

Make your mark the creatives guide to building a business with impact the 99u series 3 .pdf

Make Your Mark Manage Your Day-to-day The Messy Middle The Creative's Guide to Starting a Business Making Ideas Happen Summary of 99U's Maximize Your Potential The Freelance Introvert: Work the way you want without changing who you are The Episodic Career Leaders Eat Last Unlocking Potential Unsubscribe Nine Things Successful People Do Differently Grow Your Handmade Business Rituals for Virtual Meetings Joyful The Progress Principle Maximize Your Potential The 12 Week Year Why Are We Yelling? The Clockwork Muse Take Your Mark, LEAD! Getting Results the Agile Way GET REAL Super-Modified Creative Quest The Infinite Game Joseph and the Amazing Technicolor Dreamcoat Think Like an Entrepreneur, Act Like a CEO The Art of Creative Rebellion Serve No Master Proofs from THE BOOK The Entrepreneur's Paradox The System Is the Secret William Shakespeare How to Be Heard Medical Isotope Production Without Highly Enriched Uranium Web and Digital for Graphic Designers Becoming a Successful Graphic Designer Inclusive Design for a Digital World For Small Creatures Such as We

Make Your Mark 2014

got an idea that could change the world then it's time to start thinking like an entrepreneur and that means defining your purpose succinctly iterating on your product relentlessly and addressing your customer's needs with empathy featuring hard won wisdom from 21 leading entrepreneurs and experts 99u's make your mark will arm you with practical insights for building a creative business that will make a lasting impact page 4 cover

Manage Your Day-to-day 2013

will give you a toolkit for tackling the challenges of a 24/7 always on workplace we'll show you how to build a rock solid daily routine field a constant barrage of messages find focus amid chaos and carve out the time you need to do the work that matters book cover

The Messy Middle 2018-10-09

silicon valley is full of start up success stories every day stories emerge of a new company with the potential for a billion dollar valuation and plans for global domination but what can we really learn from these stories how many of these start ups are genuinely successful in the long term when nine out of ten start ups end in spectacular burnout how can we ensure our own success story while most books and press focus on the more sensational moments of creation and conclusion the messy middle argues that the real key to success is how you navigate the ups and downs after initial investment is secured it will give you all the insights you need to build and optimize your team improve your product and develop your own capacity to lead building on seven years of meticulous research with entrepreneurs small agencies start ups and billion dollar companies scott belsky offers indispensable lessons on how to endure and thrive in the long term

The Creative's Guide to Starting a Business 2019-01-29

winner of the best start up inspiration book award at the 2019 business book awards a book to devour from start to finish easy to do as it is accessibly written and oh so fascinating and then to dip into later for reference joanna reeves do you have a passion for making beautiful objects are you wondering whether you can take the next step and turn your creativity into a career this inspirational guide offers easy to follow advice from talented and creative industry experts there are practical exercises that will help you sell your creations choose the right time to start your business and guide you through as you do so with the creative's guide to starting a business you will discover the best way to create pieces that sell write a business plan identify and reach customers research the competition price products and test the market promote the business successfully packed with interviews encouraging real life stories and tips from successful entrepreneurs who started with a passion and turned it into their own successful creative business this practical guide will take you through the very first steps of defining creative and financial success to ultimately establishing a rewarding start up

Making Ideas Happen 2010

counsels professionals on how to develop creative ideas into productive and profitable ventures explaining a range of effective and occasionally counterintuitive practices based on moderation prioritizing and encouraging conflicts, make your mark the creatives guide to building a business with impact the 99u series 3

Summary of 99U's Maximize Your Potential 2022-07-24T22:59:00Z

please note this is a companion version not the original book sample book insights 1 we must be active participants in shaping our future we must seek out opportunity by strategizing with the resourcefulness and adaptability of a start up entrepreneur and we must draw opportunity to us by relentlessly developing our raw skills

The Freelance Introvert: Work the way you want without changing who you are **2020-07-04**

are you an introvert if you re happy in your own company most of the time have just a few really close friends and prefer to work alone the answer is probably yes introverts find external stimulation overwhelming so they look for ways to retreat from it a situation that s easy or fun for one person can be way too much for an introvert that s fine as long as they have a choice but that can change when they go to work modern working styles like open plan offices brainstorming and teamwork can be really hard on introverts the hands on work is ok but the emotional labour of working with others can be draining freelancing offers introverts a way out a chance to work alone control their workload and create their own workspace it can be ideal however it also takes work going freelance means running a one person business it means setting direction organizing your schedule and setting priorities it means hustling for work and setting prices and it means building a network that will offer vital support doing all that is hard enough for anyone but particularly for introverts to make a success of freelancing you ll need to learn some new skills push yourself to meet some challenges and build up your confidence the freelance introvert will show you how to make that happen it will teach you all about creating and managing your freelance business from setting aims and getting set up to time management working with clients and marketing written by tom albrighton author veteran freelancer procopywriters co founder and a confirmed introvert the freelance introvert is the book you need for the life you want what you ll learn getting started how to tell if you re an introvert why work is tough on introverts and how freelancing can help why introversion is a strength not a weakness choosing your future deciding what you want identifying all your skills and qualities building your freelance work identifying your clients setting an earnings target getting set up getting the right workspace and equipment taking care of your physical and mental health building a network of collaborators and suppliers setting boundaries physical temporal and psychological managing your time the three time horizons you need to watch how to steer clear of time suckers how to balance exploration and exploitation working with clients what makes a good client why saying no is so important and how to do it how to spot rogue clients what to do when clients move on marketing yourself the best ways to find new clients building a marketing mix that works for you creating your website testimonials and personal pitch how to survive a networking event setting and agreeing prices how to shoot for the top of the deal zone how to set and frame your prices how to stop self sabotaging when quoting for work building your confidence how to build confidence when to go beyond your comfort zone understanding your explanatory style how to overcome impostor syndrome choosing self supporting beliefs letting go of self limiting beliefs you can build a thriving freelance career and enjoy the lifestyle you want without changing who you are the freelance introvert will show you how

The Episodic Career 2016-01-26

a practical guide to the ways in which work in america is changing and how you can navigate today s volatile job market

2019-06-27

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Leaders Eat Last 2014-01-09

leadership is not a rank it is a responsibility leadership is not about being in charge it is about taking care of those in your charge when we take care of our people our people will take care of us they will help see that our cause becomes a reality in leaders eat last simon sinek internationally bestselling author of start with why investigates these great leaders from marine corps officers who don't just sacrifice their place at the table but often their own comfort and even their lives for those in their care to the heads of big business and government each putting aside their own interests to protect their teams simple and elegant it shows us how leaders should lead william ury co author of getting to yes

Unlocking Potential 2014

to get the best from your employees you need to be more than a manager you need to be a coach you're a leader because you possess expertise in your field you have the training and experience you understand your business but can you fully motivate and engage your team michael k simpson a senior consultant to franklincovey has spent more than twenty five years training executives to become effective coaches mentoring and guiding leaders and managers to encourage and develop the talent of their people the most important asset in any organization in this guide you will acquire the skills to coach your personnel from the ground up maximizing their potential on a personal level as members of the team and as contributors to the organization as a whole transform your business relationships and your business with this comprehensive tool for optimizing productivity profitability loyalty and customer focus don't just manage energize galvanize inspire be a coach

Unsubscribe 2016-10-04

the average person checks email 77 times a day sends and receives more than 122 email messages a day and spends nearly a third of their workweek managing a constant influx of email even when we're away from work checking email is the most popular activity we engage in on our mobile devices email is a powerful and essential tool but it has become a near constant source of frustration anxiety and distraction from our work in this insightful and intensely practical book jocelyn k glei explains why email is so overwhelming and addicting and lays out strategies for limiting the energy you spend on it these include setting meaningful work goals clarifying to yourself which people and messages truly matter and creating a daily routine that aligns with your natural creative rhythms through her actionable thoughtful advice glei will help you to stop letting email dictate your mood your focus and your to do list process your inbox efficiently compose messages that get people to take action establish boundaries that allow you to engage in more meaningful work

Nine Things Successful People Do Differently 2017-10-17

are you at the top of your game or still trying to get there take your cues from the short powerful nine things successful people do differently where the strategies and goals of the world's most successful people are on display backed by research that shows exactly what has the biggest impact on performance here's a hint accomplished people reach their goals because of what they do not just who they are readers have called this a gem of a book get ready to accomplish your goals at last

Grow Your Handmade Business 2012-07-04

kari chapin will help by applying her trademark you can do it coaching style to the nuts and bolts of entrepreneurship and covering all the issues involved in turning your creative hobby into a successful business

Rituals for Virtual Meetings 2021-01-27

do your virtual meetings feel like a drag learn how to use rituals to build trust increase engagement and spark creativity we rely on virtual meetings now more than ever however they can often feel awkward monotonous and frustrating if you re not thrilled with your virtual meetings rituals can help your group break through to better results by providing structures that unlock freedom with rituals virtual meetings can be moments that are elevated and nurtured opportunities for people to build connection and trust while accomplishing a common goal in rituals for virtual meetings creative ways to engage people and strengthen relationships authors kursat ozenc and glenn fajardo show leaders managers and meeting organizers how to build rapport and rhythm amongst team members when everyone is not in the same physical space rituals for virtual meetings provides readers with practical concrete steps to improve group cohesion and performance including how to make virtual meetings more fluid and less awkward how to reduce zoom fatigue and sustain people s energy during meetings how to facilitate better interactions with project partners customers and clients how community leaders can engage members in a virtual setting how teachers can engage students in virtual classrooms perfect for anyone who needs to engage people in virtual settings the book also belongs on the shelves of anyone interested in how to increase team engagement in a variety of contexts

Joyful 2018-09-06

this book has the power to change everything susan cain author of quiet in this groundbreaking book designer ingrid fetell lee explores how making small changes to your surroundings can create extraordinary happiness in your life drawing on insights from neuroscience and psychology she reveals how the seemingly mundane spaces and objects we interact with every day have surprising effects on our mood and how we can harness the power of our environment to live fuller healthier and more joyful lives an inexhaustible and exciting guide to what makes life good arianna huffington this mesmerizing book will open your eyes to all the places where joy is hiding in plain sight adam grant bestselling author of think again

The Progress Principle 2011-07-19

what really sets the best managers above the rest it s their power to build a cadre of employees who have great inner work lives consistently positive emotions strong motivation and favorable perceptions of the organization their work and their colleagues the worst managers undermine inner work life often unwittingly as teresa amabile and steven kramer explain in the progress principle seemingly mundane workday events can make or break employees inner work lives but it s forward momentum in meaningful work progress that creates the best inner work lives through rigorous analysis of nearly 12 000 diary entries provided by 238 employees in 7 companies the authors explain how managers can foster progress and enhance inner work life every day the book shows how to remove obstacles to progress including meaningless tasks and toxic relationships it also explains how to activate two forms that enable progress 1 catalysts to

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events that directly facilitate project work such as clear goals and autonomy and 2 nourishers interpersonal events that uplift workers including encouragement and demonstrations of respect and collegiality brimming with honest examples from the companies studied the progress principle equips aspiring and seasoned leaders alike with the insights they need to maximize their people s performance

Maximize Your Potential 2013

we ve entered an exhilarating new era of self invention with access to new resources technologies and connectivity you no longer have to rely on traditional channels to craft an incredible career but surviving and thriving in this new landscape requires a highly proactive approach maximize your potential will show you how to generate new opportunities cultivate your creative expertise build valuable relationships and take bold new risks so that you can utilize your talents to the fullest about 99u 99u is behance s effort to deliver the missing curriculum that you didn t get in school highlighting best practices for making ideas happen we do this through interviews articles and videos on our webby award winning website at 99u.com our annual 99u conference in new york city our bestselling book making ideas happen and our ongoing 99u book series which includes manage your day to day and this audiobook maximize your potential about behance behance the leading online platform to showcase and discover creative work is on a mission to empower the creative world creatives from across industries use behance to gain exposure attribution and opportunity behance also powers portfolio display for thousands of other websites around the web including adweek risd and the national design awards companies and enthusiasts around the globe use behance to track and engage top talent as an extension of our mission we created 99u to foster new research and education on best practices for making ideas happen since its founding in 2009 99u has grown to encompass a popular annual conference a webby award winning website and this ongoing audiobook series behance is a proud member of the adobe family

The 12 Week Year 2013-05-15

the guide to shortening your execution cycle down from one year to twelve weeks most organizations and individuals work in the context of annual goals and plans a twelve month execution cycle instead the 12 week year avoids the pitfalls and low productivity of annualized thinking this book redefines your year to be 12 weeks long in 12 weeks there just isn t enough time to get complacent and urgency increases and intensifies the 12 week year creates focus and clarity on what matters most and a sense of urgency to do it now in the end more of the important stuff gets done and the impact on results is profound explains how to leverage the power of a 12 week year to drive improved results in any area of your life offers a how to book for both individuals and organizations seeking to improve their execution effectiveness authors are leading experts on execution and implementation turn your organization s idea of a year on its head and speed your journey to success

Why Are We Yelling? 2019-11-28

this is a life changing book read it three times and then give a copy to anyone you care about it will make things better seth godin author of this is marketing why are we yelling is buster benson s essential guide to having more honest and constructive arguments have you ever walked away from an argument and suddenly thought of all the brilliant things you wish you d said do you avoid certain family members and colleagues because of bitter festering tension that you can t figure out how to address now finally there s a solution a new framework that frees you from the trap of unproductive conflict and pointless arguing forever if the threat of raised voices emotional

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outbursts and public discord makes you want to hide under the conference room table you're not alone conflict or the fear of it can be exhausting but as this powerful book argues conflict doesn't have to be unpleasant in fact properly channeled conflict can be the most valuable tool we have at our disposal for deepening relationships solving problems and coming up with new ideas as the mastermind behind some of the highest performing teams at Amazon Twitter and Slack Buster Benson spent decades facilitating hard conversations in stressful environments in this book Buster reveals the psychological underpinnings of awkward unproductive conflict and the critical habits anyone can learn to avoid it armed with a deeper understanding of how arguments you'll be able to remain confident when you're put on the spot diffuse tense moments with a few strategic questions facilitate creative solutions even when your team has radically different perspectives why are we yelling will shatter your assumptions about what makes arguments productive you'll find yourself having fewer repetitive predictable fights once you're empowered to identify your biases listen with an open mind and communicate well all you need is Buster Benson his methods are instantly actionable and his writing is funny and relatable Adam Grant author of *Originals*

The Clockwork Muse 1999-03-15

for anyone who has blanched at the uphill prospect of finishing a thesis dissertation or book this piece holds out something more practical than hope a plan

Take Your Mark, LEAD! 2021-04-20

take your mark lead is a self-help book go-to guide for people who urgently want to take charge of their lives leader champion and survivor Kelly Parker Palace delivers 11 entertaining informative chapters chocked full of inspiring stories and actionable practical strategies this transformative book will empower you to triumph in all aspects of your life and to champion yourself your business and others

Getting Results the Agile Way 2010

a guide to the agile results system a systematic way to achieve both short and long term results that can be applied to all aspects of life

GET REAL 2022-08-23

full of stories and applicable to parents spouses and corporate leaders get real outlines the four pillars of high performing relationships with a primary focus on self but also addressing how these pillars impact others and the teams you lead this book walks you through a discovery of what it takes to build the kind of relationships that not only stand the test of time and allow others to be completely themselves with you all leading to amazing personal and professional results one thing consistently becomes self-evident to leaders so crystal clear that most now acknowledge it as a universal truth relationships matter evidence that supports this truth is everywhere massive bodies of research telling us that relationships matter coupled with personal experience leads everyone to agree that relationships can make or break performance engagement careers and even your health

Super-Modified 2015

Behance is the Facebook of the creative community worldwide exclusively compiled by the Behance team. This book presents the best and most groundbreaking work featured on the platform.

Creative Quest 2018-04-24

Named a most anticipated book of 2018 by Esquire, Popsugar, The Huffington Post, BuzzFeed, Publishers Weekly, a unique new guide to creativity from Questlove, inspirations, stories, and lessons on how to live your best creative life. Questlove, musician, bandleader, designer, producer, culinary entrepreneur, professor, and all-around cultural omnivore shares his wisdom on the topics of inspiration and originality in a one-of-a-kind guide to living your best creative life. In *Creative Quest*, Questlove synthesizes all the creative philosophies, lessons, and stories he's heard from the many creators and collaborators in his life and reflects on his own experience to advise readers and fans on how to consider creativity and where to find it. He addresses many topics: what it means to be creative, how to find a mentor and serve as an apprentice, the wisdom of maintaining a creative network, coping with critics and the foibles of success, and the specific pitfalls of contemporary culture, all in the service of guiding admirers who have followed his career and newcomers not yet acquainted with his story. Whether discussing his own life or channeling the lessons he's learned from forefathers such as George Clinton, collaborators like D'Angelo, or like-minded artists including Ava DuVernay, David Byrne, Björk, and others, Questlove speaks with the candor and enthusiasm that fans have come to expect. *Creative Quest* is many things, above all, a wise and wide-ranging conversation around the eternal mystery of creativity.

The Infinite Game 2019-10-15

The New York Times bestselling author of *Start With Why*, *Leaders Eat Last*, and *Together Is Better* offers a bold new approach to business strategy by asking one question: Are you playing the finite game or the infinite game? In the infinite game, Sinek applies game theory to explore how great businesses achieve long-lasting success. He finds that building long-term value and healthy, enduring growth that playing the infinite game is the only thing that matters to your business.

Joseph and the Amazing Technicolor Dreamcoat 2012-10-10

Based on the smash-hit musical that has become one of the most popular children's plays of all time, this beautiful book retells in verse and illustrations one of the most action-packed stories of the Old Testament. The lively lyrics by Andrew Lloyd Webber and Tim Rice and the humorous illustrations by Quentin Blake are a delight for children of all ages. A book to be treasured. Age range: 6 years.

Think Like an Entrepreneur, Act Like a CEO 2015-12-21

Education plus experience once guaranteed a successful career, but no more. Today, success depends on your ability to adapt. You must be agile, willing to adjust your professional expectations, and able to respond quickly to opportunities and threats. **Think Like an Entrepreneur, Act Like a CEO** will learn practical ways to handle vexing workplace challenges. Each chapter uses true stories to illustrate the answers to common questions, including how to leave your old job smoothly and start your new one with confidence and flair. **How to**

gracefully accept praise for your work how to recover from stress setbacks or the upheaval of a major project how to stay steady in the midst of endless change it s not enough to know how to manage common work life challenges you must also deal with the uncommon ones think like an entrepreneur act like a ceo gives you proven easy go to techniques for handling even the biggest career surprises one step at a time

The Art of Creative Rebellion 2020-01-21

can a creative mind thrive in a corporate landscape can a business leader use creativity to guide teams more effectively from one of today s leading creative minds comes a book for modern rebels on building a rewarding life without losing your edge written for uncompromising creative thinkers and aspiring changemakers the art of creative rebellion encapsulates insights and wisdom collected over a life of creative and professional prosperity in these frank and insightful reflections john s couch shares with young free thinkers the uncompromising principles needed to thrive in a world that seems to reward conformity above all the art of creative rebellion is a guide to shaping a life career and reality that nourishes the spirit and feeds the soul without compromises or apologies

Serve No Master 2016-08-03

bestselling author and lifestyle design expert jonathan green is finally ready to share the blueprint he used to escape the prison of poverty debt and office politics that still hold so many people imprisoned he s not content with just sharing a few ideas instead this traveling renegade is taking aim at every roadblock that keeps people from achieving their goals from not enough money to lack of connections to not enough time to i just can t seem to do it jon s taking laser aim at all the excuses and breaking things down into small simple steps that anyone can take to become wealthier better connected more talented and more free this is a system designed to smash the chains and give you a better financial outlook and more free time to do what you love he also covers how other people impact your bottom line whether that s in negotiations with potential customers and partners making friends and family more accepting of your lifestyle and making time for the things that really matter publisher

Proofs from THE BOOK 2013-06-29

according to the great mathematician paul erdős god maintains perfect mathematical proofs in the book this book presents the authors candidates for such perfect proofs those which contain brilliant ideas clever connections and wonderful observations bringing new insight and surprising perspectives to problems from number theory geometry analysis combinatorics and graph theory as a result this book will be fun reading for anyone with an interest in mathematics

The Entrepreneur's Paradox 2021-03-16

they don t teach these principles in business school these lessons can only come from the entrepreneurial book of life kevin cope author of the 1 wall street journal bestseller seeing the big picture what is the entrepreneur s paradox curtis morley explains that the exact qualities that aid an individual in founding a startup company brilliance and expertise are what prevent them from realizing expected success what starts as freedom and financial independence turns into grueling hours stress bills and ~~making a million dollars~~ ~~to~~ ~~the~~ ~~guide~~ ~~to~~

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that is entrepreneurship morley is here to show startup businesspersons how to achieve the golden rule of successful entrepreneurs 5x results that s achieving five dollars in revenue for every dollar spent on marketing advertising sales and any other growth expenses a goal he himself has achieved and exceeded by coaching clients on the sixteen pitfalls faced by all startups he has promoted entrepreneurship development in multiple industries sharpened skills and revealed the keys to superior next level growth this guidebook contains all you need to conquer the entrepreneur s paradox and put yourself on a defined pathway to business success while avoiding pitfalls like climbing without a map building not selling losing sight of culture shows prospective business men and women how to reach their goals while creating a launchpad for a business daily herald the playbook for startup success sean covey president of franklincovey and coauthor of the 1 wall street journal bestseller the 4 disciplines of execution

The System Is the Secret 2014-09-03

systems don t just happen they take intensive work and focus to build in the system is the secret james butler will help you put together systems that will turnaround or transform your business whether you are a brand new entrepreneur or have been in business for decades this book outlines what you must do to build and improve sixteen specific systems with specific task lists designed to help you know what to do next this book will help you develop better systems and get this profitable work in your business done now before you lose money and clients get ready to see your business more objectively with better systems so you can make a quantum leap in your business as a result what others are saying about the system is the secret the system is the secret is such a valuable book for entrepreneurs if you need to have better and more efficient systems in your business get and apply what s in this book lee milteer author of success is an inside job milteer com by far the best book i ve read on this subject butler explains not only the reasons why every business must put systems into place but also provides step by step guidance and real world fill in the blanks charts to help every small business owner entrepreneur and sales professional improve his or her income and remove stress and uncertainty steve sipress founder and ceo successful selling systems inc the system is the secret is an extraordinary and must read and implement blueprint for business success in the 21st century long gone are the days of ad hoc marketing efforts and customer management jim butler knows the essential keys to success in this day and age are grounded in the owner s ability to systematize and automate their business the book you re holding in your hands shows you exactly how to do this and profit from it michael capuzzi founder of copydoodles com i can t imagine attempting to grapple with the concept of business systems without the system is the secret what jim has compiled here is a must read for every entrepreneur and the best part is he doesn t just tell you what to do but reveals how to do it each and every step of the way make an investment in your future and get this book jeff brown award winning broadcaster and host of read to lead podcast the content in jim s book is amazing and logically laid out it s a fascinating read with real life practical advice he s a true marketing genius as a serious marketing student myself i have to tell you that i learned a tremendous amount from his book if you want to take your marketing and your business to the next level you need to read study and implement jim s content it s that good gerry oginski esq founder lawyers video studio if you own a business and don t have all the customers or clients you want grab a copy of the system is the secret and study it cover to cover jim butler takes the mystery out of developing a sustainable profitable business by giving you the exact steps you need for putting the right systems in place as you respond to the thought provoking questions assessments and worksheets included in the book you ll never think about your business in the same way again and if you apply the insights you get you should see positive results in your marketing sales and bottom line meredith bell president performance support systems inc the secret is the system is a great book for business owners butler hits the nail right on the head as a printer direct mailer and marketing services company we have a lot of moving parts in our business and it is absolutely critical that systems are followed to ensure that mistakes aren t made and that we keep our clients happy this is the best book on systems creation i have ever seen get it study it and implement its powerful principles george r platt president harty integrated solutions

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William Shakespeare 1991-01-08

this is a bold and original reinterpretation of almost all of shakespeare s major plays in the light of the marxist feminist and semiotic ideas of our own time through a set of tenaciously detailed readings the book illuminates a number of persistent problems or conflicts in shakespearean drama in particular a contradiction between words and things body and language which is also explored in terms of law sexuality and nature language and desire terry eagleton argues are seen by shakespeare as a kind of surplus over and above the body stable and social roles and a fixed human nature but the attitude of the plays to such a surplus is profoundly ambivalent if they admire it as the very source of human creativity they also fear its anarchic transgressive force underlying such ambiguities the book convincingly shows is a deeper ideological struggle between feudal traditionalism on the one hand and the emergence of new forms of bourgeois individualism on the other this book reveals how in the light of our own contemporary theories of language sexuality and society we can understand the issues present in shakespeare s drama which previously have remained obscure

How to Be Heard 2017-11

including many simple exercises interviews with experts and potent transformational concepts this book is a practical guide to improving the vital personal communication skills of speaking and listening

Medical Isotope Production Without Highly Enriched Uranium 2009-06-27

this book is the product of a congressionally mandated study to examine the feasibility of eliminating the use of highly enriched uranium heu2 in reactor fuel reactor targets and medical isotope production facilities the book focuses primarily on the use of heu for the production of the medical isotope molybdenum 99 mo 99 whose decay product technetium 99m3 tc 99m is used in the majority of medical diagnostic imaging procedures in the united states and secondarily on the use of heu for research and test reactor fuel the supply of mo 99 in the u s is likely to be unreliable until newer production sources come online the reliability of the current supply system is an important medical isotope concern this book concludes that achieving a cost difference of less than 10 percent in facilities that will need to convert from heu to leu based mo 99 production is much less important than is reliability of supply

Web and Digital for Graphic Designers 2020-07-23

creative web design requires knowledge from across the design and technical realms and it can seem like a daunting task working out where to get started in this book the authors take you through all you need to know about designing for the web and digital from initial concepts and client needs through layout and typography to basic coding e commerce and working with different platforms the companion website provides step by step tutorial videos html css styling tips and links to useful resources to really help you get to grips with all the aspects of web design working alongside the text are interviews with international designers and critical commentaries looking at best practice and theoretical considerations written for graphic designers this book delivers more than just an instruction manual it provides a complete overview of designing for the web

Becoming a Successful Graphic Designer 2017-03-09

as students prepare to enter the world of work there are many decisions that they need to make about what type of career they want freelancing working in a design agency setting up their own business they also need the practical advice about how to work with clients how to organize themselves billing etc through interviews with people at all levels of design the author provides down to earth and straight forward information that is relevant to today s students looking to start a career in design

Inclusive Design for a Digital World 2019-12-19

what is inclusive design it is simple it means that your product has been created with the intention of being accessible to as many different users as possible for a long time the concept of accessibility has been limited in terms of only defining physical spaces however change is afoot personal technology now plays a part in the everyday lives of most of us and thus it is a responsibility for designers of apps web pages and more public facing tech products to make them accessible to all our digital era brings progressive ideas and paradigm shifts but they are only truly progressive if everybody can participate in inclusive design for a digital world multiple crucial aspects of technological accessibility are confronted followed by step by step solutions from user experience design professor and author regine gilbert think about every potential user who could be using your product could they be visually impaired have limited motor skills be deaf or hard of hearing this book addresses a plethora of web accessibility issues that people with disabilities face your app might be blocking out an entire sector of the population without you ever intending or realizing it for example is your instructional text full of animated words and emoji icons this makes it difficult for a user with vision impairment to use an assistive reading device such as a speech synthesizer along with your app correctly in inclusive design for a digital world gilbert covers the content accessibility guidelines wcag 2.1 requirements emerging technologies such as vr and ar best practices for web development and more as a creator in the modern digital era your aim should be to make products that are inclusive of all people technology has overall increased connection and information equality around the world to continue its impact access and usability of such technology must be made a priority and there is no better place to get started than inclusive design for a digital world what you ll learn the moral ethical and high level legal reasons for accessible design tools and best practices for user research and web developers the different types of designs for disabilities on various platforms familiarize yourself with web compliance guidelines test products and usability best practices understand past innovations and future opportunities for continued improvement who this book is for practitioners of product design product development content and design can benefit from this book

For Small Creatures Such as We 2021-10-05

a charming book ringing with the joy of existence richard dawkins the perfect gift for a loved one or for yourself for small creatures such as we is part memoir part guidebook and part social history a luminous celebration of earth s marvels that require no faith in order to be believed sasha sagan was raised by secular parents the astronomer carl sagan and the writer and producer ann druyan they taught her that the natural world and vast cosmos are full of profound beauty and that science reveals truths more wondrous than any myth or fable when sagan herself became a mother she began her own hunt for the natural phenomena behind our most treasured occasions from births to deaths holidays to weddings anniversaries and more growing these roots into a new set of rituals for her young daughter that honor the joy and significance of each experience without relying on a religious framework as sagan shares these rituals for small creatures as

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we becomes a moving tribute to a father a newborn daughter a marriage and the natural world a celebration of life itself and the power of our families and beliefs to bring us together

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