

Intuitive Design Eight Steps To An Intuitive Ui

Almost everyone has had a moment when they've felt a connection to an animal. Animal communicator Marta Williams says this is the basis of animal communication and it's a skill anyone can develop. Williams's background as a scientist informs her logical step-by-step approach to learning the "language" of animals — a process combining mental imagery, visualization, deep listening, and tuning in to one's intuition. Practical advice and proven techniques are interwoven with inspiring real-life accounts. Williams also discusses ways to use these skills to find lost animals, help animals heal from injury or illness, and explore similar deep connections with nature and the earth.

True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by

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10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales.

Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance.

The Hitchhiker's Guide to Python takes the journeyman Pythonista to true expertise.

More than any other language, Python was created with the philosophy of simplicity and parsimony. Now 25 years old, Python has become the primary or secondary language (after SQL) for many business users. With popularity comes diversity—and possibly dilution. This guide, collaboratively written by over a hundred members of the Python community, describes best practices currently used by package and application developers. Unlike other books for this audience, The Hitchhiker's Guide is light on reusable code and heavier on design philosophy, directing the reader to excellent

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sources that already exist.

A dynamic new way to understand intuition, already implemented around the world at top companies and business schools

Neuroscience shows that instinct has a leading role in complex decision-making, yet imaginative play is the most direct means of activating our creativity and problem-solving abilities. Based on over 20 years of Cholle's wide-ranging professional experience and insights, The Intuitive Compass offers a fascinating new approach to innovative problem-solving, decision-making, and sustainable value creation. Through a concept known as Intuitive Intelligence, Cholle shows how anyone can improve creative brainpower by harnessing the balance between reason and instinct.

Explores the tension between linear efficiency and random play, and the synergy between reason and instinct Helps us realize our natural tendencies to think holistically, think paradoxically, notice the unusual, or lead by influence Shows these tenets in action through case studies of the luxury house Hermes, Paris; Google and its paradoxical work culture; Virgin America, and its ability to notice the unusual about what matters for consumers and exert

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leadership in its industry The Intuitive Compass shows how to thrive within chaos and offers actionable information for reinventing our path to sustainable success.

Designing Web Navigation

Transforming the Workforce for Children

Birth Through Age 8

The Programming Contest Training Manual

Eight Counterintuitive Steps for Creating a Purpose-Driven Organization

A Unifying Foundation

The Culture Map

Planning for Success

There are many distinct pleasures associated with computer programming. Craftsmanship has its quiet rewards, the satisfaction that comes from building a useful object and making it work. Excitement arrives with the flash of insight that cracks a previously intractable problem. The spiritual quest for elegance can turn the hacker into an artist. There are pleasures in parsimony, in squeezing the last drop of performance out of clever algorithms and tight coding. The games, puzzles, and challenges of problems from international programming competitions are a great way to experience these pleasures while improving your algorithmic and coding skills. This book

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contains over 100 problems that have appeared in previous programming contests, along with discussions of the theory and ideas necessary to attack them. Instant online grading for all of these problems is available from two WWW robot judging sites. Combining this book with a judge gives an exciting new way to challenge and improve your programming skills. This book can be used for self-study, for teaching innovative courses in algorithms and programming, and in training for international competition. The problems in this book have been selected from over 1,000 programming problems at the Universidad de Valladolid online judge. The judge has ruled on well over one million submissions from 27,000 registered users around the world to date. We have taken only the best of the best, the most fun, exciting, and interesting problems available.

We've all been there-angry with ourselves for overeating, for our lack of willpower, for failing at yet another diet that was supposed to be the last one. But the problem is not you, it's that dieting, with its emphasis on rules and regulations, has stopped you from listening to your body. Written by two prominent nutritionists, Intuitive Eating

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focuses on nurturing your body rather than starving it, encourages natural weight loss, and helps you find the weight you were meant to be. Learn: *How to reject diet mentality forever *How our three Eating Personalities define our eating difficulties *How to feel your feelings without using food *How to honor hunger and feel fullness *How to follow the ten principles of Intuitive Eating, step-by-step *How to achieve a new and safe relationship with food and, ultimately, your body With much more compassionate, thoughtful advice on satisfying, healthy living, this newly revised edition also includes a chapter on how the Intuitive Eating philosophy can be a safe and effective model on the path to recovery from an eating disorder.

Major New York Times bestseller Winner of the National Academy of Sciences Best Book Award in 2012 Selected by the New York Times Book Review as one of the ten best books of 2011 A Globe and Mail Best Books of the Year 2011 Title One of The Economist's 2011 Books of the Year One of The Wall Street Journal's Best Nonfiction Books of the Year 2011 2013 Presidential Medal of Freedom Recipient Kahneman's work with Amos Tversky is the subject of Michael Lewis's The Undoing Project: A

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Friendship That Changed Our Minds In the international bestseller, *Thinking, Fast and Slow*, Daniel Kahneman, the renowned psychologist and winner of the Nobel Prize in Economics, takes us on a groundbreaking tour of the mind and explains the two systems that drive the way we think. System 1 is fast, intuitive, and emotional; System 2 is slower, more deliberative, and more logical. The impact of overconfidence on corporate strategies, the difficulties of predicting what will make us happy in the future, the profound effect of cognitive biases on everything from playing the stock market to planning our next vacation—each of these can be understood only by knowing how the two systems shape our judgments and decisions. Engaging the reader in a lively conversation about how we think, Kahneman reveals where we can and cannot trust our intuitions and how we can tap into the benefits of slow thinking. He offers practical and enlightening insights into how choices are made in both our business and our personal lives—and how we can use different techniques to guard against the mental glitches that often get us into trouble. Winner of the National Academy of Sciences Best Book Award and the Los Angeles Times Book Prize and selected by

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The New York Times Book Review as one of the ten best books of 2011, Thinking, Fast and Slow is destined to be a classic.

Let us full stack development with Spring Boot and React JS. DESCRIPTION Designing Application with Spring Boot 2 & React JS is divided into three parts. The first part introduces you to the essentials of the Spring Boot 2.2 Framework and you will learn how to create REST APIs and how to secure REST APIs. Part 2 steps behind the front end application development with React JS and discuss React features and its advantages toward the front end application development. Part 3 expands on that by showing how to deploy backend and frontend application the PaaS platform and also will discuss how to deploy application container technologies such as Docker. KEY FEATURES ? This book has a very specific goal to make developing REST applications easier and focusing on common challenges of the design of the application with best practices. ? This book is providing practical code examples from real-world experiences. ? This book is not only about Spring Boot 2.2 and React JS overview but also has an in-depth discussion about adopted REST Architectural pattern and its constraints to create the REST APIs. ? The book can

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act as a tool for learning Spring Boot 2.2 and React JS for the first time as well as a guide and reference for those wanting to dig deeper into specific features. ? This book is also providing deeper information about the Spring Security and JWT token-based authentication for your REST applications. ? This does not only provide information about to design an application using Spring Boot and React JS but also providing how to deploy your application to the cloud platform (PaaS). ?

Containerization using Docker is another key feature of this book, how to create a Docker image and how to run it. WHAT WILL YOU LEARN ? Exploring Spring Boot 2.2 new features and essential key components such as Starters, Autoconfiguration, CLI, Actuator. ? Develop a REST application using Spring Boot 2.2 and DevTools. ? Exploring Spring Boot Auto Configuration and Customization. ? Creating application profiles based on the environments. ? Learn to configure backend data using JDBC and Spring Data JPA. ? Learn to configure a DataSource for H2 DB, and also for Maria DB. ? Learn best practices for designing a REST architecture based application. ? Creating a REST application using HATEOAS. ? Consuming REST APIs endpoints with RestTemplate, Traverson, and WebClient. ?

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Exploring JWT web token for the RESTful APIs and explores how to secure REST APIs using OAuth2 and Spring security. ? Creating TESTING module of the Spring Boot application and Unit & Integration testing. ? Discuss React JS and its components and also discuss React KS features and its advantages and disadvantage. ? Exploring how to create ReactJS components and how to manage ReactJS component lifecycle. ? Taking a quick overview of consuming the REST API using the React application. ? Deploying the application to the Cloud platform (PaaS). ? Containerization and Deploy using Docker containers WHO THIS BOOK IS FOR Designing Application with Spring Boot 2.2 & React JS is for all Java developers who want to learn Spring Boot 2.2 and React JS as in the enterprise application. Therefore, enterprise Java developers will find it particularly useful in the understanding of Spring Boot 2.2 and React JS and how to develop a backend RESTful application using the Spring Boot 2.2 and frontend application using React JS framework. They will most fully appreciate the examples presented in this book. Before reading this book, readers should have basic knowledge of core java, spring, servlet, filter, XML, and JavaScript.

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TABLE OF CONTENTS Getting Started with Spring Boot 2.2 Customizing Auto-Configuration Configuring Data and CRUD operations Creating REST APIs with Spring Boot 2.2 Securing REST APIs Testing Spring Boot Application Getting Started with React Creating and Styling React Components Consuming the REST API with React JS Deploying and Containerizing Application Learning Their Language Eight Steps to an Intuitive UI Learners, Contexts, and Cultures The Psychology of Everyday Things Intuitive Eating, 2nd Edition Creating and Sustaining Successful Growth The Big Ideas Behind Reliable, Scalable, and Maintainable Systems

An innovation classic. From Steve Jobs to Jeff Bezos, Clayton Christensen's work continues to underpin today's most innovative leaders and organizations. A seminal work on disruption—for everyone confronting the growth paradox. For readers of the bestselling *The Innovator's Dilemma*—and beyond—this definitive work will help anyone trying to transform their business right now. In *The Innovator's Solution*, Clayton Christensen and Michael Raynor expand on the idea of disruption, explaining how companies can and should become disruptors themselves. This classic work shows just how timely and relevant these ideas continue to be in today's hyper-accelerated business environment. Christensen and

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Raynor give advice on the business decisions crucial to achieving truly disruptive growth and propose guidelines for developing your own disruptive growth engine. The authors identify the forces that cause managers to make bad decisions as they package and shape new ideas—and offer new frameworks to help create the right conditions, at the right time, for a disruption to succeed. This is a must-read for all senior managers and business leaders responsible for innovation and growth, as well as members of their teams. Based on in-depth research and theories tested in hundreds of companies across many industries, The Innovator’s Solution is a necessary addition to any innovation library—and an essential read for entrepreneurs and business builders worldwide.

Understand the realities of modern web accessibility and what considerations should be made to include everyone. There are hundreds of millions of people who are being left out every single day on the web due to disability or circumstance. The purpose of web accessibility is to remove barriers and bring the information, services, and functionality of the web to as many people as possible so they can be included in this global community. This book makes the topic of web accessibility as approachable as possible to help every web professional become an accessibility advocate at their companies, on their projects, and in their communities. This discussion will go beyond the buzzword to explore the impact our designs and decisions have on real people, along with the ethical, legal, and financial incentives for accessibility prioritization. For those who are ready to get started the book covers tools and techniques for testing websites or web applications for

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conformance to the Web Content Accessibility Guidelines. Because we very rarely work in a vacuum the book also covers how to educate your team or company management on web accessibility as well as persuading them to invest time and money in accessibility. For those looking to start an accessibility practice at their company – or simply to ensure that nothing slips through the cracks – the book includes a guide to creating your very own accessibility action plan. Having a well-documented plan of action is an essential step in the long-term success of any initiative. Get started with web accessibility using Approachable Accessibility today. What You'll Learn Discover various ways that website design can exclude or even harm users Gain an understanding of the Web Content Accessibility Guidelines (WCAG) 2.1 Put together an accessibility action plan for your organization Explore tools and techniques for evaluating your existing websites Who This Book Is For Web designers and developers who want to know more about web accessibility or just want to know how to get started; tech leaders who need help building an accessibility practice or convincing their company to invest in web accessibility; project managers and owners making scope decisions for a project.

Children are already learning at birth, and they develop and learn at a rapid pace in their early years. This provides a critical foundation for lifelong progress, and the adults who provide for the care and the education of young children bear a great responsibility for their health, development, and learning. Despite the fact that they share the same objective - to nurture young children and secure their future success - the various practitioners who

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contribute to the care and the education of children from birth through age 8 are not acknowledged as a workforce unified by the common knowledge and competencies needed to do their jobs well. Transforming the Workforce for Children Birth Through Age 8 explores the science of child development, particularly looking at implications for the professionals who work with children. This report examines the current capacities and practices of the workforce, the settings in which they work, the policies and infrastructure that set qualifications and provide professional learning, and the government agencies and other funders who support and oversee these systems. This book then makes recommendations to improve the quality of professional practice and the practice environment for care and education professionals. These detailed recommendations create a blueprint for action that builds on a unifying foundation of child development and early learning, shared knowledge and competencies for care and education professionals, and principles for effective professional learning. Young children thrive and learn best when they have secure, positive relationships with adults who are knowledgeable about how to support their development and learning and are responsive to their individual progress. Transforming the Workforce for Children Birth Through Age 8 offers guidance on system changes to improve the quality of professional practice, specific actions to improve professional learning systems and workforce development, and research to continue to build the knowledge base in ways that will directly advance and inform future actions. The recommendations of this book provide an opportunity to improve the quality of the

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care and the education that children receive, and ultimately improve outcomes for children.

Thoroughly rewritten for today's web environment, this bestselling book offers a fresh look at a fundamental topic of web site development: navigation design. Amid all the changes to the Web in the past decade, and all the hype about Web 2.0 and various "rich" interactive technologies, the basic problems of creating a good web navigation system remain. *Designing Web Navigation* demonstrates that good navigation is not about technology-it's about the ways people find information, and how you guide them. Ideal for beginning to intermediate web designers, managers, other non-designers, and web development pros looking for another perspective, *Designing Web Navigation* offers basic design principles, development techniques and practical advice, with real-world examples and essential concepts seamlessly folded in. How does your web site serve your business objectives? How does it meet a user's needs? You'll learn that navigation design touches most other aspects of web site development. This book:

- Provides the foundations of web navigation and offers a framework for navigation design
- Paints a broad picture of web navigation and basic human information behavior
- Demonstrates how navigation reflects brand and affects site credibility
- Helps you understand the problem you're trying to solve before you set out to design
- Thoroughly reviews the mechanisms and different types of navigation
- Explores "information scent" and "information shape"
- Explains "persuasive" architecture and other design concepts
- Covers special contexts, such as navigation design for web applications
- Includes an entire chapter on tagging

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While Designing Web Navigation focuses on creating navigation systems for large, information-rich sites serving a business purpose, the principles and techniques in the book also apply to small sites. Well researched and cited, this book serves as an excellent reference on the topic, as well as a superb teaching guide. Each chapter ends with suggested reading and a set of questions that offer exercises for experiencing the concepts in action.

Getting Things Done

Intuitive Design

Second Sight

Emotional Design

Best Practices for Development

Designing Interfaces

How People Learn II

The book Lifehack calls "The Bible of business and personal productivity." "A completely revised and updated edition of the blockbuster bestseller from 'the personal productivity guru'"—Fast Company Since it was first published almost fifteen years ago, David Allen's Getting Things Done has become one of the most influential business books of its era, and the ultimate book on personal organization. "GTD" is now shorthand for an entire way of approaching professional and personal tasks, and has spawned an entire culture of websites, organizational tools, seminars, and offshoots. Allen has rewritten the book from start to finish, tweaking his classic text with important perspectives on the new workplace, and adding material that will make the book fresh

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and relevant for years to come. This new edition of Getting Things Done will be welcomed not only by its hundreds of thousands of existing fans but also by a whole new generation eager to adopt its proven principles.

How to use this book: 8 Chapters; 48 Case studies; 20 Tools; 7 Core skills; 29 Designers; 36 Hacks; >150 Visuals.

Intelligent readers who want to build their own embedded computer systems-- installed in everything from cell phones to cars to handheld organizers to refrigerators-- will find this book to be the most in-depth, practical, and up-to-date guide on the market. Designing Embedded Hardware carefully steers between the practical and philosophical aspects, so developers can both create their own devices and gadgets and customize and extend off-the-shelf systems. There are hundreds of books to choose from if you need to learn programming, but only a few are available if you want to learn to create hardware. Designing Embedded Hardware provides software and hardware engineers with no prior experience in embedded systems with the necessary conceptual and design building blocks to understand the architectures of embedded systems. Written to provide the depth of coverage and real-world examples developers need, Designing Embedded Hardware also provides a road-map to the pitfalls and traps to avoid in designing embedded systems.

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Designing Embedded Hardware covers such essential topics as: The principles of developing computer hardware Core hardware designs Assembly language concepts Parallel I/O Analog-digital conversion Timers (internal and external) UART Serial Peripheral Interface Inter-Integrated Circuit Bus Controller Area Network (CAN) Data Converter Interface (DCI) Low-power operation This invaluable and eminently useful book gives you the practical tools and skills to develop, build, and program your own application-specific computers. An exploration of how design might be led by marginalized communities, dismantle structural inequality, and advance collective liberation and ecological survival. What is the relationship between design, power, and social justice? “Design justice” is an approach to design that is led by marginalized communities and that aims explicitly to challenge, rather than reproduce, structural inequalities. It has emerged from a growing community of designers in various fields who work closely with social movements and community-based organizations around the world. This book explores the theory and practice of design justice, demonstrates how universalist design principles and practices erase certain groups of people—specifically, those who are intersectionally disadvantaged or multiply burdened under the matrix of domination (white supremacist heteropatriarchy, ableism, capitalism, and settler

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colonialism)—and invites readers to “build a better world, a world where many worlds fit; linked worlds of collective liberation and ecological sustainability.” Along the way, the book documents a multitude of real-world community-led design practices, each grounded in a particular social movement. Design Justice goes beyond recent calls for design for good, user-centered design, and employment diversity in the technology and design professions; it connects design to larger struggles for collective liberation and ecological survival.

Approachable Accessibility

Optimizing the User Experience

The Innovator's Solution

SPIN® -Selling

How Smart Companies Turn Knowledge Into Action

Why the Best Decisions Balance Reason and

Instinct

The Art of Stress-Free Productivity

We design to elicit responses from people. We want them to buy something, read more, or take action of some kind. Designing without understanding what makes people act the way they do is like exploring a new city without a map: results will be haphazard, confusing, and inefficient. This book combines real science and research with practical examples to deliver a guide every designer needs. With it you'll be able to design more intuitive and engaging work for print, websites,

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applications, and products that matches the way people think, work, and play. Learn to increase the effectiveness, conversion rates, and usability of your own design projects by finding the answers to questions such as: What grabs and holds attention on a page or screen? What makes memories stick? What is more important, peripheral or central vision? How can you predict the types of errors that people will make? What is the limit to someone's social circle? How do you motivate people to continue on to (the next step? What line length for text is best? Are some fonts better than others? These are just a few of the questions that the book answers in its deep-dive exploration of what makes people tick.

Two distinguished scholars offer eight steps to help organizations discover and embrace an authentic higher purpose—something that will dramatically improve every aspect of any enterprise, including the bottom line. What does a lofty notion like purpose have to do with business basics like the bottom line? Robert E. Quinn and Anjan J. Thakor say pretty much everything. Leaders and managers are taught that employees are self-interested and work resistant, so they create systems of control to combat these expectations. Workers resent these systems, and performance suffers. To address the performance issues, managers double down on the coercion, creating a vicious cycle and a self-fulfilling prophecy. But there is a better

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way. Quinn and Thakor show that when an authentic higher purpose permeates business strategy and decision-making, the cycle is broken. Employers and employees see themselves as working together toward an inspiring goal, not just trying to hit quarterly targets. They fully engage, become proactive contributors, and, ironically, easily exceed those quarterly targets. Based on their widely acclaimed Harvard Business Review article, Quinn and Thakor offer eight sometimes surprising steps for shifting from a transaction-oriented mind-set focused on constraints to a purpose-oriented mind-set focused on possibility. This iconoclastic book will help any organization discover its authentic purpose and weave it into the fabric of everything it does, leading to unprecedented levels of personal satisfaction, service and product innovation, and economic growth.

In this updated edition of best-selling Intuitive Color & Design, Jean's workshop assignments get your creative juices flowing, giving you challenges to expand your quilting horizons. Start by learning to see line and color; study the nuts and bolts of design; develop your color work and composition; and when you get stuck, there's expert advice on problem solving. Design and piece spectacular, free-form quilts you'd never have guessed you could create!

"Jeffrey Pfeffer and Robert Sutton, identify the causes of the knowing-doing gap and

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explain how to close it."--Jacket.

100 Things Every Designer Needs to Know About People

A Common Sense Approach to Web Usability

The Hitchhiker's Guide to Python

UX / UI Design

A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics

The Economics of Higher Purpose

A Revolutionary Program That Works

#1 NEW YORK TIMES BESTSELLER *If you want to build a better future, you must believe in secrets. The great secret of our time is that there are still uncharted frontiers to explore and new inventions to create. In Zero to One, legendary entrepreneur and investor Peter Thiel shows how we can find singular ways to create those new things. Thiel begins with the contrarian premise that we live in an age of technological stagnation, even if we're too distracted by shiny mobile devices to notice. Information technology has improved rapidly, but there is no reason why progress should be limited to computers or Silicon Valley. Progress can be achieved in any industry or area of business. It comes from the most important skill that every leader must master: learning to think for yourself. Doing what someone else already knows how to do takes the world from 1 to n, adding more of something familiar. But when you do something new, you go from 0 to 1. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search*

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engine. Tomorrow's champions will not win by competing ruthlessly in today's marketplace. They will escape competition altogether, because their businesses will be unique. Zero to One presents at once an optimistic view of the future of progress in America and a new way of thinking about innovation: it starts by learning to ask the questions that lead you to find value in unexpected places.

Offers observations and solutions to fundamental Web design problems, as well as a new chapter about mobile Web design.

The fundamental mathematical tools needed to understand machine learning include linear algebra, analytic geometry, matrix decompositions, vector calculus, optimization, probability and statistics. These topics are traditionally taught in disparate courses, making it hard for data science or computer science students, or professionals, to efficiently learn the mathematics. This self-contained textbook bridges the gap between mathematical and machine learning texts, introducing the mathematical concepts with a minimum of prerequisites. It uses these concepts to derive four central machine learning methods: linear regression, principal component analysis, Gaussian mixture models and support vector machines. For students and others with a mathematical background, these derivations provide a starting point to machine learning texts. For those learning the mathematics for the first time, the methods help build intuition and practical experience

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with applying mathematical concepts. Every chapter includes worked examples and exercises to test understanding. Programming tutorials are offered on the book's web site.

Intuitive Analog Circuit Design outlines ways of thinking about analog circuits and systems that let you develop a feel for what a good, working analog circuit design should be. This book reflects author Marc Thompson's 30 years of experience designing analog and power electronics circuits and teaching graduate-level analog circuit design, and is the ideal reference for anyone who needs a straightforward introduction to the subject. In this book, Dr. Thompson describes intuitive and "back-of-the-envelope" techniques for designing and analyzing analog circuits, including transistor amplifiers (CMOS, JFET, and bipolar), transistor switching, noise in analog circuits, thermal circuit design, magnetic circuit design, and control systems. The application of some simple rules of thumb and design techniques is the first step in developing an intuitive understanding of the behavior of complex electrical systems. Introducing analog circuit design with a minimum of mathematics, this book uses numerous real-world examples to help you make the transition to analog design. The second edition is an ideal introductory text for anyone new to the area of analog circuit design. Design examples are used throughout the text, along with end-of-chapter examples

Covers real-world parasitic elements in circuit design

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and their effects

Don't Make Me Think, Revisited

Design for How People Think

Introduction to Probability

Prioritizing Web Usability

Designing Data-Intensive Applications

Breaking Through the Invisible Boundaries of Global Business

Why We Love (or Hate) Everyday Things

If You Wish to Become an Expert in UX/UI

Design, Then this is the Perfect Guide for You!

User Experience Design Is One of the Top Skills

Searched on Linkedin! Do you wish to become

an expert in UX/UI design and successfully

complete every task ahead of you? Would you

like to be more competitive on the market and

achieve business success more easily? Did you

know that a lot of UX/UI designers get the job

based on their references on Linkedin? If so,

then this is the perfect guide for you! By

following this guide, you will gain the necessary

knowledge and skills in intuitive design and user-

friendly experience. A lot of people strive to learn

it, but not many succeed. This guide will provide

you with a detailed introduction into UX/UI

design, but also cover important definitions,

terms, tips and tricks, and more! Remember,

Being a UX/UI designer, you are the mind, voice,

and heart of the user during project

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development. This book will help you in surrounding yourself with much of their reality as you can and help you craft the "user voice" into stories everyone has in mind. Here's what you can learn from the amazing guide on UX/UI design: What is UX/UI design and what skills do you need to master it The secret behind the importance of knowing UX/UI design The main difference between UX and UI design What are the important design guidelines that you must follow How to develop both hard and soft skills And much more! Are you ready to develop new skills, and become an expert in UX/UI design? Scroll up, click on "Buy Now with 1-Click", and Get Your Copy Now!

User experience doesn't happen on a screen; it happens in the mind, and the experience is multidimensional and multisensory. This practical book will help you uncover critical insights about how your customers think so you can create products or services with an exceptional experience. Corporate leaders, marketers, product owners, and designers will learn how cognitive processes from different brain regions form what we perceive as a singular experience. Author John Whalen shows you how anyone on your team can conduct "contextual interviews" to unlock insights. You'll then learn how to apply that knowledge to design

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brilliant experiences for your customers. Learn about the "six minds" of user experience and how each contributes to the perception of a singular experience Find out how your team—without any specialized training in psychology—can uncover critical insights about your customers' conscious and unconscious processes Learn how to immediately apply what you've learned to improve your products and services Explore practical examples of how the Fortune 100 used this system to build highly successful experiences

Data is at the center of many challenges in system design today. Difficult issues need to be figured out, such as scalability, consistency, reliability, efficiency, and maintainability. In addition, we have an overwhelming variety of tools, including relational databases, NoSQL datastores, stream or batch processors, and message brokers. What are the right choices for your application? How do you make sense of all these buzzwords? In this practical and comprehensive guide, author Martin Kleppmann helps you navigate this diverse landscape by examining the pros and cons of various technologies for processing and storing data. Software keeps changing, but the fundamental principles remain the same. With this book, software engineers and architects will learn how

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to apply those ideas in practice, and how to make full use of data in modern applications. Peer under the hood of the systems you already use, and learn how to use and operate them more effectively Make informed decisions by identifying the strengths and weaknesses of different tools Navigate the trade-offs around consistency, scalability, fault tolerance, and complexity Understand the distributed systems research upon which modern databases are built Peek behind the scenes of major online services, and learn from their architectures Provides information on designing easy-to-use interfaces.

Mathematics for Machine Learning

Intuitive Analog Circuit Design

Notes on Startups, or How to Build the Future

Eight Steps to an Intuitive UX

Step-by-step guide to design and develop intuitive full stack web applications

Adventures in Art Quilting

Design Justice

User interface design is a challenging, multi-disciplinary activity that requires understanding a wide range of concepts and techniques that are often subjective and even conflicting. Imagine how much it would help if there were a single perspective that you could use to simplify these complex issues down to a small set of objective

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principles. In *UI is Communication*, Everett McKay explains how to design intuitive user interfaces by focusing on effective human communication. A user interface is ultimately a conversation between users and technology. Well-designed user interfaces use the language of UI to communicate to users efficiently and naturally. They also recognize that there is an emotional human being at the other end of the interaction, so good user interfaces strive to make an emotional connection. Applying what you learn from *UI is Communication* will remove much of the mystic, subjectiveness, and complexity from user interface design, and help you make better design decisions with confidence. It's the perfect introduction to user interface design. Approachable, practical communication-based guide to interaction and visual design that you can immediately apply to projects to make solid design decisions quickly and confidently. Includes design makeovers so you can see the concepts in practice with real examples. Communication-based design process ties everything from interaction to visual design together.

An international business expert helps you understand and navigate cultural differences in this insightful and practical guide, perfect for both your work and personal life. Americans

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precede anything negative with three nice comments; French, Dutch, Israelis, and Germans get straight to the point; Latin Americans and Asians are steeped in hierarchy; Scandinavians think the best boss is just one of the crowd. It's no surprise that when they try and talk to each other, chaos breaks out. In *The Culture Map*, INSEAD professor Erin Meyer is your guide through this subtle, sometimes treacherous terrain in which people from starkly different backgrounds are expected to work harmoniously together. She provides a field-tested model for decoding how cultural differences impact international business, and combines a smart analytical framework with practical, actionable advice.

Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility,

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CSS, and you -- Making sites usable and accessible Help! My boss wants me to _____. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

Why attractive things work better and other crucial insights into human-centered design Emotions are inseparable from how we humans think, choose, and act. In Emotional Design, cognitive scientist Don Norman shows how the principles of human psychology apply to the invention and design of new technologies and products. In The Design of Everyday Things, Norman made the definitive case for human-centered design, showing that good design demanded that the user's must take precedence

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over a designer's aesthetic if anything, from light switches to airplanes, was going to work as the user needed. In this book, he takes his thinking several steps farther, showing that successful design must incorporate not just what users need, but must address our minds by attending to our visceral reactions, to our behavioral choices, and to the stories we want the things in our lives to tell others about ourselves. Good human-centered design isn't just about making effective tools that are straightforward to use; it's about making affective tools that mesh well with our emotions and help us express our identities and support our social lives. From roller coasters to robots, sports cars to smart phones, attractive things work better. Whether designer or consumer, user or inventor, this book is the definitive guide to making Norman's insights work for you.

Using Brain Science to Build Better Products

UI is Communication

Design a Better Business

Thinking, Fast and Slow

New Tools, Skills, and Mindset for Strategy and Innovation

Zero to One

An Intuitive Psychiatrist Tells Her Extraordinary Story and Shows You How to Tap Your Own Inner Wisdom

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The psychiatrist author of Emotional Freedom presents a classic account of her efforts to develop intuitive skills, a decision that positively transformed her medical practice, after tragically ignoring a gut feeling about a suicidal patient. Reissue.

Make your designs immediately self-explanatory and easy to use, and never "agree to disagree" again about whether they are intuitive! Your mission: To design an intuitive UI for your next project. Your problem: You're not sure what "intuitive UI" really means. Worst problem: Your team isn't sure either, so your discussions about intuitive design are unproductive and opinion-driven. If this sounds familiar, Intuitive Design: Eight Steps to an Intuitive UI will give you the insight, principles, and guidelines you need to get the job done. You'll learn the objective and actionable steps for designing intuitive UIs--for mobile, web, and desktop apps. Mission accomplished!

In 2000, Jakob Nielsen, the world's leading expert on Web usability, published a book that changed how people think about the Web—Designing Web Usability (New Riders). Many applauded. A few jeered. But everyone listened. The best-selling usability guru is back and has revisited his classic guide, joined forces with Web usability consultant Hoa Loranger, and created an updated companion book that covers the essential changes to the Web and usability today. Prioritizing Web Usability is the guide for anyone who wants to take their Web site(s) to next level and make usability a priority! Through the authors' wisdom, experience, and hundreds of real-world user tests and contemporary Web site critiques, you'll learn about site design, user experience and usability testing, navigation

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and search capabilities, old guidelines and prioritizing usability issues, page design and layout, content design, and more!

Developed from celebrated Harvard statistics lectures, Introduction to Probability provides essential language and tools for understanding statistics, randomness, and uncertainty. The book explores a wide variety of applications and examples, ranging from coincidences and paradoxes to Google PageRank and Markov chain Monte Carlo (MCMC). Additional

Designing Embedded Hardware
Programming Challenges

The Intuitive Compass

Designing Applications with Spring Boot 2.2 and React JS
Introduction Guide To Intuitive Design And User-Friendly Experience

Learning Web Design

Community-Led Practices to Build the Worlds We Need

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 to 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

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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 and flexible page layout NEW! Learn the ins and outs of Responsive Web Design to make web pages look great 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

There are many reasons to be curious about the way people learn and the past several decades have seen an explosion of research that has important implications for individual learning, schooling, workforce training, and policy. In 2000, *How People Learn: Brain, Mind, Experience, and School: Expanded Edition* was published and its influence has been wide and deep. The report summarized insights on the nature of learning in school-aged children; described principles for the design of effective learning environments; and provided examples of how that could be implemented in the classroom. Since then, researchers have continued to investigate the nature of learning and have generated new findings related to the neurological processes involved in learning, individual and cultural variability related to learning, and educational technologies. In addition to expanding scientific understanding of the mechanisms of learning and how the brain adapts throughout the lifespan, there have been important discoveries about influences on learning, particularly sociocultural factors and the structure of learning environment. *How People Learn II: Learners, Contexts, and Cultures* provides a much-needed update incorporating insights gained from this research over the past decade. The book expands on the foundation laid out in the 2000 report and takes an in-depth look at the constellation of influences that affect individual learning. *How People Learn II* will become an indispensable resource to understand learning throughout the lifespan for educators of students and adults.

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Intuitive Color & Design

Patterns for Effective Interaction Design

How to Design Intuitive, User Centered Interfaces by Focusing

Effective Communication

Don't Make Me Think

The Knowing-doing Gap

Intuitive Communication with Animals and Nature