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Este libro proporciona conceptos y estrategias para tomar decisiones efectivas en materia de producto, precio, distribución y comunicación que tienen en cuenta cómo es la conducta y reacciones reales que se han observado en los consumidores atendiendo a su edad, género y nivel socioeconómico. Es un libro fundamentalmente práctico, que aporta soluciones. Está escrito pensando en la gestión de la mayoría de las organizaciones, que son medianas y pequeñas, y que toman, con frecuencia decisiones aparentemente sencillas; decidir cómo se llamará una marca, el color de un envase nuevo o su tamaño, la modificación del precio, la decoración de sus puntos de venta, eslogan de sus anuncios o qué argumentos van a utilizar para dirigirse al mercado en campañas publicitarias, incluso de pequeña escala. PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology. Containing specific, practical explanations and how-to instructions for the digital photographer, this comprehensive book is devoted to simplifying raw workflow and demystifying raw functions in the camera, raw converter, image processing and enhancement software, and digital asset management programs. This invaluable reference combines shopping advice, setup guidance, and user tips for all things electronic. If you're comfortable using the basic features of Lightroom, but really want to push the envelope with this powerful software, 'Inside Lightroom' by acclaimed photographer and Lightroom Beta-tester Richard Earney is a must-have. Bypassing the obvious features covered in a variety of existing Lightroom books, Richard focuses on customizing Lightroom to suit your workflow. For example, he covers using presets to automate the way Lightroom deals with photos, optimizing your Lightroom workflow for your own hardware and preferences. He covers sophisticated calibration techniques, helping you render your pictures accurately both onscreen and in print. Basically -- the hidden information for this powerful software. Unlike the other 'guides' on the market, this book doesn't tell you what you already know. Instead, it focuses on what you don't. 'Inside Lightroom' also showcases the brand-new features of the software, available only in

Lightroom 2.0, so if you have recently upgraded from Lightroom 1, this book will help you reap the benefits of your investment. Practical, jargon-free and full of stunning images, Richard Earney's book should be on the shelf of every Lightroom user. PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology. My knees were shaking, quaking wildly beneath my long down coat. My heart was pounding, my mind reeling. Wolves were predacious. Knowing that my four-year-old would be in grave danger were he to run, a tasty, easy catch in the eyes of the wolf-dogs, I conjured up as calm a voice as I could and instructed him to stay with me. Amazingly, he seemed unaware of the danger we were facing, yet heeded me without question. Then, I offered a swift, silent prayer to the Almighty. Please, I implored, give me the strength to see us through, to protect my precious ones. In this enchanting collection of short stories, the author takes you through the delightful, inspiring, and thought-provoking stories of her life experience, from her childhood, to world travels, to motherhood. Join her as she gets into trouble daydreaming in school, prepares the perfect plan to get her driver's license, encounters a group of children insisting she adopt a stray cat, experiences culture shock trying to buy a pickle in Holland, faces down a pack of wolves in the Judean hills, and many more adventures. From reading these stories with your family to snuggling up with this book at bedtime, Silver Linings will make you laugh, make you wonder, and transport you to other places and times. It will, most of all, make you appreciate the beauty and excitement in living every day. If you're a beginner photographer, this book can save you hundreds of dollars. If you're a seasoned pro, it can save you thousands. With access to over 16 HOURS of online video, this book helps you choose the best equipment for your budget and style of photography. In this book, award-winning author and photographer Tony Northrup explains what all your camera, flash, lens, and tripod features do, as well as which are worth paying for and which you can simply skip. Tony provides information specific to your style of photography, whether you're a casual photographer or you're serious about portraits, landscapes, sports, wildlife, weddings, or even macro. For the casual reader, Tony provides quick recommendations to allow you to get the best gear for your budget, without spending days researching. If you love camera gear, you'll be able to dive into 200 pages of detailed information covering Nikon, Canon, Sony, Micro Four-Thirds, Olympus, Samsung, Leica, Mamiya, Hasselblad, Fuji, Pentax, Tamron, Sigma, Yongnuo, PocketWizard, Phottix, Pixel King, and many other manufacturers. Camera technology changes fast, and this book keeps up. Tony updates this book several times per year, and buying the book gives you a lifetime subscription to the updated content. You'll always have an up-to-date reference on camera gear right at your fingertips. Here are just some of the topics covered in the book: What should my first camera be? Which lens should I buy? Should I buy Canon, Nikon, or Sony? Is a mirrorless camera or a DSLR better for me? Do I need a full frame camera? Is it safe to buy generic lenses and flashes? What's the best landscape photography gear? Which portrait lens and flash should I buy? What gear do I need to photograph a wedding? How can I get great wildlife shots on a budget? Which sports photography equipment should I purchase? Should I buy zooms or primes? Is image stabilization worth the extra cost? Which type of tripod should I buy? Which wireless flash system is the best for my

budget?How can I save money by buying used?What kind of computer should I get for photo editing?What studio lighting equipment should I buy?When you buy this book, you'll be able to immediately read the book online. You'll also be able to download it in PDF, .mobi, and .epub formats--every popular format for your computer, tablet, smartphone, or eReader! PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology. After her nightmarish recovery from a serious car accident, Faye gets horrible news from her doctor, and it hits her hard like a rock: she can ' t bear children. In extreme shock, she breaks off her engagement, leaves her job and confines herself in her family home. One day, she meets her brother ' s best friend , and her soul makes a first step to healing. PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology. PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology. One of the most important technologies a photographer can master is shooting and working with raw images. However, figuring out the best way to work with raw files can be confusing and overwhelming. What's the advantage to working in raw? How do you manage, organize, and store raw files? What's the best way to process your files to meet your photographic needs? How do Photoshop, Lightroom and Adobe Camera Raw work together? Is it possible to keep your photos in the raw format and still enhance them extensively? Philip Andrews answers these questions and more in his all-new essential raw workflow guide. Whether you are a beginner just starting to explore the intricacies of shooting raw, or a seasoned pro looking for a better workflow, this book provides all of the information you need to know to create stunning images from your raw files. As well as covering the most popular raw software packages such as Adobe Camera Raw and Lightroom, it provides general information that you will find useful no matter which software you prefer. Clear, precise step-by-step instructions will help you get from start to finish with essential tips and tricks along the way. Packed with inspirational images and clearly marked screenshots pointing out the exact information you need, you'll be on your way to creating a better, faster, and more efficient raw workflow in no time. This new edition is sure to help consumers select the right electronics product for their needs. Experts provide hundreds of smart ways to save money and find the best values in computers, plasma televisions, cell phones and service, cameras, DVD players, and more. This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive

and relevant. Exquisite photographic portraits of flowers and magical depictions of their life cycle are presented by world-renowned photographer Tenneson. Full color. Interactions Mosaic 4th Edition is the newly expanded five-level, four-skill comprehensive ESL/ELT series for academic students. The new edition, for beginners to advanced learners, incorporates interactive and communicative activities while still focusing on skill building to prepare students for academic content. Reading, Writing, Listening and Speaking, as well as Grammar are thoroughly presented in each strand. High-interest themes are integrated across all skill strands and levels. Language proficiencies as well are articulated from level to level. New Features: 1. Global activities are suitable for ESL/ELT monolingual or multilingual classrooms 2. New design, content, audio programs, photos, and illustrations reinforce skill-building exercises. 3. Placement tests and chapter quizzes are included in each Instructor's Manual. 4. User-friendly instructions, complete scope and sequence, and consistent chapter structure offer greater flexibility in lesson planning. 5. 5 new videos, one per level, immerse students in authentic language. Program Components: Student Texts, Instructor's Manuals, Audio Programs for L/S and Reading (Audiocassettes/CDs), L/S Assessment Audiocassettes and CDs, Reading Student Audio CDs, Program CD/ROM, Video Demo Audiocassette, Student Book. The Student Books of the new 4th edition of Interactions Mosaic have completely updated photos and illustrations and sport a new design. Global activities are suitable for ESL and ELT monolingual or multilingual classrooms. User-friendly instructions appeal to both instructor and student. A complete scope and sequence is presented at the beginning of each book. Consistent chapter structure creates greater flexibility in lesson planning. Mosaic 1 (Intermediate - High Intermediate) Writing Scope and Sequence: Writing Task, Part 1: Ideas for Writing, Part 2: Language for Writing, Part 3: Systems for Writing, Part 4: Evaluating for Rewriting, Critical Thinking Skills, Test-Taking Skills, Video Topics. Chapter Structure: 1. In This Chapter provides students with a specific writing topic. 2. Part 1: Ideas for Writing helps students generate and develop ideas for writing about topics related to the chapter theme. 3. Photos in "Part 1" activate students' prior knowledge about the chapter theme. 4. Brainstorming in "Part 1" gets students to begin generating ideas they may use in their writing. 5. Freewriting in "Part 1" encourages students to explore their ideas about an aspect of the chapter theme. 6. Reading for Ideas in "Part 1" expands students' knowledge about the theme and provides a springboard for writing. 7. Gathering Information in "Part 1" provides students with suggestions and tools for conducting research and interviews to support their writing. 8. Part 2: Language for Writing presents vocabulary, expressions, and structures that students will need for writing about the chapter theme. 9. Thinking Critically in "Part 2" introduces higher-order thinking skills related to the reading selections. 10. Part 3: Systems for Writing introduces rhetorical patterns that students will use in academic writing. 11. Focus on Testing in "Part 3" prepares students to succeed on standardized tests. 12. Wide Choice of Writing Assignments in "Part 3" allow students to select a topic that interests them. 13. Part 4: Evaluating for Rewriting guides students through a series of revisions that emphasize the importance of rewriting and helps students improve their own work. 14. Working With Your Partner in "Part 4" promotes collaboration while giving students valuable editing practice. 15. Authentic Video Clips related to the chapter topic provide motivating springboards for an expansion writing assignment. (Refer to ISBN 0-07-232958-0 for

Video)Chapter Themes (12):New ChallengesLooking and LearningRelationshipsHealth and LeisureHigh Tech, Low TechMoney MattersRemarkable IndividualsCreativityHuman BehaviorCrime and PunishmentThe Physical WorldTogether on a Small Planet "" Adobe Photoshop Lightroom adalah software photo editor yang canggih sekaligus ekonomis. Berbeda dengan Adobe Photoshop yang berharga mahal dan dirancang untuk mengedit foto, desain grafis, dan menciptakan efek-efek digital yang ""wah"", Adobe Photoshop Lightroom dibuat khusus untuk mengedit foto digital menggunakan workflow (alur kerja) yang komplet, yaitu dimulai dari transfer foto, mengorganisasi foto- foto itu, mengedit dan mengoreksi foto, sampai publikasi menggunakan slideshow, printing, dan website. Jika Anda sudah pernah menggunakan Adobe Photoshop, maka bukan berarti Anda tidak perlu mencoba Adobe Photoshop Lightroom. Alasannya, Adobe Photoshop tidak bisa dibandingkan dengan Adobe Photoshop Lightroom secara langsung. Cara penggunaan Adobe Photoshop Lightroom berbeda dengan Photoshop. Selain itu, ada banyak fitur unggulan untuk editing foto yang justru tidak ada di Photoshop, seperti Recovery, Graduated Filter, Fill, Identity Plate, slideshow, dan lain sebagainya. Bahkan, Adobe Photoshop Lightroom dilengkapi dengan banyak preset untuk menciptakan efek-efek fotografis yang indah hanya dalam sekali klik saja. Dengan demikian, fotografer yang paling tidak berpengalaman pun bisa menciptakan foto indah dalam sekejap. Buku ini mengupas tuntas cara menggunakan Adobe Photoshop Lightroom. Setelah membaca buku ini, diharapkan Anda akan memahami bagaimana cara mengorganisasi foto hingga memublikasikan foto itu kepada orang lain untuk berbagai tujuan, seperti pitching, presentasi, selling, dan seterusnya. "" ""Jika Anda membutuhkan cara instant untuk mengelola, mengedit, dan menyajikan koleksi foto-foto digital, maka Adobe Photoshop Lightroom 5 menjadi solusinya. Anda bisa mengorganisasi filefile foto sampai ratusan hingga ribuan yang berserakan di hard disk komputer dalam satu tempat saja. Selanjutnya, Anda bisa mempercantik, mengoreksi, dan meningkatkan kualitas foto-foto digital menggunakan fitur-fitur yang bahkan tidak tersedia di Adobe Photoshop. Ketika foto-foto itu ingin dipresentasikan, Anda bisa menyajikannya dalam bentuk slide presentasi, cetakan photo-book, maupun website. Anda akan mengenal fitur-fitur utama yang ada di Adobe Photoshop Lightroom 5 seperti Clarity, Vibrance, Histogram, Black and White, Preset, dan fitur-fitur adjustment lainnya. Anda akan mengetahui cara memanfaatkan lens profile serta fitur Curves untuk mengoreksi foto. Selain itu, ada juga fitur-fitur utama dalam editing foto seperti cropping dan vignette yang bisa Anda manfaatkan. Buku ini menyajikan Adobe Photoshop Lightroom 5 secara lebih detail. Harapannya, Anda bisa memanfaatkan Lightroom 5 sebagai tool utama untuk koreksi foto-foto digital. Inilah satu-satunya buku tentang Lightroom 5 untuk membantu para fotografer amatir mengelola dan meningkatkan kualitas foto-foto digital mereka. "" PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology. A compact, lightweight and informative guide to 215 of the UK's most common birds. Featuring 950 colour illustrations and 215 up-to-date colour distribution maps, this new edition of RSPB Pocket Guide to British Birds showcases 215 bird species regularly seen in the UK. Each species is illustrated in all distinct plumage forms likely to be observed in the wild, and includes concise and succinct descriptions, with details on identification, calls and song, habitat, distribution and

behaviour. Along with helpful distribution maps, the species accounts also feature confusion species, with their most important and easily noted differences described. Portable and easy-to-use, RSPB Pocket Guide to British Birds is the perfect guide for use in the field.

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