

Facebook User Guide In Urdu

True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance. Here is the bestselling guide that created a new game plan for marketing in high-tech industries. Crossing the Chasm has become the bible for bringing cutting-edge products to progressively larger markets. This edition provides new insights into the realities of high-tech marketing, with special emphasis on the Internet. It's essential reading for anyone with a stake in the world's most exciting marketplace.

"Covering the latest and breaking news in Facebook advertising, this updated edition introduces revised, expanded, and new chapters covering fundamentals, Newsfeed ads, sidebar ads, and BIG data. In addition, advertisers are taken farther than just Facebook itself. Marshall and coauthors provide priceless insight into the audience, exploring what was happening before the visitor clicked on an ad and what needs to happen after - ten seconds later, ten minutes later, and in the following days and weeks. Presented in the same step-by-step format that made Marshall's Ultimate Guide to Google AdWords a top seller, this book guides online marketers with a potential audience of 1.11 billion people via a completely different, unbelievably powerful online advertising channel. Facebook presents enhanced tools and exciting opportunities to capture clicks and create brand-loyal customers"--

This second Preview Edition ebook, now with 16 chapters, is about writing applications for Xamarin.Forms, the new mobile development platform for iOS, Android, and Windows phones unveiled by Xamarin in May 2014. Xamarin.Forms lets you write shared user-interface code in C# and XAML that maps to native controls on these three platforms.

Are You Looking For A Good Beginners Guide To Learn Urdu? Do You Have Pakistani Roots? Do You Want To Visit Pakistan? The reality is that if YOU Know Urdu it will make your trip and experience in Pakistan 10 times better. People love to hear foreigners speak their local language and Urdu is no different. People will open up and smile more if you can speak a little bit of this beautiful and rare language. Pakistan is a beautiful area that is often overlooked. Pakistan

has a majestic and stunning landscape and a fascinating ancient history. I am a very proud Pakistani who loves Pakistan and the Urdu Language and wants to make sure that this language is learned by as many people as possible. I am an Urdu Linguist with various Higher Education Degrees in Urdu and I spent most of my life studying and teaching the language. I have worked with hundreds of happy foreign students in the last 20 years. My experience has helped me figure out what is the BEST way to learn this very difficult language. This is why I have laid out my life's work in teaching Urdu to foreign students to create a simple and understandable book that will help someone learn the basics of Urdu in the fastest time possible. Urdu is an extremely hard language that's why a simple and well thought out guide is the best way to learn Urdu . ???? If YOUR ready to learn Urdu NOW! Scroll up, grab this book, and take the first steps to get the most out of YOUR Urdu Experience!

Highlight the assets of English Learners in your classroom Students do better in school when their voices are heard. For English Learners, that means not only supporting their growing language proficiency, but also empowering them to share their linguistic and cultural identities. This practical guide, grounded in compelling research and organized around essential questions and answers, is designed to help all educators build on their current competencies to authentically harmonize home languages and cultures in the classroom. Inside you'll find

- The emotional, social, linguistic, cognitive, and academic rationale for incorporating cultural and linguistic assets
- Creatively illustrated powerful practices with concrete examples of successful implementation
- Myth-busting reflections to spark critical thinking about diversity, inclusive education, and family engagement
- Curriculum connections tied to American and Canadian standards

By recognizing and validating every student's linguistic and cultural assets, you create a supportive environment for academic success.

One of the Best Technology Books of 2020—Financial Times “Levy’s all-access Facebook reflects the reputational swan dive of its subject. . . . The result is evenhanded and devastating.”—San Francisco Chronicle “[Levy’s] evenhanded conclusions are still damning.”—Reason “[He] doesn’t shy from asking the tough questions.”—The Washington Post “Reminds you the HBO show Silicon Valley did not have to reach far for its satire.”—NPR.org The definitive history, packed with untold stories, of one of America’s most controversial and powerful companies: Facebook As a college sophomore, Mark Zuckerberg created a simple website to serve as a campus social network. Today, Facebook is nearly unrecognizable from its first, modest iteration. In light of recent controversies surrounding election-influencing “fake news” accounts, the handling of its users’ personal data, and growing discontent with the actions of its founder and CEO—who has enormous power over what the world sees and says—never has a company been more central to the national conversation. Millions of words have been written about Facebook, but no one has told the complete story, documenting its ascendancy and missteps. There is no denying the power and

omnipresence of Facebook in American daily life, or the imperative of this book to document the unchecked power and shocking techniques of the company, from growing at all costs to outmaneuvering its biggest rivals to acquire WhatsApp and Instagram, to developing a platform so addictive even some of its own are now beginning to realize its dangers. Based on hundreds of interviews from inside and outside Facebook, Levy's sweeping narrative of incredible entrepreneurial success and failure digs deep into the whole story of the company that has changed the world and reaped the consequences.

Asian populations are among some of the fastest growing cultural groups in the US. This book is a comprehensive guide to serving library users from 24 specific Asian countries. It begins with a broad overview of how libraries can better serve Asian communities and then devotes a chapter to each country, providing wealth of valuable resources.

Results from world-renowned relationship expert John Gottman's famous Love Lab have proven an incredible truth: Men make or break relationships. Based on 40 years of research, *The Man's Guide to Women* unlocks the mystery of how to attract, satisfy, and succeed with a woman for a lifetime. For the first time ever, there is a science-based answer to the age-old question: What do women really want in a man? Dr. Gottman, author of the New York Times bestseller *The Seven Principles for Making Marriage Work*, and his wife and collaborator, clinical psychologist Julie Schwartz Gottman, PhD, have pored over the research along with bestselling coauthors Douglas Abrams and Rachel Carlton Abrams, MD. Together, they have written this definitive guide for men, providing answers on everything from how to approach a woman and build a connection with her to how to truly satisfy her in bed and know when the relationship is on the right track. *The Man's Guide to Women* is a must-have playbook for how to play—and win—the game of love.

"As the founder of Rich20something.com, Daniel DiPiazza has helped thousands break out of their daily grinds, build businesses they care about, and achieve more success than they ever imagined" --Back cover.

With a new generation of services and frameworks, frontend and mobile developers can use their existing skill set to build full stack applications by leveraging the cloud. Developers can build robust applications with production-ready features such as authentication, APIs, data layers, machine learning, chatbots, and AR scenes more easily than ever by taking advantage of these new serverless and cloud technologies. This practical guide explains how. Nader Dabit, developer advocate at Amazon Web Services, shows developers how to build full stack applications using React, AWS, GraphQL, and the Amplify Framework. You'll learn how to create and incorporate services into your client applications while exploring general best practices, deployment strategies, continuous integration and delivery, and rich media management along the way. Learn how to build applications that solve real problems Understand what is (and is not) possible when using these technologies Examine how authentication

works—and learn the difference between authentication and authorization
Discover how serverless functions work and why they're important Use GraphQL
in your application—and learn why it's important Learn how to build full stack
applications on AWS

A fully updated paperback edition that includes coverage of the key
developments of the past two years, including the political controversies that
swirled around Facebook with increasing intensity in the Trump era. If you
wanted to build a machine that would distribute propaganda to millions of people,
distract them from important issues, energize hatred and bigotry, erode social
trust, undermine respectable journalism, foster doubts about science, and
engage in massive surveillance all at once, you would make something a lot like
Facebook. Of course, none of that was part of the plan. In this fully updated
paperback edition of *Antisocial Media*, including a new chapter on the increasing
recognition of--and reaction against--Facebook's power in the last couple of
years, Siva Vaidhyanathan explains how Facebook devolved from an innocent
social site hacked together by Harvard students into a force that, while it may
make personal life just a little more pleasurable, makes democracy a lot more
challenging. It's an account of the hubris of good intentions, a missionary spirit,
and an ideology that sees computer code as the universal solvent for all human
problems. And it's an indictment of how "social media" has fostered the
deterioration of democratic culture around the world, from facilitating Russian
meddling in support of Trump's election to the exploitation of the platform by
murderous authoritarians in Burma and the Philippines. Both authoritative and
trenchant, *Antisocial Media* shows how Facebook's mission went so wrong.

The 3rd edition of the book "Ultimate Guide to SSC Multi Tasking Staff (Non
Technical) Exam" has been powered with 4 (2013-2017) solved papers. The
Salient Features of the Book are: 1. Comprehensive Sections on: Numerical
Aptitude, General Intelligence, English Language and General Awareness; 2.
Detailed theory along with solved examples and shortcuts to solve problems; 3.
Exhaustive question bank at the end of each chapter in the form of Exercise.
Solutions to the Exercise have been provided at the end of each chapter. 4.
Solved Question paper of SSC Multi Tasking Staff (Non Technical) 2013, 2014,
2016 & 2017 Exam has been provided for students to understand the latest
pattern and level of questions; 4. Another unique feature of the book is the
division of its General Awareness section into separate chapters on History,
Geography, Polity, General Science, Miscellaneous topics and Current Affairs; 5.
The book also provides a separate chapter on Data Interpretation and Graphs;
Comprehension in the English Language section; 6. The book has a
comprehensive coverage of Verbal and Non-verbal Reasoning.

Complete Urdu is a comprehensivelanguage course that takes you from beginner
to intermediate level. The new edition of this successful course has been fully
revised and is packed with new learning features to give you the language,
practice and skills to communicate with confidence. -Maps from A1 to B2 of the

Common European Framework of Reference (CEFR) for languages -17 learning units plus reading and writing section and word glossaries -Discovery Method - figure out rules and patterns to make the language stick -Teaches the key skills - reading, writing, listening and speaking -Learn to learn - tips and skills on how to be a better language learner -Culture notes - learn about the people and places of Pakistan and the Urdu-speaking regions of India -Outcomes-based learning - focus your studies with clear aims -Authentic listening activities - everyday conversations give you a flavour of real spoken Urdu -Test Yourself - see and track your own progress Coming soon: get our companion app. Urdu course: Teach Yourself is full of fun, interactive activities to support your learning with this course. Apple and Android versions available. Rely on Teach Yourself, trusted by language learners for over 75 years.

'The Wonder Down Under is set to do for the vagina what Guilia Enders' Gut did for our digestive system a few years ago.' - Stylist 'This new guide should be on every woman's shelf' - Emerald Street 'A vital publication - it deserves to be a hit' - The Press Association 'Tells you everything you need to know' - Fabulous The Wonder Down Under explains everything you ever wanted to know about the vagina but didn't dare ask. Learn the truth about the clitoris' inner life, the menstrual hormone dance and whether the vaginal orgasm really exists. The book helps you understand how different types of contraception work in the body, what a "normal" vulva looks like and how wearing socks can change your sex life. Medical students and sex educators Nina Brochmann and Ellen Støkken Dahl draw on their medical expertise to bring vagina enlightenment to the world. Their no-nonsense approach, written with great humour, makes this a must-read for women (and men!) of all ages. Say goodbye to the myths and misconceptions surrounding female anatomy, this is a timely and empowering book that will inspire women to make informed choices about their sexual health. Listen to Nina and Ellen on BBC Radio 4's Woman's Hour here: bbc.in/2D3Svjh Or watch their myth-busting TED talk 'The virginity fraud': www.ted.com/talks/nina_dolvik_brochmann_and_ellen_stokken_dahl_the_virginity_fraud

Outlines new approaches to networking that reflect shifting cultural values and improved digital technologies, sharing instructional case studies and practical tips for network building using online social media and in-person interactions.

In *Dār al-Islām Revisited*, Sarah Albrecht explores how the Islamic legal tradition of dividing the world into the "territory of Islam" and other geo-religious categories is reinterpreted today and how it impacts current debates on religious authority, identity, and the interpretation of the shariʿa in the West.

The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification

threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

Discusses the best methods of learning, describing how rereading and rote repetition are counterproductive and how such techniques as self-testing, spaced retrieval, and finding additional layers of information in new material can enhance learning.

Quick access to today's top Facebook, Twitter, and LinkedIn resources - on business, entertainment, politics, health, sports, and much more! A single, up-to-the-minute source for all the best new resources on today's top social networks More than 3,000 entries on parenting, shopping, fashion, sports, travel, religion, and many other topics A huge timesaver: helps users instantly uncover hidden "gems" they'd otherwise have to search for, stumble upon, or never find at all! "This edition of the U. S. Army War College guide to national security policy and strategy continues to reflect the structure and approach of the core national security strategy and policy curriculum at the War College. The fifth edition is published in two volumes that correspond roughly to the Department of National Security and Strategy's core courses: "Theory of war and strategy" and "National security policy and strategy." Like previous editions, this one is based on its predecessor, but contains both updates and new scholarship. Over a third of the chapters are new or have undergone significant rewrites. Many chapters, some of which appeared for years in this work, have been removed. Nevertheless, the book remains unchanged in intent and purpose. Although this is not primarily a textbook, it does reflect both the method and manner that the U.S. Army War College uses to teach strategy formulation to America's future senior leaders. The book is not a comprehensive or exhaustive treatment of either strategic theory or the policymaking process. Both volumes are organized to proceed from the general to the specific. Thus, the first volume opens with general thoughts on the nature and theory of war and strategy, proceeds to look at the complex aspect of power, and concludes with specific theoretical issues. Similarly, the

second volume begins by examining the policy/strategy process, moves to a look at the strategic environment, and concludes with some specific issues. This edition continues the effort begun in the 4th edition to include several short case studies to illustrate the primary material in the volume"--Introd.

The Perfect Spiritual Guide is English Translation of Urdu Book Murshid e Kamil Akmal written by Sultan-ul-Ashiqeen Hazrat Sakhi Sultan Mohammad Najib ur Rehman Sarwari Qadri. This English Translation is don by Sahibzadi Muneeza Najib Sarwari Qadri.

Social media marketers and business owners! Are you tired of scrolling through your feed wishing you had a bigger audience, but uncertain about how to go about getting more? Discover How You Can Increase Your Social Media Presence, Create Unique Content, Build a Bigger Audience, and Sell Your Products and Services With Ease. It may take a lot of planning, but do not be afraid: take the opportunity to develop a social media marketing strategy, and make your online business reach new levels of success! A common problem that many of us have is expecting our content to go viral and for our follower count to grow immediately. Many people spend an average of 3 hours on social media per day, and this number increases depending on the demographic. In reality, posts rarely go viral without many hours spent researching, strategizing, and planning the most exciting and effective content to share with their engaged followers. Understanding social media marketing will have numerous benefits, that will be relevant to a multitude of aspects of business in the twenty-first century.

This pocket guide presents some tried and tested methods for putting impact measurement and accountability into practice throughout the life of a project. It is aimed at humanitarian practitioners, project officers and managers with some experience in the field, and draws on the work of field staff, NGOs, and inter-agency initiatives, including Sphere, ALNAP, HAP International, and People in Aid.

After decades of instability, Kashmir – the undisputed jewel of the hippie trail – is back online and ready to welcome visitors with open arms. Whether you want to follow in the footsteps of Great Game heroes in Gilgit and Hunza, take a pilgrimage to the thriving Buddhist centre of Leh, scale K2, Nanga Parbat and Rakaposhi, or simply laze with a book on a house boat in Srinagar, few places on earth have such a concentration of remarkable sites and experiences. The region's improving security and infrastructure are covered by the guide in detail, along with practical advice on travel, accommodation and food, safety and bureaucracy. Description of Kashmir's history, culture and politics is vivid and informative, and the accompanying images leave the reader, like the Mughal Emperors before them, sure that Kashmir is indeed 'Paradise on Earth'.

Expert Facebook advertising techniques you won't find anywhere else! Facebook has exploded to a community of more than half a billion people around the world, making it a deliciously fertile playground for marketers on the cutting edge.

Whether you want to leverage Facebook Ads to generate "Likes," promote events, sell products, market applications, deploy next-gen PR, ,this unique guide is the ultimate resource on Facebook's wildly successful pay-per-click advertising platform. Featuring clever workarounds, unprecedented tricks, and little-known tips for triumphant Facebook advertising, it's a must-have on the online marketer's bookshelf. Facebook advertising expert Marty Weintraub shares undocumented how-to advice on everything from targeting methods, advanced advertising techniques, writing compelling ads, launching a campaign, monitoring and optimizing campaigns, and tons more. Killer Facebook Ads serves up immediately actionable tips & tactics that span the gambit. Learn what Facebook ads are good for, how to set goals, and communicate clear objectives to your boss and stakeholders. Master highly focused demographic targeting on Facebook's social graph. Zero in on relevant customers now. Get extraordinary advice for using each available ad element—headline, body text, images, logos, etc.—for maximum effect How to launch a Facebook advertising campaign and crucial monitoring and optimizing techniques Essential metrics and reporting considerations Captivating case studies drawn from the author's extensive Facebook advertising experience, highlighting lessons from challenges and successes Tasty bonus: a robust targeting appendix jam-packed with amazing targeting combos Packed with hands-on tutorials and expert-level techniques and tactics for executing an effective advertising campaign, this one-of-a-kind book is sure to help you develop, implement, measure, and maintain successful Facebook ad campaigns.

The Federal Regulatory Directory, Eighteenth Edition continues to offer a clear path through the maze of complex federal agencies and regulations, providing to-the-point analysis of regulations. Information-packed profiles of more than 100 federal agencies and departments detail the history, structure, purpose, actions, and key contacts for every regulatory agency in the U.S. government. Now updated with an improved searching structure, the Federal Regulatory Directory continues to be the leading reference for understanding federal regulations, providing a richer, more targeted exploration than is possible by cobbling together electronic and print sources.

"[Manto's] empathy and narrative economy invite comparisons with Chekhov. These readable, idiomatic translations have all the agile swiftness and understated poignancy that parallel suggests." ---Boyd Tonkin, Wall Street Journal Stories from "the undisputed master of the modern Indian short story" encircling the marginalized, forgotten lives of Bombay, set against the backdrop of the India-Pakistan Partition (Salman Rushdie) By far the most comprehensive collection of stories by this 20th Century master available in English. A master of the short story, Saadat Hasan Manto opens a window onto Bombay's demimonde—its prostitutes, rickshaw drivers, artists, and strays as well probing the pain and bewilderment of the Hindus, Muslims, and Sikhs ripped apart by the India-Pakistan Partition. Manto is best known for his dry-eyed examination of the

violence, horrors, and reverberations from the Partition. From a stray dog caught in the crossfire at the fresh border of India and Pakistan, to friendly neighbors turned enemy soldiers pausing for tea together in a momentary cease fire—Manto shines incandescent light into hidden corners with an unflinching gaze, and a fierce humanism. With a foreword by Pulitzer Prize–winning poet Vijay Seshadri, these stories are essential reading for our current moment where divisiveness is erupting into violence in so many parts of the world.

The 2nd edition of the book "Ultimate Guide to SSC Multi Tasking Staff (Non Technical) Exam" has been powered with the 2014 solved paper. The Salient Features of the Book are: 1. Comprehensive Sections on: Numerical Aptitude, General Intelligence, English Language and General Awareness; 2. Detailed theory along with solved examples and shortcuts to solve problems; 3. Exhaustive question bank at the end of each chapter in the form of Exercise. Solutions to the Exercise have been provided at the end of each chapter. 4. Solved Question paper of SSC Multi Tasking Staff (Non Technical) 2013 & 2014 Exam has been provided for students to understand the latest pattern and level of questions; 4. Another unique feature of the book is the division of its General Awareness section into separate chapters on History, Geography, Polity, General Science, Miscellaneous topics and Current Affairs; 5. The book also provides a separate chapter on Data Interpretation and Graphs; Comprehension in the English Language section; 6. The book has a comprehensive coverage of Verbal and Nonverbal Reasoning, Numerical Aptitude, General English and General Awareness.

There's nothing more frustrating than watching your bright, talented son or daughter struggle with everyday tasks like finishing homework, putting away toys, or following instructions at school. Your "smart but scattered" 4- to 13-year-old might also have trouble coping with disappointment or managing anger. Drs. Peg Dawson and Richard Guare have great news: there's a lot you can do to help. The latest research in child development shows that many kids who have the brain and heart to succeed lack or lag behind in crucial "executive skills"--the fundamental habits of mind required for getting organized, staying focused, and controlling impulses and emotions. Learn easy-to-follow steps to identify your child's strengths and weaknesses, use activities and techniques proven to boost specific skills, and problem-solve daily routines. Helpful worksheets and forms can be downloaded and printed in a convenient 8 1/2" x 11" size. Small changes can add up to big improvements--this empowering book shows how. See also the authors' Smart but Scattered Teens and their self-help guide for adults. Plus, an academic planner for middle and high school students and related titles for professionals.

As physical and mental health conditions and destructive behaviors skyrocket, Dr. Saeed uncovers how our children's brains, bodies, and behaviors are being hijacked and presents evidence-based actionable steps parents can take to help their children make better decisions, build resilience, and heal and prevent

acute/chronic conditions at any age.

Discover this fascinating country with the most incisive and entertaining guidebook on the market. Whether you plan to wander through Krakow's magnificent medieval Old Town, hike in the Tatra Mountains or relax on the Baltic coast, The Rough Guide to Poland will show you the ideal places to sleep, eat, drink, shop and visit along the way. - Independent, trusted reviews written with Rough Guides' trademark blend of humour, honesty and insight, to help you get the most out of your visit, with options to suit every budget. - Full-colour maps throughout - navigate the cobbled alleys of Lublin or Warsaw's New Town without needing to get online. - Stunning images - a rich collection of inspiring colour photography. - Things not to miss - Rough Guides' rundown of Poland's best sights and experiences. - Itineraries - carefully planned routes to help you organize your trip. - Detailed regional coverage - whether off the beaten track or in more mainstream tourist destinations, this travel guide has in-depth practical advice for every step of the way. - Areas covered include: Warsaw, Mazovia and Łódź, the Bay of Gdansk and the Wisla Delta, Torun, Mazuria and Podlasie, Lublin, Zamosc, the Polish Carpathians, Kraków and Malopolska, the Tatras and the Pieniny, Upper Silesia, Wroclaw and Lower Silesia, Wielkopolska, Pomerania. - Attractions include: the Mazurian Lakes; wooden churches near Zakopane; Auschwitz-Birkenau; Malbork Castle; Kazimierz Dolny; Slowinski national park; Wieliczka Salt Mine; Bialowieza national park; Bieszczady national park; Rynek Główny, Kraków, and much more. - Basics - essential pre-departure practical information including getting there, local transport, accommodation, food and drink, health, the media, festivals, sports and outdoor activities and more. - Background information - a Contexts chapter devoted to history, books, music and film, plus a handy language section and glossary. Make the Most of Your Time on Earth with The Rough Guide to Poland

The #1 international best seller In Lean In, Sheryl Sandberg reignited the conversation around women in the workplace. Sandberg is chief operating officer of Facebook and coauthor of Option B with Adam Grant. In 2010, she gave an electrifying TED talk in which she described how women unintentionally hold themselves back in their careers. Her talk, which has been viewed more than six million times, encouraged women to “sit at the table,” seek challenges, take risks, and pursue their goals with gusto. Lean In continues that conversation, combining personal anecdotes, hard data, and compelling research to change the conversation from what women can't do to what they can. Sandberg provides practical advice on negotiation techniques, mentorship, and building a satisfying career. She describes specific steps women can take to combine professional achievement with personal fulfillment, and demonstrates how men can benefit by supporting women both in the workplace and at home. Written with humor and wisdom, Lean In is a revelatory, inspiring call to action and a blueprint for individual growth that will empower women around the world to achieve their full potential.

Longlisted for the National Book Award New York Times Bestseller A former Wall Street quant sounds an alarm on the mathematical models that pervade modern life -- and threaten to rip apart our social fabric We live in the age of the algorithm. Increasingly, the decisions that affect our lives--where we go to school, whether we get a car loan, how much we pay for health insurance--are being made not by humans, but by mathematical models. In theory, this should lead to greater fairness: Everyone is judged according to the same rules, and bias is eliminated. But as Cathy O'Neil reveals in this urgent and necessary book, the opposite is true. The models being used today are opaque, unregulated, and uncontestable, even when they're wrong. Most troubling, they reinforce discrimination: If a poor student can't get a loan because a lending model deems him too risky (by virtue of his zip code), he's then cut off from the kind of education that could pull him out of poverty, and a vicious spiral ensues. Models are propping up the lucky and punishing the downtrodden, creating a "toxic cocktail for democracy." Welcome to the dark side of Big Data. Tracing the arc of a person's life, O'Neil exposes the black box models that shape our future, both as individuals and as a society. These "weapons of math destruction" score teachers and students, sort resumes, grant (or deny) loans, evaluate workers, target voters, set parole, and monitor our health. O'Neil calls on modelers to take more responsibility for their algorithms and on policy makers to regulate their use. But in the end, it's up to us to become more savvy about the models that govern our lives. This important book empowers us to ask the tough questions, uncover the truth, and demand change. -- Longlist for National Book Award (Non-Fiction) -- Goodreads, semi-finalist for the 2016 Goodreads Choice Awards (Science and Technology) -- Kirkus, Best Books of 2016 -- New York Times, 100 Notable Books of 2016 (Non-Fiction) -- The Guardian, Best Books of 2016 -- WBUR's "On Point," Best Books of 2016: Staff Picks -- Boston Globe, Best Books of 2016, Non-Fiction

From New York Times bestseller Kristen Ashley and USA Today bestseller Suzanne M. Johnson... See what's cooking! You're invited to Denver and into the kitchens of Hawk Delgado's commandos: Daniel "Mag" Magnusson, Boone Sadler, Axl Pantera and Augustus "Auggie" Hero as they share with you some of the goodness they whip up for their women. Not only will you get to spend time with the commandos, the Dream Team makes an appearance with their men, and there are a number of special guest stars. It doesn't end there, you'll also find some bonus recipes from a surprise source who doesn't like to be left out. So strap in for a trip to Denver, a few short stories, some reminiscing and a lot of great food. Welcome to Dream Bites, Cooking with the Commandos! (Half of the proceeds of this cookbook go to the Rock Chick Nation Charities)

Pakistan Investment and Business Guide Volume 2 Business, Investment Opportunities and Incentives

"The author's experience with grief after the sudden death of her husband, combined with social science on resilience"--

GET UP TO SPEED WITH FAST TRACK: U.S. History! Covering the most important material taught in high school American history class, this essential review book breaks need-to-know content into accessible, easily understood lessons. Inside this book, you'll find:

- Clear, concise summaries of the most important events, people, and concepts in United States history
- Maps, timelines, and charts for quick visual reference
- Easy-to-follow content organization and illustrations

With its friendly, straightforward approach and a clean, modern design crafted to appeal to visual learners, this guidebook is perfect for catching up in class or getting ahead on exam review. Topics covered in *Fast Track: U.S. History* include:

- Native Americans
- Colonial America
- The Revolutionary War
- Abolitionism and suffrage
- The Civil War and Reconstruction
- The Industrial Revolution
- The Great Depression
- World Wars I and II
- The Cold War
- Civil rights
- Conservatism and the "New Right"
- 9/11 and globalism ... and more!

ECEG2011-Proceedings of the 11th European Conference on
EGovernment
ECEG2011Academic Conferences Limited
fastText Quick Start Guide
Get started with Facebook's library for text representation and classification
Packt Publishing Ltd

Perform efficient fast text representation and classification with Facebook's fastText library

Key Features

Introduction to Facebook's fastText library for NLP

Perform efficient word representations, sentence classification, vector representation

Build better, more scalable solutions for text representation and classification

Book Description

Facebook's fastText library handles text representation and classification, used for Natural Language Processing (NLP). Most organizations have to deal with enormous amounts of text data on a daily basis, and gaining efficient data insights requires powerful NLP tools such as fastText. This book is your ideal introduction to fastText. You will learn how to create fastText models from the command line, without the need for complicated code. You will explore the algorithms that fastText is built on and how to use them for word representation and text classification. Next, you will use fastText in conjunction with other popular libraries and frameworks such as Keras, TensorFlow, and PyTorch. Finally, you will deploy fastText models to mobile devices. By the end of this book, you will have all the required knowledge to use fastText in your own applications at work or in projects.

What you will learn

- Create models using the default command line options in fastText
- Understand the algorithms used in fastText to create word vectors
- Combine command line text transformation capabilities and the fastText library to implement a training, validation, and prediction pipeline
- Explore word representation and sentence classification using fastText
- Use Gensim and spaCy to load the vectors, transform, lemmatize, and perform other NLP tasks efficiently
- Develop a fastText NLP classifier using popular frameworks, such as Keras, Tensorflow, and PyTorch

Who this book is for

This book is for data analysts, data scientists, and machine learning developers who want to perform efficient word representation

and sentence classification using Facebook's fastText library. Basic knowledge of Python programming is required.

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