you to think beyond the obvious. You'll discover how to plan and conduct UX research, analyze data, persuade teams to take action on the results and build a career in UX. The book will help

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maturity. War stories from seasoned researchers to show you how UX research methods can be tailored to your own organization.

Tap into the wisdom of experts to learn what every programmer should know, no matter what language you use. With the 97 short and extremely useful tips for programmers in this book, you'll expand your skills by adopting new approaches to old problems, learning appropriate best practices, and honing your craft through sound advice. With contributions from some of the most experienced and respected practitioners in the

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industry--including Michael Feathers, Pete Goodliffe, Diomidis Spinellis, Cay Horstmann, Verity Stob, and many more--this book contains practical knowledge and principles that you can apply to all kinds of projects. A few of the 97 things you should know:

- "Code in the Language of the Domain" by Dan North
- "Write Tests for People" by Gerard Meszaros
- "Convenience Is Not an -ility" by Gregor Hohpe
- "Know Your IDE" by Heinz Kabutz
- "A Message to the Future" by Linda Rising
- "The Boy Scout Rule" by Robert C. Martin (Uncle Bob)
- "Beware the Share" by Udi

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Understanding domains,
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planning, designing, and*

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building dynamic web solutions. You'll learn how to gain maximum value from Domain-Driven Design (DDD), define optimal supporting architecture, and succeed with modern UX-first design approaches. The author guides you through choosing and implementing specific technologies and addresses key user-experience topics, including mobile-friendly and responsive design. You'll learn how to gain more value from existing Microsoft technologies such as ASP.NET MVC and SignalR by

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using them alongside other technologies such as Bootstrap, AJAX, JSON, and JQuery. By using these techniques and understanding the new ASP.NET Core 1.0, you can quickly build advanced web solutions that solve today's problems and deliver an outstanding user experience. Microsoft MVP Dino Esposito shows you how to: Plan websites and web apps to mirror real-world social and business processes Use DDD to dissect and master the complexity of business domains Use UX-Driven

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About This Book For experienced developers and solution architects who want to plan and develop web solutions more effectively Assumes basic familiarity with the Microsoft web development stack If you create, manage, operate, or configure systems running in the cloud, you're a cloud engineer--even if you work as a system administrator, software developer, data scientist, or site reliability engineer. With this book, professionals from around the world provide valuable

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insight into today's cloud engineering role. These concise articles explore the entire cloud computing experience, including fundamentals, architecture, and migration. You'll delve into security and compliance, operations and reliability, and software development. And examine networking, organizational culture, and more. You're sure to find 1, 2, or 97 things that inspire you to dig deeper and expand your own career. "Three Keys to Making the Right Multicloud Decisions," Brendan O'Leary

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Are SREs Obsessed with It?",
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Cloud, the Network Is the

Foundation," David Murray

"Cloud Engineering Is About

Culture, Not Containers,"

Holly Cummins

Innovation and Collaboration

in the Digital Era provides a

holistic approach to

collaborative innovation,

innovation management and

innovation leadership. It is

full of practical advice and

includes 34 interviews with

high-level politicians,

innovation industry leaders,

academics and

entrepreneurs discussing the

reality of innovation and how

to create change for a

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positive impact. Many quotes are included from researchers and practitioners in the innovation field who have participated as guests in the author's podcast "Business of Collaboration" or in interviews with the Collabwith Magazine which she produces. This is a powerful book full of practical frameworks and one-page canvases which act as reminders of the value of making needs and expectations explicit. The author provides frameworks and tools that can be used to support collaboration

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journeys across different sectors and organizations. She also offers clarity to the reader for their innovation journey and brings a new perspective on how to innovate and understand innovation. Jara Pascual focuses on the importance of managing emotions and feelings of frustration which can be very common during a collaborative innovation process. She explores the interaction between Emotional Intelligence and business and shows how to remove and manage frustration and how to

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produce a positive outcome. Innovation and Collaboration in the Digital Era will empower the reader to take action and show how to change your conversation about innovation and collaboration. "Innovation and collaboration are among the most important concepts that drive human society forward. Jara Pascual explores their interplay in a unique way, with the chapters walking through the richness of the topics like a Mediterranean food market, full of colour, diversity and flavours. A remarkable,

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engaging and satisfying read." Johan Kestens, CIO New York Mellon Bank "Jara's voice is rigorous and inspiring on how to manage organizations in the current era. Indeed, there are strategic reasons for diversity. And indeed, good leaders are not just smart, but emotionally intelligent. A MUST READ!" Elena Arrieta, tech & innovation journalist. Currently working as Communications Manager at DigitalES, the Spanish Association for Digitalisation. "Jara Pascual is opening a new box for innovation. I was

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intrigued about the connection of Emotional Intelligence and business in particular in a startup context. Everyone is looking for recipes for personal and professional success and this approach might be the key for both." Sabine Stuiver, Co-founder and CMO Hydraloop

"Jara Pascual, with colleague Celia Avila-Rauch, has been able to distill and apply the ability model of emotional intelligence to the art and science of innovation and innovation leadership. In our work we note that feelings are not always facts but that

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emotions as a form of data. More than that, emotions can assist or facilitate with decision making, creativity and innovation rather than getting in the way, but only if leaders are "smart" about emotions and develop and deploy their emotional intelligence skills." Dr David R Caruso, Emotional Intelligence Skills Group, Founder Yale Center for Emotional Intelligence, Research Affiliate

Joining Usability, Accessibility, and Inclusion For Digital Transformation and Continuous Delivery

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Technology in the Imperial
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*Simple Steps for Making
Stuff Better*
*Ten Strategies of a World-
Class Cybersecurity
Operations Center*