

Learning Web Design 4th Edition 640 Pages

A two-book set for web designers and front-end developers
This two-book set combines the titles HTML & CSS: Designing and Building Web Sites and JavaScript & jQuery: Interactive Front-End Development. Together these two books form an ideal platform for anyone who wants to master HTML and CSS before stepping up to JavaScript and jQuery. HTML & CSS covers structure, text, links, images, tables, forms, useful options, adding style with CSS, fonts, colors, thinking in boxes, styling lists and tables, layouts, grids, and even SEO, Google analytics, ftp, and HTML5. JavaScript & jQuery offers an excellent combined introduction to these two technologies using a clear and simple visual approach using diagrams, infographics, and photographs. A handy two-book set that uniquely combines related technologies Highly visual format and accessible language makes these books highly effective learning tools Perfect for beginning web designers and front-end developers

OVER HET BOEK SEO is not dead. Dat is de mythe die auteur en SEO-geek Frederik Vermeire uit de wereld wil helpen. Want: - kleine aanpassingen aan websites maken een groot verschil in de manier waarop een website in een zoekmachine verschijnt, - je kan met SEO voor bepaalde zoekwoorden jouw concurrenten uit de strijd slaan in zoekmachines, - SEO is een zegen voor de consument: de zoekresultaten blijven natuurlijk. Kortom: SEO is krachtig. Je kan er zelfs duizenden bezoekers mee naar je website leiden. Maar krachtige SEO, hoe doe je het (goed)? En niet onbelangrijk: hoe maak je SEO meetbaar? Dat is wat je in dit boek zal ontdekken. PASSAGE Er bestaan al honderden marketingmodellen (zoals AIDA), maar weinig modellen

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omvatten de hedendaagse complexiteit van (inbound) content, SEO, digital marketing en KPI's (Key Performance Indicators). Avinash Kaushik, de digital marketing-evangelist bij Google heeft enige tijd geleden een nieuw model gebouwd. De reden waarom ik hier uitgebreid het model van Kaushik bespreek is vrij simpel. Voor mij betekent SEO niet alleen een hoge positie bekleden in zoekmachineresultaten. Het gaat er ook om bezoekers te laten converteren naar leads en prospects en om uiteindelijk klanten voor je bedrijf of organisatie aan te brengen. Avinash Kaushik heeft daar een zeer heldere kijk op. Veel websites worden volgepropt met 'Koop nu', 'Bestel nu', 'Vraag nu een offerte aan' ... knoppen. Als je een website bezoekt, heb je misschien niet onmiddellijk het voornemen om te bestellen of een offerte aan te vragen (misschien later of misschien zelfs nooit). Amper een klein percentage bezoekers wil meteen kopen of een dienst afnemen. In dat nieuwe model gaan we begrijpen waarom 98 % van jouw websitebezoekers niet converteert en ontdek je hoe je ze later toch kunt converteren. Content, marketing en meten zijn bij veel bedrijven nauwelijks op elkaar afgestemd. Veelal worden er grote bedragen aan marketingbudget gependend zonder sterke content en meetpunten. Als er dan wel sterke content aanwezig is, gaat het marketingdepartement er 'buikgevoelsgewijs' van uit dat de content perfect zit. Door het vastleggen van meetpunten en KPI's weten ze waar we nog kunnen optimaliseren. We willen allemaal de juiste marketingboodschap op het juiste moment aan de juiste persoon tonen. Dat marketingmodel zal dat grondig vergemakkelijken. In dit overzicht zullen we niet het volledige model bespreken, maar ik zal jullie met enkele hoofdlijnen warm proberen te maken om er als digital marketeer meer over te gaan lezen, om je meer in de materie te verdiepen en om na te denken over de huidige (SEO-) strategie binnen je bedrijf of organisatie. OVER DE

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SCHRIJVER Frederik Vermeire is al vijftien jaar bezig met SEO. Als zaakvoerder van WiSEO stuurt hij in 2019 een team van vier SEO-specialisten aan. WiSEO helpt bedrijven zoals Accent Jobs, Cebeo, Dewaele Vastgoedgroep, VRT... en vele andere in de juiste zoekmachinerichting. Frederik gaf al meer dan honderd in-company SEO-opleidingen en heeft ook zijn eigen SEO Academy om SEO-kennis over te brengen.

Make your websites more dynamic by adding a feedback form, creating a private area where members can upload images that are automatically resized, or perhaps storing all your content in a database. David Powers has updated his definitive book to incorporate the latest techniques and changes to PHP, including the arrival of PHP 7. New features include the spaceship and null coalesce operators, generators, using array shorthand syntax for list(), array dereferencing, and array unpacking with the splat operator. The problem is, you're not a programmer and the thought of writing code sends a chill up your spine. Or maybe you've dabbled a bit in PHP and MySQL, but you can't get past baby steps. If this describes you, then you've just found the right book. PHP and the MySQL database are deservedly the most popular combination for creating dynamic websites. They're free, easy to use, and provided by many web hosting companies in their standard packages. This book also covers MariaDB, a seamless replacement for MySQL that has been adopted on many web servers. Unfortunately, most PHP books either expect you to be an expert already or force you to go through endless exercises of little practical value. In contrast, this book gives you real value right away through a series of practical examples that you can incorporate directly into your sites, optimizing performance and adding functionality such as file uploading, email feedback forms, image galleries, content management systems, and much more. Each solution is created with not only functionality in

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mind, but also visual design. But this book doesn't just provide a collection of ready-made scripts: each PHP solution builds on what's gone before, teaching you the basics of PHP and database design quickly and painlessly. By the end of the book, you'll have the confidence to start writing your own scripts or—if you prefer to leave that task to others—to adapt existing scripts to your own requirements. Right from the start, you're shown how easy it is to protect your sites by adopting secure coding practices. What You Will Learn Design and build dynamic PHP-based web sites and applications Get started right away through practical examples that you can reuse Incorporate PHP 7 elements including new ways of handling arrays Work with the latest PHP 7 techniques, innovations, and best practices Who This Book Is For Readers should have at least some prior exposure to web development using PHP.

Thoroughly revised, updated, and expanded, The SAGE Encyclopedia of Business Ethics and Society, Second Edition explores current topics, such as mass social media, cookies, and cyber-attacks, as well as traditional issues including accounting, discrimination, environmental concerns, and management. The new edition also includes an in-depth examination of current and recent ethical affairs, such as the dangerous work environments of off-shore factories for Western retailers, the negligence resulting in the 2010 BP oil spill, Apple's exploitation of outdated tax code, the gender wage gap, the minimum wage debate and increasing income disparity and the unparalleled level of debt in the U.S. and other countries with the challenges it presents to many societies and the considerable impact on the ethics of intergenerational wealth transfers. Key features include: seven volumes, with more than 1,200 signed entries by significant figures in the field cross-references and suggestions for further readings to guide students to in-depth

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resources Thematic Reader's Guide groups related entries by general topics Index allows for thorough browse-and-search capabilities in the electronic edition.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. This up-to-the-minute reference will help you master all three facets of sports analytics — and use it to win! Sports Analytics and Data Science is the most accessible and practical guide to sports analytics for everyone who cares about winning and everyone who is interested in data science. You'll discover how successful sports analytics blends business and sports savvy, modern information technology, and sophisticated modeling techniques. You'll master the discipline through realistic sports vignettes and intuitive data visualizations—not complex math. Every chapter focuses on one key sports analytics application. Miller guides you through assessing players and teams, predicting scores and making game-day decisions, crafting brands and marketing messages, increasing revenue and profitability, and much more. Step by step, you'll learn how analysts transform raw data and analytical models into wins: both on the field and in any sports business.

This is a guide to the teaching of computing and coding in primary schools, and an exploration of how children develop their computational thinking. It covers all areas of the National Curriculum for primary computing and offers insight into effective teaching. The text considers three strands of computer science, digital literacy and information technology. The teaching of coding is especially challenging for primary teachers, so it highlights learning on this, giving practical examples of how this can be taught. For all areas of the computing curriculum the text also provides guidance on planning age-appropriate activities with step-by-step guides and details of educationally appropriate software and

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hardware. This book helps you to connect what you need to teach with how it can be taught, and opens up opportunities in the new curriculum for creative and imaginative teaching. It also includes the full National Curriculum Programme of Study for Computing, key stages 1 and 2 as a useful reference for trainee teachers.

This second edition is a practical, easy-to-read resource on web-based learning. The book ably and clearly equips readers with strategies for designing effective online courses, creating communities of web-based learners, and implementing and evaluating based on an instructional design framework. Case example, case studies, and discussion questions extend readers skills, inspire discussion, and encourage readers to explore the trends and issues related to online instructional design and delivery.

Do you want to build web pages but have no prior experience? This friendly guide is the perfect place to start. You'll begin at square one, learning how the web and web pages work, and then steadily build from there. By the end of the book, you'll have the skills to create a simple site with multicolumn pages that adapt for mobile devices. Each chapter provides exercises to help you learn various techniques and short quizzes to make sure you understand key concepts. This thoroughly revised edition is ideal for students and professionals of all backgrounds and skill levels. It is simple and clear enough for beginners, yet thorough enough to be a useful reference for experienced developers keeping their skills up to date. Build HTML pages with text, links, images, tables, and forms Use style sheets (CSS) for colors, backgrounds, formatting text, page layout, and even simple animation effects Learn how JavaScript works and why the language is so important in web design Create and optimize web images so they'll download as quickly as possible NEW! Use CSS Flexbox and Grid for sophisticated

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and flexible page layout NEW! Learn the ins and outs of Responsive Web Design to make web pages look great on all devices NEW! Become familiar with the command line, Git, and other tools in the modern web developer's toolkit NEW! Get to know the super-powers of SVG graphics

Details a variety of front-end technologies and techniques and reviews Web design fundamentals while explaining how to work with HTML, graphics, and multimedia and interactive applications.

Whether a reader's interests are in playing sports, coaching, or simply sharing a sports experience with others, he or she will find a foothold in this extensive career guide. There are many, many career options within the field of sports, and, as this title will show readers, several of them don't require higher education. This guide breaks down these options, offering a long list of online and offline resources for the determined career seeker and several first-person accounts from professionals in the field.

Explains what Weblogs are and the technology behind them, covering such topics as the components of a blog and a blog post, desktop blogging, using templates to customize blogs, and syndicating stories with RSS.

"Until now, my websites looked great but have been coded with what seems like 'duct-tape and bubble-gum' methods, just for appearances and not for professionalism or compliance. This book taught me

all that is possible with HTML and CSS coding]]. What a game changer!" That's what one web designer posted about a previous edition of Murach's HTML5 and CSS3. Now, this 4th Edition updates and improves all the HTML and CSS content in the book...and it adds coverage of Flexible Box and Grid Layout, two new CSS3 ways to implement page layouts. So whether you're a web designer, a JavaScript programmer, a server-side programmer, or a rookie, this book delivers all the HTML and CSS skills that you need on the job. This book begins with an 8-chapter hands-on course that teaches you HTML and CSS from scratch, including the latest HTML5 and CSS3 features. This short course ends with a chapter that teaches you how to use fluid design and media queries to implement Responsive Web Design so your pages will look good and work right on any screen, from phone to tablet to desktop. After that, the unique design of this book lets you go on to any other chapter to learn new skills whenever you need them. For example, chapters 9 and 10 show you how to use Flexible Box and Grid Layout. Chapter 13 shows you how to work with forms and data validation. Chapter 14 shows you how to enhance a site with video clips. Chapter 16 shows you how to use CSS3 transitions, transforms, and animations. Chapters 17 and 18 show you how to design and deploy a website. Chapters 19 and 20 introduce other professional skills like how to use

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JavaScript and jQuery and how to use development tools like Bootstrap, SASS, and Emmet. And after you've learned all the skills that you need, this book becomes the best on-the-job reference you've ever used.

Combines language tutorials with application design advice to cover the PHP server-side scripting language and the MySQL database engine.

Essential Skills--Made Easy! Create professional-quality web sites in no time with help from hands-on tutorials. Fully updated to cover the latest technologies and techniques, *Web Design: A Beginner's Guide, Second Edition*, explains how to analyze site requirements and create a web-development proposal to plan and document your project. You'll learn how to design an attractive, easy-to-use web site, focusing on key issues such as color, layout, navigation, typography, and images. Discover how to incorporate JavaScript, cascading style sheets (CSS), HTML/XHTML, Flash, and more to take your design from mockup to code. Boosting web site traffic through search engine optimization, e-mail design, and online advertising is also covered in this fast-paced guide. Designed for Easy Learning

Key Skills & Concepts--Chapter-opening lists of specific skills covered in the chapter
Ask the Expert--Q&A sections filled with bonus information and helpful tips
Notes--Extra information related to the topic being covered
Tips--Helpful reminders or

alternate ways of doing things Annotated

Syntax--Example code with commentary that describes the programming techniques being illustrated Ready-to-use code at

www.mhprofessional.com/computingdownload

Wendy Willard is a designer, consultant, writer, and educator who has been involved in web design for more than 13 years. She is the author of HTML: A Beginner's Guide, Fourth Edition, and other books. Most organizations, businesses, and schools, and even many individuals, have their own websites. Building a website draws on a number of different skills, and thus can be a valuable learning experience for students. This book introduces readers to the fundamentals of planning, designing, building, and launching their own websites. It simplifies complex concepts and encourages website creation and experimentation. It updates an earlier website-building edition with new guidance on cutting-edge technologies, including those for the mobile platforms that are more important than ever. Readers will also benefit from new content that acknowledges the importance and impact of social media.

Handleiding voor het verbeteren van de gebruiksvriendelijkheid van een website.

Fed up with the high tolls charged by your ordinary telephone service? If you're itching to cut the copper cord with your costly, traditional phone service, you need Talk is Cheap, the

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new, easy-to-understand guide to understanding and using Voice over Internet Protocol (VoIP) and other Internet telephone options. Technologies such as VoIP are gaining a great deal of attention these days as more people switch from standard telephone service to phone service via the Internet. But while the cost savings are outstanding, there are some issues with Internet telephony that you should know about. Are the connections reliable? Is the quality comparable? Will it include 911 services? James Gaskin's *Talk is Cheap* addresses these issues and many more by explaining how to make the switch and what the tradeoffs will be if you opt for Internet telephony over traditional phone services. *Talk is Cheap* focuses on the increasingly popular services from Vonage, which uses VoIP, and Skype--a free service that operates as a peer-to-peer (P2P) network with the ability to turn any PC, Mac, or Pocket PC into a telephone. The book explains your options; explores the background behind, the workings of, and differences between VoIP and P2P networks; and discusses the advantages and drawbacks of both technologies (including service offerings, quality, capabilities, completion rates, and more). *Talk is Cheap* then goes into detail on what you can expect in Internet service from traditional phone companies such as Verizon and AT&T. In addition, you will learn more advanced techniques, including how to turn your Palm or Pocket PC into an Internet phone and how to work with Wi-Fi phones and videophones. A straightforward, quick introduction to the ins and outs of using Internet telephone services, this book provides everything you need to make informed telephone decisions--whether you're thinking about the switch from traditional phone service or have already made it and want to get the most out of your new Internet telephone. The Web doesn't stand still, and neither does this guide: Completely updated to cover the new browsers, standards,

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and CSS, DHTML, and Ajax features that define the Web today, the one thing that hasn't changed in this edition is its task-based visual approach to the topic. In these pages, readers will find friendly, step-by-step instructions for using CSS, DHTML, and Ajax to add visually sophisticated, interactive elements to their Web sites. Using loads of tips and screen shots, veteran author Jason Cranford Teague covers a lot of ground--from basic and advanced dynamic techniques (for example, making objects appear and disappear) to creating effects for newer browsers, migrating from tables to CSS, and creating new DHTML scripts with embedded scroll areas, fixed menu bars, and more. Users new to CSS, DHTML, and Ajax will find this a quick, easy introduction to scripting, while more experienced programmers will be pleased to find practical, working examples throughout the book.

With the popularity of user-created content and its instant posts that can go around the world in seconds, more content has made it to the public than ever before. Some of this content however, such as someone being murdered or someone being taken advantage of or exploited against their will, should be censored for a number of reasons including protecting the rights of victims. The role of moderator has become crucial in gatekeeping messages that are harmful or illegal. This comprehensive guide explains the importance of this field, necessary skills and education, which types of businesses are hiring and why, and the different applications of this essential role.

Do you want to build web pages, but have no previous experience? This friendly guide is the perfect place to start. You'll begin at square one, learning how the Web and web pages work, and then steadily build from there. By the end of the book, you'll have the skills to create a simple site with multi-column pages that adapt for mobile devices. Learn how

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to use the latest techniques, best practices, and current web standards—including HTML5 and CSS3. Each chapter provides exercises to help you to learn various techniques, and short quizzes to make sure you understand key concepts. This thoroughly revised edition is ideal for students and professionals of all backgrounds and skill levels, whether you're a beginner or brushing up on existing skills. Build HTML pages with text, links, images, tables, and forms Use style sheets (CSS) for colors, backgrounds, formatting text, page layout, and even simple animation effects Learn about the new HTML5 elements, APIs, and CSS3 properties that are changing what you can do with web pages Make your pages display well on mobile devices by creating a responsive web design Learn how JavaScript works—and why the language is so important in web design Create and optimize web graphics so they'll download as quickly as possible

CSS in easy steps, 4th edition begins by explaining how Cascading Style Sheets (CSS) can determine the presentation of elements within HTML documents. Examples show how style sheet rules can control content position and appearance, and provide dynamic effects with animation, transformations, and transitions. You will also learn how to design responsive web pages that look great viewed on any device. Each chapter builds your knowledge of style sheets. By the end of this book you will have gained a sound understanding of CSS and be able to create your own exciting interactive web pages. CSS in easy steps, 4th edition contains examples that provide clear syntax-highlighted code showing how to selectively style elements of an HTML document and how to endow elements with interactive functionality, to illustrate each aspect of CSS. CSS in easy steps, 4th edition has an easy-to-follow style that will appeal to anyone who wants to begin creating stylish web pages. It

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will appeal to programmers who want to quickly learn the latest style sheet techniques, and to the student who is studying website design at school or college, and to those seeking a career in web development who need a thorough understanding of CSS. Table of Contents: 1. Get Started in CSS 2. Manage the Box Model 3. Manipulate Text Styles 4. Organize Tables and Lists 5. Generate Effects 6. Control the Web Page 7. Apply Custom Styles 8. Design with Grids 9. Design for Devices

Thoroughly updated, this is the essential guide to one of the most fundamental fields in the library profession. It links you—and through you, your patrons—to the significant changes that have occurred in reference and information sciences with emphasis on the growth of digital content. • Provides a comprehensive text edited by two highly regarded experts in reference and academic librarianship, Linda C. Smith and Melissa A. Wong, with chapters written by some of the best minds in the library science field • Includes newly updated information that reflects today's realities in reference service with an indication of how reference service may be provided to meet changing patron needs in the future • Encompasses the effective use of print sources, free online sources, and fee-based sources • Features individual chapters that can be used for in-service staff training or in student course packs

Discussing Web-based training from design, development, delivery, management, implementation, and evaluation perspectives, this book includes 63 chapters by experts from around the world. They offer instruction on the uses of the Web for corporate, government, and academic training purposes. Particular chapters address topics like the advantages and limitations of Web-based training, the technological resources available, the theory behind Web-based learning, the use of simulations, online testing, copyright, and cost. c. Book News Inc.

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Thoroughly updated to discuss the use of tools such as Skype and social media, this concise volume shows how effective communication—via written text and spoken presentations—can positively impact project management in professional environments. • Maintains the quality of information that has made this text a longtime favorite while featuring significant updates to encompass current technology • Provides readers with clear guidelines for designing and writing a wide range of professional documents and associated communications • Offers effective strategies for solving communications problems • Includes primary source documents that illustrate the advice given

This brief will examine and explore some tools and techniques that can be used to develop interfaces for learning environments. Interface design has been a topic in software engineering for many years. The advent of graphical user interfaces has created many remedies and challenges for the software engineer. In recent years with an increased emphasis in educational technology, instructional designers are also included in this arena. The interface can be a driver in terms of a learning environment's ability to engage a student. It can also provide a point of information exchange and therefore learning between the student and the environment's software. Thus, the issue of an interface is vital to the success of a learning environment. This brief will produce a variety of interfaces for various environments to allow the designer to contrast and compare them based upon

the required purpose. The designer will have a toolkit filled with tools and techniques which will allow for interfaces that will engage the student and facilitate their learning. The primary audiences are K-12 and post-secondary educators who desire to create digital media based educational materials.

The field of digital design offers immense opportunities for creative young people. Digital designers are in high demand to help design and create images for Web sites and digital media. Business is becoming more dependent on Web marketing, which often relies on visual design to succeed. This title raises teens' awareness of the many opportunities available in this burgeoning field. It explains how they can develop skills in digital design through both informal experience and formal education, and create an impressive portfolio that will open doors for them in the future.

Discusses Web site hierarchy, usability, navigation systems, content labeling, configuring search systems, and managing the information architecture development process.

Graphics are key to the user experience of online content, especially now that users are accessing that content on a multitude of devices: smartphones, tablets, laptops, and desktops. This book provides foundational methodology for optimal use of graphics that begins with HTML and CSS, and delves into the worlds of typography, color, transparency,

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accessibility, imagery, and layout for optimal delivery on all the different devices people use today. It serves beginners and intermediate web builders alike with a complete foundation needed to create successful illustrative and navigational imagery for web and mobile. Coverage includes: lessons on typography, icons, color, and images the latest information on HTML5, CSS3, and other modern technologies in-depth exploration of image formats: GIF, PNG, JPEG, and SVG ways to employ adaptive strategies for responsive web design

This volume presents a collection of peer-reviewed, scientific articles from the 14th International Conference on Information Technology – New Generations, held at the University of Nevada at Las Vegas on April 10–12, at Tuscany Suites Hotel in Las Vegas. The Book of Chapters addresses critical areas of information technology including web technology, communications, computing architectures, software engineering, security, and data mining.

This text explains the P3P protocol and shows Web site developers how to configure their sites for P3P compliance. Full of examples and case studies, the book delivers practical advice and insider tips.

A guide to Web design basics covers HTML, lists, links, tables, and frames, authoring programs, Web graphics applications, navigation systems, and information and interface design.

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A full-color introduction to the basics of HTML and CSS from the publishers of Wrox! Every day, more and more people want to learn some HTML and CSS. Joining the professional web designers and programmers are new audiences who need to know a little bit of code at work (update a content management system or e-commerce store) and those who want to make their personal blogs more attractive. Many books teaching HTML and CSS are dry and only written for those who want to become programmers, which is why this book takes an entirely new approach. Introduces HTML and CSS in a way that makes them accessible to everyone—hobbyists, students, and professionals—and it's full-color throughout Utilizes information graphics and lifestyle photography to explain the topics in a simple way that is engaging Boasts a unique structure that allows you to progress through the chapters from beginning to end or just dip into topics of particular interest at your leisure This educational book is one that you will enjoy picking up, reading, then referring back to. It will make you wish other technical topics were presented in such a simple, attractive and engaging way! This book is also available as part of a set in hardcover - Web Design with HTML, CSS, JavaScript and jQuery, 9781119038634; and in softcover - Web Design with HTML, CSS, JavaScript and jQuery, 9781118907443.

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Serieuze wetenschappelijke antwoorden op belangrijke hypothetische vragen Wat als? geeft hilarische en informatieve antwoorden op belangrijke vragen waar je nooit aan zou denken. Vragen als: • Als iedereen op aarde een paar weken bij elkaar uit de buurt blijft, is de verkoudheid dan niet de wereld uit? / br• Wat als je een baseball probeert te raken die met 90% van de snelheid van het licht op je af komt? / br• Van welke hoogte moet je een steak laten vallen om hem gaar te laten zijn als hij de grond raakt? / br• Als mijn printer letterlijk geld kan drukken, heeft dat dan grote gevolgen voor de wereld? / br• Wat gebeurt er als iedereen op aarde zo dicht mogelijk bij elkaar gaat staan en opspringt, waarna iedereen op hetzelfde moment neerkomt? De antwoorden van Munroe zijn kleine meesterwerken van duidelijkheid en hilariteit aangevuld met zijn kenmerkende tekeningen. De antwoorden voorspellen vaak volledige vernietiging van de mensheid of op z'n minst een heel grote explosie. Randall Munroe is de bedenker van xkcd.com, de razend populaire website die elke week door miljoenen mensen wordt bezocht. Na z'n studie fysica bouwde Munroe robots bij NASA, waarna hij in 2006 fulltime striptekenaar werd.

In a world ever more reliant on technology, businesses need people with an artistic flair who enjoy making websites. Discover what you need to know to get your perfect job in website design!

A guide to Web design basics describes how the Web and Web pages work, building HTML pages, using CSS for presentation, using JavaScript in Web design, and creating Web graphics.

The bestselling guide to building a knockout Web site, newly updated An effective Web site is the key to success for every venture from class reunions to major corporations. And since Web technology changes rapidly, Building a Web Site For

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Dummies, 4th Edition is fully updated for the cutting-edge tools and trends. If you need to build and maintain a Web site, even if your experience is severely limited, this book makes it easy and fun. You'll learn to plan, design, create, launch, and maintain your site using the most up-to-date tools. A quality Web presence is essential in today's marketplace, and many individuals charged with creating one are unaware of the challenges This guide gives novice Web designers the tools and know-how to plan, design, and build effective Web sites Provides a nuts-and-bolts guide to site-building, including coverage of HTML, WYSIWYG construction software, CSS, and navigation plans Shows how to spruce up your site with topnotch graphics, video, and great content Guides you through getting your site online, promoting it, and even making money from it Building a Web Site For Dummies, 4th Edition is the tool every first-time Web designer needs to build a professional-looking site.

De hilarische opvolger van Wat als? Van de auteur van Wat als? en het brein achter xkcd.com – al meer dan 90.000 exemplaren verkocht 'Briljant.' Bill Gates Voor elke taak bestaat er een juiste aanpak, een verkeerde aanpak en een aanpak die zo ontzettend bizar is dat niemand er ook maar over peinst hem te gebruiken. Hoe dan? is een humoristische handleiding van bestsellerauteur Randall Munroe voor deze derde aanpak. Een wegwijzer boordevol uiterst onpraktisch advies voor van alles en nog wat, van een gat graven tot hoe je een vliegtuig veilig aan de grond zet. Net als in zijn eerdere boek Wat als? moedigt Randall Munroe ons op briljante wijze aan om de meest absurde uitersten van het mogelijke op te zoeken. In combinatie met zijn scherpe strips en amusante illustraties is Hoe dan? een heerlijke, verbazingwekkende en hilarische manier om de wetenschap en technologie die achter het dagelijkse leven schuilgaan beter te begrijpen. Een perfect cadeauboek voor iedereen die meer te weten wil

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komen over 'Door de absurditeit en de vrolijke tekeningen voelt het boek vederlicht, maar toch leer je veel. Over raketten, over vlinders, over geschiedenis. En je leert vooral om met de onverzadigbaar nieuwsgierige blik van Munroe naar de wereld te kijken.' De Correspondent 'Continu fascinerend en vermakelijk.' The Wall Street Journal

This revised and updated sixth edition of Reference and Information Services continues the book's rich tradition, covering all phases of reference and information services with less emphasis on print and more emphasis on strategies and scenarios. Reference and Information Services is the go-to textbook for MSLIS and i-School courses on reference services and related topics. It is also a helpful handbook for practitioners. Authors include LIS faculty and professionals who have relevant degrees in their areas and who have published extensively on their topics. The first half of the book provides an overview of reference services and techniques for service provision, including the reference interview, ethics, instruction, evaluation and assessment, and services to diverse populations including children. This part of the book establishes a foundation of knowledge on reference service and frames each topic with ethical and social justice perspectives. The second part of the book offers an overview of the information life cycle and dissemination of information, followed by an in-depth examination of information sources by type-including dictionaries, encyclopedias, indexes, and abstracts-as well as by broad subject areas including government, statistics and data, health, and legal information. This second part introduces the tools and resources that reference professionals use to provide the services described in the first half of the text. Reference and Information Services is a recognized textbook for information retrieval courses and updates the previous edition Editors and contributors are experts in the field Activity boxes engage

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readers and invite them to reflect on what they are learning and practice skills through real-life exercises Conscious integration of critical theory and social justice perspectives offers critical reflection on the standards and practices of the field and encourages readers to consider alternate perspectives

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