

According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company—even if it's profitable—can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable: * Teachable: focus on products and services that you can teach employees to deliver. * Valuable: avoid price wars by specialising in doing one thing better than anyone else. * Repeatable: generate recurring revenue by engineering products that customers have to repurchase often.

The essential interaction design guide, fully revised and updated for the mobile age About Face: The Essentials of Interaction Design, Fourth Edition is the latest update to the book that shaped and evolved the landscape of interaction design. This comprehensive guide takes the worldwide shift to smartphones and tablets into account. New information includes discussions on mobile apps, touch interfaces, screen size considerations, and more. The new full-color interior and unique layout better illustrate modern design concepts. The interaction design profession is blooming with the success of design-intensive companies, priming customers to expect "design" as a critical ingredient of marketplace success. Consumers have little tolerance for websites, apps, and devices that don't live up to their expectations, and the responding shift in business philosophy has become widespread. About Face is the book that brought interaction design out of the research labs and into the everyday lexicon, and the updated Fourth Edition continues to lead the way with ideas and methods relevant to today's design practitioners and developers. Updated information includes: Contemporary interface, interaction, and product design methods Design for mobile platforms and consumer electronics State-of-the-art interface recommendations and up-to-date examples Updated Goal-Directed Design methodology Designers and developers looking to remain relevant through the current shift in consumer technology habits will find About Face to be a comprehensive, essential resource.

Could the story of mankind be far older than we have previously believed? Using tools as varied as archaeo-astronomy, geology, and computer analysis of ancient myths, Graham Hancock presents a compelling case to suggest that it is. "A fancy piece of historical sleuthing . . . intriguing and entertaining and sturdy enough to give a long pause for thought."—Kirkus Reviews In Fingerprints of the Gods, Hancock embarks on a worldwide quest to put together all the pieces of the vast and fascinating jigsaw of mankind's hidden past. In ancient monuments as far apart as Egypt's Great Sphinx, the strange Andean ruins of Tihuanaco, and Mexico's awe-inspiring Temples of the Sun and Moon, he reveals not only the clear fingerprints of an as-yet-unidentified civilization of remote antiquity, but also startling evidence of its vast sophistication, technological advancement, and evolved scientific knowledge. A record-breaking number one bestseller in Britain, Fingerprints of the Gods contains the makings of an intellectual revolution, a dramatic and irreversible change in the way that we understand our past—and so our future. And Fingerprints of God tells us something more. As we recover the truth about prehistory, and discover the real meaning of ancient myths and monuments, it becomes apparent that a warning has been handed down to us, a warning of terrible cataclysm that afflicts the Earth in great cycles at irregular intervals of time—a cataclysm that may be about to recur. "Readers will hugely enjoy their quest in these pages of inspired storytelling."—The Times (UK)

About Face

Designing with Accessibility in Mind

The Essentials of Interaction Design

A Memoir

Collecting, Analyzing, and Presenting Usability Metrics

How to Plan, Design, and Conduct Effective Tests

A revolutionary approach to enhancing productivity, creating flow, and vastly increasing your ability to capture, remember, and benefit from the unprecedented amount of information all around us. For the first time in history, we have instantaneous access to the world's knowledge. There has never been a better time to learn, to contribute, and to improve ourselves. Yet, rather than feeling empowered, we are often left feeling overwhelmed by this constant influx of information. The very knowledge that was supposed to set us free has instead led to the paralyzing stress of believing we'll never know or remember enough. Now, this eye-opening and accessible guide shows how you can easily create your own personal system for knowledge management, otherwise known as a Second Brain. As a trusted and organized digital repository of your most valued ideas, notes, and creative work synced across all your devices and platforms, a Second Brain gives you the confidence to tackle your most important projects and ambitious goals. Discover the full potential of your ideas and translate what you know into more powerful, more meaningful improvements in your work and life by Building a Second Brain.

How do we create a satisfactory user experience when limited to a small device? This new guide focuses on usability for mobile devices, primarily smartphones and touchphones, and covers such topics as developing a mobile strategy, designing for small screens, writing for mobile, usability comparisons, and looking toward the future. The book includes 228 full color illustrations to demonstrate the points. Based on expert reviews and international studies with participants ranging from students to early technology adopters and business people using websites on a variety of mobile devices, this guide offers a complete look at the landscape for a mobile world. Author Jakob Nielsen is considered one of the world's leading experts on Web usability. He is the author of numerous best-selling books, including Prioritizing Web Usability and the groundbreaking Designing Web Usability, which has sold more than 250,000 copies and has been translated in 22 languages.

Creating a Business That Can Thrive Without You