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Dr John Ratey explores the brain's most important systems, the role they play in determining how we interact with the world and ways in which we can influence their operations for the better. Amazing examples of how the brain works are used throughout. The emergence of social media as one of the driving forces of consumers' online experiences today also challenges our current understanding on marketing and brand management. The effects of brands' social media involvement are to this day uncertain. Severin Dennhardt shows that social media and user-generated brands do have a strong influence on brands. Four independent studies demonstrate that first, successful brands can be created in virtual worlds, second, user-generated content drives the creation of unique brands, third social media strongly influences the social value perception of brands, and fourth, social media impacts consumers' purchase decision process. A complete guide to HP Vue for the beginning, day-to-day user, this indispensable book covers over 100 of the most useful HP-UX commands, including real-world screen displays to illustrate concepts, dozens of tips to save keyboard strokes and increase productivity, and hints and suggestions for customizing HP Vue setup files for your specific needs. The SAS language; The data step; The PROC step; Features for both data and proc steps; Descriptive statistics; Reporting; SAS utilities; System-dependent utilities. This research examines a new methodology for prospectively estimating the willingness of travelers to use a toll road by combining travel time saved with the income of the prospective customer base. The purpose of the research is to facilitate network level planning by allowing some reasonable predictions of acceptable toll rates using readily available data and estimation techniques. Methods of estimating user benefit resulted in simulated distributions of value of user time. Values of time are linked to census tract income data for the user population to produce value of time as a percent of income as an indicator, which is hypothesized to be a more useful indicator of the travel market than conventional indicators. Techniques for estimating the travelshed of a toll road are examined. Results show that considering value of time as a percentage of census tract median income provides an improved portrayal of the toll road market, as usage of the toll road increases with increasing income. Using census tract median income as the income parameter has shortcomings, in that it produces anomalous results at very low population levels. Of the two methods of estimating the travelshed, the visual estimation approach was

not satisfactory, leaving the analyst to use select link analyses instead. This scoring CD-ROM includes a complete copy of the Checklist and a User's Guide, allowing busy clinicians to use the Checklist by itself as a quick, valid screening system. Users input responses from the completed Checklist and the program calculates composite percentiles and standard scores based on the embedded norms. This program also makes correspondence and recordkeeping easier. It automatically generates a screening report for clinicians to add to the child's health record. Then, the clinician can select from a menu of three letters to share personalized results and recommendations with the family. Explains how to treat and prevent different kinds of repetitive strain injuries, including Carpal Tunnel Syndrome. This text offers current thinking in the field. The authors are well-established qualitative researchers and have pulled off a great text for the beginning researcher. By putting people at the centre of interactive design, user experience (UX) techniques are now right at the heart of digital media design and development. As a designer, you need to create work that will impact positively on everyone who is exposed to it. Whether it's passive and immutable or interactive and dynamic, the success of your design will depend largely on how well the user experience is constructed. User Experience Design shows how researching and understanding users' expectations and motivations can help you develop effective, targeted designs. The authors explore the use of scenarios, personas and prototyping in idea development, and will help you get the most out of the latest tools and techniques to produce interactive designs that users will love. With practical projects to get you started, and stunning examples from some of today's most innovative studios, this is an essential introduction to modern UXD. At the crossroads of various disciplines, this collective work examines the possibility of a new end-user "engagement" in ongoing digital/technological products and services development. It provides an overview of recent research specifically focused on the user's democratic participation and empowerment. It also enables readers to better identify the main opportunities of participatory design, a concept which encourages the blurring of the role between user and designer. This allows people to escape their status as "end-user" and to elevate themselves to the level of creator. This book explores new avenues for rethinking the processes and practices of corporate innovation in order to cope with current socio-economic and technological changes. In so doing, it aims to help companies renew industrial models that allow them to design and produce new ranges of technological products and services by giving the user an active role in the development process, far beyond the basic role of consumer. Intended for designers, design researchers and scientists interested in innovation and technology management, this book also provides a valuable resource for professionals involved in technology-based innovation processes. A call to reclaim and rethink the field of designing as a liberal art where diverse voices come together to shape the material world. We live in a material world of designed artifacts, both digital and analog. We think of ourselves as users; the platforms, devices, or objects provide a service that we can use. But is this really the case? We Are Not Users argues that people cannot be reduced to the entity called "user"; we are not homogenous but diverse. That buzz of dissonance that we hear reflects the difficulty of condensing our diversity into "one size fits all." This book proposes that a new understanding of design could resolve that dissonance, and issues a call to reclaim and rethink the field of designing as a liberal art where diverse voices come together to shape the material world. The authors envision designing as a dialogue, simultaneously about the individual and the social—an act enriched by diversity of both disciplines and perspectives. The book presents the building blocks of a language that can conceive designing in all its richness, with relevance for both theory and practice. It introduces a theoretical model, terminology, examples, and a framework for bringing together the social, cultural, and political aspects of designing. It will be essential reading for design theorists and for designers in areas ranging from

architecture to software design and policymaking. "Di Gregorio & Davidson provide an essential guide for qualitative researchers who wish to get to grips with the potential of software packages for handling qualitative data, research design and ethical and privacy issues ... The authors open up new ground ... by integrating the discussion of qualitative data analysis software into the wider context of methodological practice. The authors' arguments and general approach are illustrated in an accessible and engaging manner through the use of detailed case studies of qualitative research using a range of software packages. A smooth read, crammed full of invaluable advice and 'best practice' guidelines and checklists..." Derek Layder, University of Leicester, UK This book is an essential guide for anyone using qualitative data analysis software (QDAS), particularly useful for those who want to go beyond a basic introduction to discover how to get the most out of software and how to identify the methodological issues they need to consider. The book is organized in three parts – the first part addresses the methodological issues that need to be addressed when designing qualitative research using QDAS; the second part uses case studies to demonstrate the issues and the design framework introduced in the first part. These chapters are supported by numerous screenshots illustrating the software under discussion. The last part contains practical appendices to help readers apply the framework introduced to their own research. Di Gregorio and Davidson introduce: The notion of the E-Project or electronic project as a genre A framework for representing the research design of a project in any QDAS package Ethical considerations when working in QDAS A variety of contextual issues including national and organizational differences Eight real research projects of a variety of designs and using different QDAS (ATLAS.ti, MAXqda, NVIVO, and XSight) Separate checklists for ATLAS.ti, MAXqda, NVIVO, and XSight, providing practical help in applying the research design framework presented in the book Uniquely, the book examines issues related to both academic and non-academic uses of QDAS. Qualitative Research Design for Software Users is a useful reference for upper level students, academics and researchers across a range of disciplines. Introduces the unique features of the IBM PC and the Macintosh, explains how to use each effectively, and provides an overview of the most popular software packages for each computer * Provides a "real world" view and best practices around using SharePoint 2003 technologies to meet business needs. * Seth Bates was the technical reviewer for both of Scot Hillier's books. * Lists the most common deployment scenarios of SharePoint technologies and the ways to best leverage SharePoint features for these scenarios. In "UNIX User's Guide", bestselling author Poniatowski covers every topic UNIX users need to master with clarity and real-world examples. Topics include logons, file management, email, networking, Internet connectivity, vi editing, and shell programming. Best yet, the book has been carefully designed to serve the needs of any UNIX user--whether they are working with Linux, Solaris, HP-UX, AIX, or any other leading platform. Interviewing is a foundational user research tool that people assume they already possess. Everyone can ask questions, right? Unfortunately, that's not the case. Interviewing Users provides invaluable interviewing techniques and tools that enable you to conduct informative interviews with anyone. You'll move from simply gathering data to uncovering powerful insights about people.

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