

Online Library Digital Publishing User Guide

Digital Publishing User Guide

Publish like a pro and start building your audience today with the most

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comprehensive guide on the market. Packed with practical, actionable advice, this brand new fourth edition of Let's Get Digital delivers the very latest best practices on publishing your work and finding readers. • Boost your writing career with marketing strategies that are proven to sell more

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books. · Get expert tips on platform building, blogging and social media. · Discover which approaches are best for selling fiction vs. non-fiction. · Implement powerful ways to make your ebooks more discoverable. · Increase your visibility by optimizing keywords and categories. · Weigh the

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pros and cons of Kindle Unlimited, and find out exactly how to tweak your promotional plans depending on whether you stay exclusive to Amazon or opt for wider distribution. And that's just for starters...

Academic libraries have traditionally had two key functions, to support

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teaching and to support research. In an evolving and competitive university environment, along with the emergence of various technologies and substantial changes in scientific communication, university management has reached a turning point. Academic libraries are facing a

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paradigm shift in the role they need to play to achieve the research objectives of universities. Research support services in academic libraries have evolved as a response to these changes. They are heterogeneous, adapt to their university culture, adopt different points of view, take different

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approaches in their organizational structures, and include a diverse catalog of activities. Having an overview of different experiences will allow libraries to adopt best practices, redefine services, and even establish new management and collaboration models. Cases on Research Support

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Services in Academic Libraries is a critical scholarly resource that uses case studies to systematize the experiences of research support services in academic libraries for the support of higher education faculty. The cases focus on such items as the role of technology and its impact as

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well as how these services help to improve the excellence of universities. Featuring a wide range of topics such as library services, data management, and open science, this book is ideal for librarians, academicians, professionals, researchers, and students.

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How we can evade, protest, and sabotage today's pervasive digital surveillance by deploying more data, not less—and why we should. With *Obfuscation*, Finn Brunton and Helen Nissenbaum mean to start a revolution. They are calling us not to the barricades but to our computers,

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offering us ways to fight today's pervasive digital surveillance—the collection of our data by governments, corporations, advertisers, and hackers. To the toolkit of privacy protecting techniques and projects, they propose adding obfuscation: the deliberate use of ambiguous, confusing, or

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misleading information to interfere with surveillance and data collection projects. Brunton and Nissenbaum provide tools and a rationale for evasion, noncompliance, refusal, even sabotage—especially for average users, those of us not in a position to opt out or exert control over data about

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ourselves. Obfuscation will teach users to push back, software developers to keep their user data safe, and policy makers to gather data without misusing it. Brunton and Nissenbaum present a guide to the forms and formats that obfuscation has taken and explain how to craft its

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implementation to suit the goal and the adversary. They describe a series of historical and contemporary examples, including radar chaff deployed by World War II pilots, Twitter bots that hobbled the social media strategy of popular protest movements, and software that can camouflage users'

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search queries and stymie online advertising. They go on to consider obfuscation in more general terms, discussing why obfuscation is necessary, whether it is justified, how it works, and how it can be integrated with other privacy practices and technologies.

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The study of what is collectively labeled "New Media"—the cultural and artistic practices made possible by digital technology—has become one of the most vibrant areas of scholarly activity and is rapidly turning into an established academic field, with many universities now offering it as a major.

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The Johns Hopkins Guide to Digital Media is the first comprehensive reference work to which teachers, students, and the curious can quickly turn for reliable information on the key terms and concepts of the field. The contributors present entries on nearly 150 ideas, genres, and theoretical

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concepts that have allowed digital media to produce some of the most innovative intellectual, artistic, and social practices of our time. The result is an easy-to-consult reference for digital media scholars or anyone wishing to become familiar with this fast-developing field.

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A Guide to the Project Management
Body of Knowledge (PMBOK® Guide)

□ Seventh Edition and The Standard
for Project Management (RUSSIAN)

Kindle Formatting

Digital Publishing with Adobe Indesign

CC

An Introduction to the Digital Book and

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Journal Industries

The Complete Guide to Formatting
Books for the Amazon Kindle

Securing Digital Video

The Complete Step-By-Step User
Guide to Getting Started with Your
Kindle Paperwhite

If you're a designer or other

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creative professional who needs to create digital documents that will be read on multiple devices, you will be thrilled with the powerful tools in Adobe InDesign CC. Now you just need to know what to do with them. Digital

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Publishing with Adobe InDesign CC examines not just the “How” of using the tools, but also the “When” and “Why” of choosing among the various digital format options—ePub, PDF, HTML, tablet app, and so on. Clear

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explanations and plenty of full-color graphics will guide you through the potentially confusing digital publishing landscape. Written by two longtime publishing experts, the book thoroughly covers the theory and

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best practices for creating and using buttons, hyperlinks, video, audio, forms, animations, slideshows, and iPad interactivity to enhance and enliven your digital publications. You'll learn to: Select the digital format that

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best fits the needs of your
content and your audience
Design both Reflowable and
Fixed Layout ePub documents
Use Liquid Layout Rules to
automatically resize and reflow
content to fit different-sized

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devices Add interactivity to
create exciting PDF
presentations Configure your
ePub files for the best results
across various reader "I'm really
thrilled to see this second edition
of Digital Publishing with Adobe

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InDesign. The InDesign team is always trying to push the possibilities of digital publishing whether via ePub, DPS or PDF. This book captures that excitement and helps the reader be successful in this ever-

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changing field.” Chris Kitchener,
Group Product Manager, Design
Segment, Adobe Systems
Producing New and Digital
Media is your guide to
understanding new media, diving
deep into topics such as cultural

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and social impacts of the web, the importance of digital literacy, and creating in an online environment. It features an introductory, hands-on approach to creating user-generated content, coding, cultivating an

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online brand, and storytelling in new and digital media. This book is accompanied by a companion website—designed to aid students and professors alike—that features chapter-related questions, links to resources,

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and lecture slides. In showing you how to navigate the world of digital media and also complete digital tasks, this book not only teaches you how to use the web, but understand why you use it.

KEY FEATURES For students- a

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companion site that features research resources and links for further investigation For instructors- a companion site that features lecture slides, a sample syllabus, and an Instructor's Manual. Features a unique

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approach that covers media studies aspects with production and design tutorials. Covers up-to-date forms of communication on the web such as memes, viral videos, social media, and more pervasive types of online

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languages.

Paperwhite Users Manual
The Complete Step-By-Step User
Guide To Getting Started With
Your Kindle Paperwhite
If you are someone who likes to read and don't want to have a lot of books

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around you may want to consider getting an e-reader. An e-reader is a device that allows you to take digital content and put it on a portable device. One of the most popular readers on the market is the Amazon Kindle.

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There are many different versions of the kindle but the newest and more exciting version is the Kindle Paperwhite. With the Paperwhite you will be able to read Amazon Kindle Books as well as many

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other types of documents. In this book we will explore the Kindle Paperwhite, show you how to set it up, personalize it for your own reading experience and even find amazing content that goes far beyond the Amazon

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Library. So if you are looking for an upgraded device from your previous kindles or if you are getting your first kindle ever then you need to read this book and learn what you can do to get started with your Kindle

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Paperwhite.

This first book-length analysis of Amazon's Kindle explores the platform's technological, bibliographical, and social impact on publishing. *Four Shades of Gray* offers the first book-length

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analysis of Amazon's Kindle and its impact on publishing. Simon Peter Rowberry recounts how Amazon built the infrastructure for a new generation of digital publications, then considers the consequences of having a single

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company control the direction of the publishing industry. Exploring the platform from the perspectives of technology, texts, and uses, he shows how the Kindle challenges traditional notions of platforms as discrete

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entities. He argues that Amazon's influence extends beyond "disruptive technology" to embed itself in all aspects of the publishing trade; yet despite industry pushback, he says, the Kindle has had a positive

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influence on publishing.
Rowberry documents the first decade of the Kindle with case studies of Kindle Popular Highlights, an account of the digitization of books published after 1922, and a discussion of

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how Amazon's patent filings reflect a shift in priorities. Rowberry argues that while it was initially convenient for the book trade to outsource ebook development to Amazon, doing so has had adverse

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consequences for publishers in the mid- and long term, limiting opportunities for developing an inclusive and forward-thinking digital platform. While it has forced publishers to embrace digital forms, the Kindle has also

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empowered some previously marginalized readerships. Although it is still too early to judge the long-term impact of ebooks compared with that of the older technologies of clay tablets, the printing press, and

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offset printing, the shockwaves of the Kindle continue to shape publishing.

The Student's Guide to Digital
Publishing

Let's Get Digital
Digital Publisher

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Using Adobe Digital Publishing
Suite

Self Publishing

Adobe InDesign Interactive
Digital Publishing

How To Self-Publish, And Why
You Should (Fourth Edition)

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Professional graphics designers will welcome this practical guide to Acrobat 5 because it tells why and when to use processes, as well as how. Includes projects,

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tutorials and
demonstrations.

The first comprehensive
guide to all aspects of
digital publishing, from
rights to eBooks, to
accessibility, to content

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management.

Did you ever consider self-publishing your own book but were daunted by the complex process of actually doing it? Self-published author and

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expert Carla King gives a simple step-by-step guide to self-publishing your book as an e-book or print book. Plot your success by choosing the reputable tools and services

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recommended here, along with techniques that will help your book succeed in the market that you choose.

Expand your skills for laying out and formatting

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documents and eBooks
deployed for screen
viewing on computers,
tablets, and smart phones.
The book covers how to add
interactivity to
reflowable and fixed

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layout eBooks, interactive PDF documents, and take advantage of Adobe's new Publish Online (Preview). Tips, techniques, and workarounds offer you a comprehensive view at

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adding interactivity to any kind of document and deploy them on social media and web sites. Learn essential skills for composing documents in Adobe InDesign, how to

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work with styles, format text and graphics, work with rich media, create multi-state objects, hyperlinks, and animations. What You'll Learn: Set up documents

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for interactive digital
publishing Create
Animations in InDesign
Build and work with Multi-
State Objects Construct
video masks and work with
rich mediabr/liliHost

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interactive documents on
Facebook and other social
media sites/li/uldivWho
This Book Is
For/divdivbr/divdivGraphic
designers, book designers,
and publishersbr

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A Day in the Life
The Charleston Advisor
Producing New and Digital
Media
The Librarian's Guide
EBook Publication for
Training

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The Johns Hopkins Guide to
Digital Media

Four Shades of Gray

**Home to the New York
Yankees, the Bronx Zoo,
and the Grand Concourse,
the Bronx was at one time a**

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**haven for upwardly mobile
second-generation
immigrants eager to leave
the crowded tenements of
Manhattan in pursuit of the
American dream. Once
hailed as a "wonder**

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borough" of beautiful homes, parks, and universities, the Bronx became--during the 1960s and 1970s--a national symbol of urban deterioration. Thriving

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**neighborhoods that had
long been home to
generations of families
dissolved under waves of
arson, crime, and housing
abandonment, turning
blocks of apartment**

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**buildings into gutted,
graffiti-covered shells and
empty, trash-filled lots. In
this revealing history of the
Bronx, Evelyn Gonzalez
describes how the once-
infamous New York City**

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borough underwent one of the most successful and inspiring community revivals in American history. From its earliest beginnings as a loose cluster of commuter

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**villages to its current status
as a densely populated
home for New York's
growing and increasingly
more diverse African
American and Hispanic
populations, this book**

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shows how the Bronx interacted with and was affected by the rest of New York City as it grew from a small colony on the tip of Manhattan into a sprawling metropolis. This is the story

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**of the clattering of elevated
subways and the cacophony
of crowded neighborhoods,
the heady optimism of
industrial progress and the
despair of economic
recession, and the vibrancy**

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**of ethnic cultures and the
resilience of local
grassroots coalitions
crucial to the borough's
rejuvenation. In recounting
the varied and extreme
transformations this**

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remarkable community has undergone, Evelyn Gonzalez argues that it was not racial discrimination, rampant crime, postwar liberalism, or big government that was to blame for the urban

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**crisis that assailed the
Bronx during the late
1960s. Rather, the decline
was inextricably connected
to the same kinds of social
initiatives, economic
transactions, political**

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decisions, and simple human choices that had once been central to the development and vitality of the borough. Although the history of the Bronx is unquestionably a success

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story, crime, poverty, and substandard housing still afflict the community today. Yet the process of building and rebuilding carries on, and the revitalization of neighborhoods and a

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**resurgence of economic
growth continue to offer
hope for the future.**

**Using Adobe Digital
Publishing Suite is for
those who want to create
apps for devices like iPad**

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**using Adobe InDesign and
Adobe Digital Publishing
Suite. In this book, we will
cover the entire creation
process from designing the
app in InDesign to
uploading it to an app**

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store. The tips and notes along the way will give you extra insights or faster ways to do things, as well as help you avoid typical pitfalls. Are you interested in digital publishing? Maybe you are

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**a beginning writer, or
maybe you are an
experienced writer who now
finds that your old skills
need to be re-sharpened for
digital environments.
Whether you want to write**

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engaging articles, edit a digital publication for your employer, or self-publish your own novel, this guide is for you. The Student's Guide to Digital Publishing aims to teach the complete

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layman or undergraduate. No special expertise is needed. Our presumption that readers come to this book with little knowledge beyond that of the consumer. Most people find

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themselves reading and writing in digital environments all day long, yet from elementary school through university have not had a single lesson on how writing for those

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environments is different than writing for print. Digital publishing went from being on the periphery to being the dominant form of publishing so quickly that most of the pioneers in

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the field are still alive. As early adopters of digital publishing experimented, they quickly found that most of the evergreen writing skills taught in school still apply. Some of

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those skills, however, need to be presented in new ways. Since digital publishing is the future for most forms of writing, beginners need guidance and formal training beyond

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the skills of traditional print writing. This book provides the starting point you need.

Presents descriptions of job responsibilities, education and training, and a typical

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workday for different types of librarians working in public, academic, school, and special libraries, as well as in jobs for library vendors, publishers, and library associations.

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**Official Gazette of the
United States Patent and
Trademark Office
Digital Rights Management
Library & Information
Science Abstracts
Selling Electronic Media**

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**The Amazon Kindle
Platform**

**The Chicago Manual of
Style**

**A User's Guide for Privacy
and Protest**

First Published in 1999.

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Routledge is an imprint of Taylor & Francis, an informa company. Print designers or other creative professionals who need to create digital documents for multiple devices, will be thrilled with the powerful new tools in Adobe

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**InDesign CC. Digital Publishing
with Adobe InDesign CC
examines not just the How of
using the tools, but also the When
and Why of choosing among the
various digital format options—
ePub (both traditional Reflowable**

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and the new Fixed-Layout varieties), tablet app, PDF (with or without interactivity), HTML, and so on. Clear explanations and plenty of full-color graphics will guide the reader through the potentially confusing digital

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publishing landscape. Written by two longtime publishing experts, the book thoroughly covers the theory and best practices for using the revolutionary new layout features in InDesign CC, including the Adobe® Digital

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Publishing Suite (DPS), the complete digital publishing solution for tablets.

A fully revised and updated edition of the bible of the newspaper industry

Content protection and digital

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rights management (DRM) are fields that receive a lot of attention: content owners require systems that protect and maximize their revenues; consumers want backwards compatibility, while they fear that

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content owners will spy on their viewing habits; and academics are afraid that DRM may be a barrier to knowledge sharing. DRM technologies have a poor reputation and are not yet trusted. This book describes the key

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aspects of content protection and DRM systems, the objective being to demystify the technology and techniques. In the first part of the book, the author builds the foundations, with sections that cover the rationale for protecting

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digital video content; video piracy; current toolboxes that employ cryptography, watermarking, tamper resistance, and rights expression languages; different ways to model video content protection; and DRM. In

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the second part, he describes the main existing deployed solutions, including video ecosystems; how video is protected in broadcasting; descriptions of DRM systems, such as Microsoft's DRM and Apple's FairPlay; techniques for

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protecting prerecorded content distributed using DVDs or Blu-ray; and future methods used to protect content within the home network. The final part of the book looks towards future research topics, and the key

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problem of interoperability. While the book focuses on protecting video content, the DRM principles and technologies described are also used to protect many other types of content, such as ebooks, documents and games. The book

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will be of value to industrial researchers and engineers developing related technologies, academics and students in information security, cryptography and media systems, and engaged consumers.

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**Moving Beyond Print to Digital
Your Guide to Savvy Use of the
Web**

**Cases on Research Support
Services in Academic Libraries
Getting It Published**

The Columbia Guide to Digital

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Publishing

Obfuscation

**Adobe InDesign CS6 Interactive:
Digital Publishing for the Internet
and the iPad**

*The world of publishing is evolving at an
ever-increasing speed, with developments*

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in digital workstreams and products, customer expectation, enriched content curation, and user-generated content becoming commonplace. In Publishing in the Digital Age: How Business Can Thrive in a Rapidly Changing Environment, Ross discusses the most significant and recent developments in educational and trade

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publishing, educational technology, and marketing that has enabled a new generation of content creators to reach more consumers. It is the only book that addresses disruption in the industry head on. Building on the insights from his last book, Dealing with Disruption: Lessons from the Publishing Industry, Ross takes a

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fresh look at the publishing environment and provides the reader with a clear view of how publishing has evolved and how it has benefitted consumers regardless of their preferred medium for accessing knowledge. Through an examination of what has worked and what has not, and with Ross's unique perspective of more

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than 35 years of publishing success, Publishing in the Digital Age presents an indispensable overview of the publishing industry, how it has evolved during the first quarter of the 21st century, and how publishers, content providers, and consumers can benefit from the many options that are available today. With

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insights from industry leaders, Ross discusses new opportunities on the Web, streaming services, and audio formats. He reviews new publishing platforms and provides a practical guide for content developers to address the knowledge needs of their constituents by giving readers real-life, actionable examples of

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how best to publish their content consistent with users' purchasing preferences. The book will be of interest to specialists in education: K-12 and higher education, the non-fiction trade, corporate education trainers, and specialist sectors such as scholarly, technical, and medical publishing. It includes clear applications

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for any business that is undergoing transformation or is forced to make a radical pivot because of sudden environmental changes or market conditions.

Searchable electronic version of print product with fully hyperlinked cross-references.

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Publishers and independent authors everywhere are excited-and somewhat anxious-about the move toward digital publishing. eBooks are revolutionizing the publishing world, and eBook reading devices like the Amazon Kindle are on the forefront of this revolution. However, the text formatting the Kindle requires can be

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hard to decipher and even harder to implement. This book serves as a guide to the process of formatting eBooks that look great on the Kindle every time. Each step is explained in detail, with examples and formatting tips found nowhere else. In addition to instructions for the conversion and formatting process, this book contains

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detailed explanations of all the HTML and CSS markup supported by the Kindle, instructions for achieving optimal image display quality on the E Ink screen, and other details about the Kindle's formatting requirements previously left to chance or speculation. Beautiful eBooks are at your fingertips. The Kindle and its readers

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await.

With 23 articles and 10 posters, Elpub 2012 focuses on the social shaping of digital publishing and explores the interplay between culture and technology. This book contains the proceedings of the conference, consisting of 11 accepted full articles and 12 articles accepted as

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extended abstracts. The articles are presented in groups, and cover the topics: digital scholarship and publishing; special archives; libraries and repositories; digital texts and readings; and future solutions and innovations. Offering an overview of the current situation and exploring the trends of the future, this

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*book will be of interest to all those whose
work involves digital publishing.*

*Career Options in Library and
Information Science*

The Digital Media Handbook

The Research Guide for the Digital Age

*A New Handbook to Research and Writing
for the Serious Student*

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Step-by-Step Startup Guide

*Tips, Techniques, and Workarounds for
Formatting Across Your Devices*

*Critical Reviews of Web Products for
Information Professionals*

In a world of users that routinely click
“ I Agree ” buttons, librarians may be
the lone voice raising an alert to the

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privacy, use, and ownership issues arising in connection with the design and implementation of digital rights management (DRM) technologies. DRM reflects the efforts of copyright owners to prevent the illegal distribution of copyrighted material – an admirable goal on its face. A

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common misunderstanding is that DRM is copyright law. It is not. Rather it is a method of preventing copyright infringement; however, if unchecked, DRM has the potential to violate privacy, limit ownership rights, and undermine the delicate balance of rights and policies established by our

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current system of copyright. All three of these arenas are critical for both librarians and their users. Reflecting the shift from ownership to access, libraries are increasingly providing access to rights-protected digital content. Libraries strive to provide access to rights-protected content in a

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manner that protects both the content creator and the privacy of the user. DRM encompasses a variety of technologies and strategies utilized by content owners and managers to limit access to and the use of rights-protected content. Librarians need to understand DRM to effectively enable

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users to access and use rights-protected digital content while at the same time protecting the privacy of the user. Designed to address the practical operational and planning issues related to DRM, this guide explores the critical issues and challenges faced by librarians. After

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reading it, librarians will better understand: the digital content rights protection scheme; the various DRM technologies and how they are used; how to use authentication and authorization standards, strategies, and technologies; and, the privacy and security issues related to DRM. Edited

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by two librarians who also hold law degrees, this is a best practices guide for front-line librarians on how to best respond to the impact of DRM schemes on collection development, staffing, budget, service, and other library concerns.

The new edition of The Digital Media

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Handbook presents an essential guide to the historical and theoretical development of digital media, emphasising cultural continuity alongside technological change, and highlighting the emergence of new forms of communication in contemporary networked culture.

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Andrew Dewdney and Peter Ride present detailed critical commentary and descriptive historical accounts, as well as a series of interviews from a range of digital media practitioners, including producers, developers, curators and artists. The Digital Media Handbook highlights key concerns of

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today ' s practitioners, analysing how they develop projects, interact and solve problems within the context of networked communication. The Digital Media Handbook includes: Essays on the history and theory of digital media
Essays on contemporary issues and debates
Interviews with digital media

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professionals A glossary of technical acronyms and key terms.

Profits from Pages Self-publishing is a fast-growing industry, and bookstores and consumers alike now acknowledge the value of self-published books. In this valuable guide, industry experts coach you in

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becoming a player in the self-publishing arena—whether it is self-publishing your own book or providing professional services for others who want to self-publish. Our experts reveal the tricks of the self-publishing trade: how to evaluate book ideas and recognize a hot-seller; how to develop

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an effective marketing plan; getting books reviewed and landing great publicity; getting books into traditional and non-traditional sales channels; tapping into the potential of online publishing, and more. Addresses dramatic game-changers including print-on-demand and ebooks Reviews

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industry player offerings including
Ingram and Amazon Covers critical
marketing tools including author
websites and social media marketing
Features interviews with industry
insiders and practicing self-published
authors Plus, a quick-reference guide
to every step in the publishing process

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helps you along your way. The First Three Years In addition to industry specific information, you ' ll also tap into Entrepreneur ' s more than 30 years of small business expertise via the 2nd section of the guide - Start Your Own Business. SYOB offers critical startup essentials and a current,

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comprehensive view of what it takes to survive the crucial first three years, giving you exactly what you need to survive and succeed. Plus, you'll get advice and insight from experts and practicing entrepreneurs, all offering common-sense approaches and solutions to a wide range of

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challenges. • Pin point your target market • Uncover creative financing for startup and growth • Use online resources to streamline your business plan • Learn the secrets of successful marketing • Discover digital and social media tools and how to use them • Take advantage of hundreds of

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resources • Receive vital forms, worksheets and checklists • From startup to retirement, millions of entrepreneurs and small business owners have trusted Entrepreneur to point them in the right direction. We ' ll teach you the secrets of the winners, and give you exactly what you need to

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lay the groundwork for success.
BONUS: Entrepreneur ' s Startup
Resource Kit! Every small business is
unique. Therefore, it ' s essential to
have tools that are customizable
depending on your business ' s needs.
That ' s why with Entrepreneur is also
offering you access to our Startup

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Resource Kit. Get instant access to thousands of business letters, sales letters, sample documents and more – all at your fingertips! You ' ll find the following: The Small Business Legal Toolkit When your business dreams go from idea to reality, you ' re suddenly faced with laws and regulations

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governing nearly every move you make. Learn how to stay in compliance and protect your business from legal action. In this essential toolkit, you ' ll get answers to the “ how do I get started? ” questions every business owner faces along with a thorough understanding of the legal

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and tax requirements of your business. Sample Business Letters 1000+ customizable business letters covering each type of written business communication you ' re likely to encounter as you communicate with customers, suppliers, employees, and others. Plus a complete guide to

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business communication that covers every question you may have about developing your own business communication style. Sample Sales Letters The experts at Entrepreneur have compiled more than 1000 of the most effective sales letters covering introductions, prospecting, setting up

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appointments, cover letters, proposal letters, the all-important follow-up letter and letters covering all aspects of sales operations to help you make the sale, generate new customers and huge profits.

Modern college undergraduates in America generally come to the

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classroom with no instruction at all in writing the traditional, lucid, formal essay. This small guide to college students will illustrate, clearly and logically, those principles of inquiry, curiosity, discovery, and enthusiasm which will vitalize their future academic careers and their lives as rational and

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thoughtful adults. A significant number of other texts have appeared over the past decades which also lead the freshman or sophomore student through the processes of doing research and analysis -both on the scientific and the historical method. Few, however, offer an adequate

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introduction to the new technical methods for identifying, recovering, and assembling relevant research information.

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The Professional User's Guide
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and complex interactivity, this text gives a hands-on lessons approach to demonstrate the process of registering a URL, purchasing hosting, and uploading files to create a web site. In addition to the web, this

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who is proficient with InDesign can create publications for the entire interactive world to see! The Data Files used to complete the projects found in the book are now available online. For access information please refer

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to the directions available in the preface of the book.

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PMBOK® Guide is the go-to resource for project management practitioners. The project management profession has significantly evolved due to emerging technology, new approaches and rapid market

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changes. Reflecting this evolution, The Standard for Project Management enumerates 12 principles of project management and the PMBOK® Guide – Seventh Edition is structured around

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Integrates with
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Thoroughly revised and

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updated throughout, the second edition of *The Business of Digital Publishing* provides an essential introduction to the development of digital products in the book and journal industries today. Offering a

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digital publishing possible. The four key publishing sectors (professional reference, academic, education and trade) are explored in detail, providing students with the technical literacy to understand digital

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developments and examine the growth of new business models. In this edition, sections have been updated to address the growth of audiobooks, reading apps, metadata, and open access, while original case

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studies address key issues such as digital-first publishing, EPUB, social media and crowdsourcing. Also covered are the key issues and debates that face the industry as a whole, such as pricing and

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copyright, and their impact on the industry is explored through relevant case studies. Taken together, the chapters examine the challenges of digital publishing and explore the opportunities it provides to

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develop new and diverse audiences. The Business of Digital Publishing remains an invaluable resource for any publishing student looking for a starting point from which to explore the world of digital

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**One of the hottest
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