

Crafting multimedia text: websites and presentations, 2005, 235 pages, Barbara Moran, 0130990027, 9780130990020, Pearson/Prentice Hall, 2005

Useful to anyone connected with creating or maintaining a business, journalism, or education-based website, this compact book is packed with information. This unique, exciting book introduces "new media writing" strategies and techniques. Understand how to write and how to display content for websites, slide shows, and other visual presentations. Differentiate between viewers (who see words projected on a computer or projector screen) and readers (who read words on paper). The book is required reading for anyone creating or maintaining websites or electronic slide shows. Just making a website or slide show visually appealing isn't enough. They must also be well-written to maximize effectiveness. This cutting-edge book covers the following topics: the definition of multimedia writing; the importance of words; creating content; making words work; writing with words as graphic elements; formatting text; and website considerations. An excellent guide for CEOs, Web developers, Editors, Publishers, Project Managers, Sales and Marketing Executives, Webmasters, Creative Directors, Instructional Designers, content providers, Public Relations executives, Communications Directors, Media Relations Directors, Public Information officials, Advertising executives, Development Directors, Web designers, Business trainers and consultants, Educational Directors, Writers, Reporters, Media Trainers, Media Consultants, Community Affairs Directors, Public Affairs Directors, and Managing Editors.

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English for careers business, professional, and technical, Leila R. Smith, 1990, Education, 461 pages. .

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E-Learning Games Interactive Learning Strategies for Digital Delivery, Kathleen M. Iverson, 2005, Education, 198 pages. E-Learning Games is a tool or resource for trainers and teaching professionals that guides the design of engaging and interactive e-learning courses. The strategies described.

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Mac OS X Snow Leopard All-in-One For Dummies , Mark L. Chambers, Aug 13, 2009, Computers, 768 pages. Mac OS X Snow Leopard is the newest Mac operating system, with even better performance and more efficient use of hard drive space as well as cool features like MobileMe, the.

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Measurement and Assessment in Teaching , Robert L. Linn, Sep 1, 2008, Education, 576 pages
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0130990027, 9780130990020 Communication Sciences Student Survival Guide , NSSLHA, Dec 14, 2009, Medical, 258 pages. This book is a must-have resource for anyone considering or involved in a program of study in audiology, speech-language pathology, or speech-language-hearing sciences. Written through the eyes of the leading Party cadre in Lin Village in southeast China, this book unravels the turbulent events that affected individuals and families in the village. Organized into the natural progression of a flight, this is a compendium of tips on virtually every aspect of piloting an aircraft, including ground work, takeoff and initial. "DeFrancis's book is first rate. It entertains. It teaches. It demystifies. It counteracts popular ignorance as well as sophisticated (cocktail party) ignorance. Who could ask.

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Recession without borders Mexican migrants confront the economic downturn, David FitzGerald, University of California, San Diego. Center for Comparative Immigration Studies, 2011, Business & Economics, 152 pages. How has the current US economic crisis affected Mexicans on both sides of the border? This volume answers that question, drawing on a 2010 study of the migrant source community
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Beginning iPhone and iPad Web Apps Scripting with HTML5, CSS3, and JavaScript, Chris Apers, Daniel Paterson, Dec 14, 2010, Computers, 512 pages. This book will help you join the thousands of successful iPhone apps developers without needing to learn Objective-C or the Cocoa touch APIs. If you want to apply your existing

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