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HDTV For Dummies For Dummies **Get HDTV and get connected without getting confused! Buy wisely, surround yourself with sound, watch your movies in HD, and more. If HDTV looks appealing but the mountain of mumbo-jumbo has you peeling out the door, take heart! Finally, here's a plain-English explanation of what HDTV is and how to choose one, hook it up, locate and access programming sources, and even how to connect your movie machines and Xbox for even more HD fun. Discover how to: Plan your HDTV system and choose the right equipment. Connect to programming sources. Add A/V entertainment gear and accessories. Access HDTV over your home network. TiVo For Dummies** John Wiley & Sons **The Impact of Media Violence on Children Hearing Before the Committee on Commerce, Science, and Transportation, United States Senate, One Hundred Tenth Congress, First Session, June 26, 2007 Idea Man A Memoir by the Co-founder of Microsoft** Penguin UK **By his early thirties, Paul Allen was a world-famous billionaire-and that was just the beginning. In 2007 and 2008, Time named Paul Allen, the cofounder of Microsoft, one of the hundred most influential people in the world. Since he made his fortune, his impact has been felt in science, technology, business, medicine, sports, music, and philanthropy. His passion, curiosity, and intellectual rigor-combined with the resources to launch and support new initiatives-have literally changed the world. In 2009 Allen discovered that he had lymphoma, lending urgency to his desire to share his story for the first time. In this long-awaited memoir, Allen explains how he has solved problems, what he's learned from his many endeavors-both the triumphs and the failures-and his compelling vision for the future. He reflects candidly on an extraordinary life. The book also features previously untold stories about everything from the true origins of Microsoft to Allen's role in the dawn of private space travel (with SpaceShipOne) and in discoveries at the frontiers of brain science. With honesty, humor, and insight, Allen tells the story of a life of ideas made real. Searching and Seizing Computers and Obtaining Electronic Evidence in Criminal Investigations Information Rules A Strategic Guide to the Network Economy** Harvard Business Press **As one of the first books to distill the economics of information and networks into practical business strategies, this is a guide to the winning moves that can help business leaders--from writers, lawyers and finance professional to executives in the entertainment, publishing and hardware and software industries-- navigate successfully through the information economy. Being Digital** Vintage **In lively, mordantly witty prose, Negroponte decodes the mysteries--and debunks the hype--surrounding bandwidth, multimedia, virtual reality, and the Internet, and explains why such touted innovations as the fax and the CD-ROM are likely to go the way of the BetaMax. "Succinct and readable. . . . If you suffer from digital anxiety . . . here is a book that lays it all out for you."--Newsday. Good Strategy/Bad Strategy The difference and why it matters** Profile Books **When Richard Rumelt's Good Strategy/Bad Strategy was published in 2011, it immediately struck a chord, calling out as bad strategy the mish-mash of pop culture, motivational slogans and business buzz speak so often and misleadingly masquerading as the real thing. Since then, his original and pragmatic ideas have won fans around the world and continue to help readers to recognise and avoid the elements of bad strategy and adopt good, action-oriented strategies that honestly acknowledge the challenges being faced and offer straightforward approaches to overcoming them. Strategy should not be equated with ambition, leadership, vision or planning; rather, it is coherent action backed by an argument. For Rumelt, the heart of good strategy is insight into the hidden power in any situation, and into an appropriate response - whether launching a new product, fighting a war or putting a man on the moon. Drawing on examples of the good and the bad from across all sectors and all ages, he shows how this insight can be cultivated with a wide variety of tools that lead to better thinking and better strategy, strategy that cuts through the hype and gets results. TiVo Hacks 100 Industrial-Strength Tips & Tools** "O'Reilly Media, Inc." **TiVo Hacks helps you get the most out of your TiVo personal video recorder. Armed with just a screwdriver and basic understanding of PC hardware (or willingness to learn), preeminent hackability awaits. This book includes hacks for changing the order of recorded programs, activating the 30-second skip to blaze through commercials, upgrading TiVo's hard drive for more hours of recording, use of TiVo's Home Media Option to remotely schedule a recording via the Web, log in to the serial port for command-line access to programming data, log files, closed-captioning data, display graphics on the TiVo screen, and even play MP3s.Readers who use advanced hacks to put TiVo on their home network via the serial port, Ethernet, USB, or wireless (with 802.11b WiFi) will watch a whole new world open up. By installing various open source software packages, you can use TiVo for mail, instant messaging, caller-ID, and more. It's also easy to run a web server on TiVo to schedule recordings, access lists of recorded shows, and even display them on a web site. While TiVo gives viewers personalized control of their TVs, TiVo Hacks gives users personalized control of TiVo.Note: Not all TiVos are the same. The original TiVo, the Series 1, is the most hackable TiVo out there; it's a box thrown together with commodity parts and the TiVo code is running on open hardware. The Series 2 TiVo, the most commonly sold TiVo today, is not open. You won't see hacks in this book that involve modifying Series 2 software. Distance Education for Teacher Training** Routledge **First published in 2002. Routledge is an imprint of Taylor & Francis, an informa company. The Hobbyist's Guide to the RTL-SDR Really Cheap Software Defined Radio** Createspace Independent Publishing Platform **A comprehensive guide to the RTL2832U RTL-SDR software defined radio by the authors of the RTL-SDR Blog. The RTL-**

SDR is a super cheap software defined radio based on DVB-T TV dongles that can be found for under $20. This book is about tips and tutorials that show you how to get the most out of your RTL-SDR dongle. Most projects described in this book are also compatible with other wideband SDRs such as the HackRF, Airspy and SDRPlay RSP. What's in the book? Learn how to set up your RTL-SDR with various free software defined radio programs such as SDR#, HDSDR, SDR-Radio and more. Learn all the little tricks and oddities that the dongle has. A whole chapter dedicated to improving the RTL-SDR's performance. Dozens of tutorials for fun RTL-SDR based projects such as ADS-B aircraft radar, AIS boat radar, ACARS decoding, receiving NOAA and Meteor-M2 weather satellite images, listening to and following trunked radios, decoding digital voice P25/DMR signals, decoding weather balloon telemetry, receiving DAB radio, analysing GSM and listening to TETRA signals, decoding pagers, receiving various HF signals such as ham radio modes, weatherfax and DRM radio, decoding digital D-STAR voice, an introduction to GNU Radio, decoding RDS, decoding APRS, measuring filters and SWR with low cost equipment, receiving Inmarsat, Outernet and Iridium L-Band satellite data, and many many more projects! Guide to antennas, cables and adapters. Third Edition Released 20 December 2016. The Satellite Communication Applications Handbook Artech House Since the publication of the best-selling first edition of The Satellite Communication Applications Handbook, the satellite communications industry has experienced explosive growth. Satellite radio, direct-to-home satellite television, satellite telephones, and satellite guidance for automobiles are now common and popular consumer products. Similarly, business, government, and defense organizations now rely on satellite communications for day-to-day operations. This second edition covers all the latest advances in satellite technology and applications including direct-to-home broadcasting, digital audio and video, and VSAT networks. Engineers get the latest technical insights into operations, architectures, and systems components. A Practical Guide to Video and Audio Compression From Sprockets and Rasters to Macro Blocks CRC Press Learn all about Codecs--how they work, as well as design and implementation with this comprehensive, easy-to-use guide to compression. After reading this book, you will be able to prepare and distribute professional audio and video on any platform including streamed to the web, broadcast on-air, stored in PVRs, Burned onto CD-ROMs or DVDs, delivered by broadband, or viewed in Kiosk applications, PDA devices, and mobile phones. Mental Models Aligning Design Strategy with Human Behavior Rosenfeld Media There is no single methodology for creating the perfect product—but you can increase your odds. One of the best ways is to understand users' reasons for doing things. Mental Models gives you the tools to help you grasp, and design for, those reasons. Adaptive Path co-founder Indi Young has written a roll-up-your-sleeves book for designers, managers, and anyone else interested in making design strategic, and successful. Entertainment Science Data Analytics and Practical Theory for Movies, Games, Books, and Music Springer The entertainment industry has long been dominated by legendary screenwriter William Goldman's "Nobody-Knows-Anything" mantra, which argues that success is the result of managerial intuition and instinct. This book builds the case that combining such intuition with data analytics and rigorous scholarly knowledge provides a source of sustainable competitive advantage – the same recipe for success that is behind the rise of firms such as Netflix and Spotify, but has also fueled Disney's recent success. Unlocking a large repertoire of scientific studies by business scholars and entertainment economists, the authors identify essential factors, mechanisms, and methods that help a new entertainment product succeed. The book thus offers a timely alternative to "Nobody-Knows" decision-making in the digital era: while coupling a good idea with smart data analytics and entertainment theory cannot guarantee a hit, it systematically and substantially increases the probability of success in the entertainment industry. Entertainment Science is poised to inspire fresh new thinking among managers, students of entertainment, and scholars alike. Thorsten Hennig-Thurau and Mark B. Houston – two of our finest scholars in the area of entertainment marketing - have produced a definitive research-based compendium that cuts across various branches of the arts to explain the phenomena that provide consumption experiences to capture the hearts and minds of audiences. Morris B. Holbrook, W. T. Dillard Professor Emeritus of Marketing, Columbia University Entertainment Science is a must-read for everyone working in the entertainment industry today, where the impact of digital and the use of big data can't be ignored anymore. Hennig-Thurau and Houston are the scientific frontrunners of knowledge that the industry urgently needs. Michael Kölmel, media entrepreneur and Honorary Professor of Media Economics at University of Leipzig Entertainment Science's winning combination of creativity, theory, and data analytics offers managers in the creative industries and beyond a novel, compelling, and comprehensive approach to support their decision-making. This ground-breaking book marks the dawn of a new Golden Age of fruitful conversation between entertainment scholars, managers, and artists. Allègre Hadida, Associate Professor in Strategy, University of Cambridge Understanding Digital Television An Introduction to DVB Systems with Satellite, Cable, Broadband and Terrestrial TV Distribution CRC Press With the milestones of Digital TV and HDTV, there are lots of questions to be asked about television of today... Understanding Digital Television explains complex technical systems and solutions in an easy to comprehend manner along with visual 3D graphics. It helps non-technical individuals such as managers, executives, general media professionals, as well as TV and home cinema enthusiasts gain a practical understanding of the equipment, technical aspects of digital television, and various ways of distributing. Most examples are from a European perspective, but also include comparisons with North American systems. This book answers the confusing questions about new devices and digital formats, what to do when the analog TV transmitters are switched off, watching TV using your broadband connection, and much more. FCC Record A Comprehensive Compilation of Decisions, Reports, Public Notices, and Other Documents of the Federal Communications Commission of the United States A Future for Public Service Television MIT Press A guide to the nature, purpose, and place of public service television within a multi-platform, multichannel ecology. Television is on the verge of both decline and rebirth. Vast technological change has brought about financial uncertainty as well as new creative possibilities for producers, distributors, and viewers. This volume from Goldsmiths Press examines not only the unexpected resilience of TV as cultural pastime and aesthetic practice but also the prospects for public service television in a digital, multichannel ecology. The proliferation of platforms from Amazon and Netflix to YouTube and

the vlogosphere means intense competition for audiences traditionally dominated by legacy broadcasters. Public service broadcasters—whether the BBC, the German ARD, or the Canadian Broadcasting Corporation—are particularly vulnerable to this volatility. Born in the more stable political and cultural conditions of the twentieth century, they face a range of pressures on their revenue, their remits, and indeed their very futures. This book reflects on the issues raised in Lord Puttnam's 2016 Public Service TV Inquiry Report, with contributions from leading broadcasters, academics, and regulators. With resonance for students, professionals, and consumers with a stake in British media, it serves both as historical record and as a look at the future of television in an on-demand age. Contributors include Tess Alps, Patrick Barwise, James Bennett, Georgie Born, Natasha Cox, Gunn Enli, Des Freedman, Vana Goblot, David Hendy, Jennifer Holt, Amanda D. Lotz, Sarita Malik, Matthew Powers, Lord Puttnam, Trine Syvertsen, Jon Thoday, Mark Thompson Wireless Home Networking For Dummies John Wiley & Sons Wireless home networks are better than ever! The emergence of new industry standards has made them easier, more convenient, less expensive to own and operate. Still, you need to know what to look for (and look out for), and the expert guidance you'll find in Wireless Home Networks For Dummies, 3rd Edition helps you ensure that your wire-free life is also a hassle-free life! This user-friendly, plain-English guide delivers all of the tips, tricks, and knowledge you need to plan your wireless home network, evaluate and select the equipment that will work best for you, install and configure your wireless network, and much more. You'll find out how to share your Internet connection over your network, as well as files, printers, and other peripherals. And, you'll learn how to avoid the "gotchas" that can creep in when you least expect them. Discover how to: Choose the right networking equipment Install and configure your wireless network Integrate Bluetooth into your network Work with servers, gateways, routers, and switches Connect audiovisual equipment to your wireless network Play wireless, multiuser computer games Establish and maintain your network's security Troubleshoot networking problems Improve network performance Understand 802.11n Whether you're working with Windows PCs, Mac OS X machines, or both Wireless Home Networking For Dummies, 3rd Edition, makes it fast and easy to get your wireless network up and running—and keep it that way! Dictionary of Video and Television Technology Gulf Professional Publishing This work provides comprehensive and contemporary information on the essential concepts and terms in video and television, including coverage of test and measurement proceedures. Rxjs in Action Manning Publications A growing flood of data is aimed at JavaScript applications, and they need be ready for it. As more and more data is received, applications must scale to stay operational. There's also the problem of latency when data has to be fetched from remote locations. RxJS, or Reactive Extensions for JavaScript, is a library for transforming, composing, and consuming streams of data. RxJS combines reactive and functional programming to give an extensible, asynchronous event handling system for JavaScript. RxJS in Action gives readers the development skills they need to create reactive applications with RxJS. This book is full of theory and practical examples that build on each other and help readers begin thinking in a reactive manner. The book begins by teaching the fundamentals of functional programming, and dives in to the basics of RxJS and what it means to be reactive. Next, it teaches how to build real-world applications with RxJS. The last part of the book tackles the advanced topics to take the reader's reactive programming skills to the next level, as they will learn how to deal with error handling, unit testing, and the role of RxJS when combined with frameworks such as Angular.js or Cycle.js. Examples in the book use RxJS 5, the latest version of RxJS built with an eye on performance and simplicity. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. Advanced Theory and Practice in Sport Marketing Routledge Effective marketing is essential for any successful sport organization, from elite international teams to local leagues. Now in a fully revised and updated third edition, Advanced Theory and Practice in Sport Marketing is still the only text to introduce key theory and best practice at an advanced level. This new edition goes beyond the introductory marketing course by exploring advanced marketing theories related to social responsibility, global issues, information systems, consumer behavior, product management, logistics, sales, promotions, and social/digital/mobile media. New to the edition are sections on branding, destination marketing, and performance evaluation that demonstrate how to measure impacts through sport marketing and how to use analytics to determine sport marketing success. Every chapter contains extended case studies and theory-to-practice insights from marketing professionals around the world and a companion website includes an impressive array of additional teaching and learning resources. Advanced Theory and Practice in Sport Marketing goes further than any other textbook to prepare students for the real world of sport marketing. It is essential reading for any upper-level undergraduate or postgraduate course in sport marketing or sport business. Transmedia Storytelling and the New Era of Media Convergence in Higher Education Springer Stories, whether they are fact or fiction, popular or not, are a proven method of pedagogy. In the age of media convergence and with the advancement of technology, stories have morphed into new forms; however, their core purpose remains the same, which is to pass on knowledge and information. The internet, with its inherent interactivity, and story, with its inherent capacity to engage, can lead to innovative and transformative learning experiences in media-rich environments. This book focuses on web-based Transmedia Storytelling Edutainment (TmSE) as an andragogical practice in higher education. Story is at the forefront of this investigation because narrative is the basis for developing entertainment media franchise that can be incorporated into pedagogical practice. The propulsion of this analysis consists of practice-based research through narrative inquiry and an e-module case study presented on multimedia storytelling in the classroom. A Transmedia Storytelling Framework is provided for creating screenplays for cross-media projects and for analyzing their appropriateness in education. Additionally, a hypertext screenplay, which allowed students to dig deeper into the story word and to build more knowledge, is evaluated for its use in higher education. Since screenplays are by nature writing for the screen, it is believed that the more visual the input, the more likely it is to be memorized and recalled. A link to The Goddess Within screenplay is available for download on the right hand side of this page. Media for All Subtitling for the Deaf, Audio Description, and Sign Language Rodopi This book, a first in its kind, offers a survey of the present state of affairs in media accessibility research and practice. It

focuses on professional practices which are relative newcomers within the field of audiovisual translation and media studies, namely, audio description for the blind and visually impaired, sign language, and subtitling for the deaf and the hard-of-hearing for television, DVD, cinema, internet and live performances.Thanks to the work of lobbying groups and the introduction of legislation in some countries, media accessibility is an area that has recently gained marked visibility in our society. It has begun to appear in university curricula across Europe, and is the topic of numerous specialised conferences. The target readership of this book is first and foremost the growing number of academics involved in audiovisual translation at universities ? researchers, teachers and students ? but it is also of interest to the ever-expanding pool of practitioners and translators, who may wish to improve their crafts. The collection also addresses media scholars, members of deaf and blind associations, TV channels, and cinema or theatre managements who have embarked on the task of making their programmes and venues accessible to the visually and hearing impaired.Table of contentsAcknowledgementsJorge DIAZ CINTAS, Pilar ORERO, Aline REMAEL: Media for all: a global challengeSection 1: Subtitling for the deaf and hard-of-hearing (SDH) Aline REMAEL: Sampling subtitling for the deaf and the hard-of-hearing in EuropeClive MILLER: Access symbols for use with video content and information and communications technology devicesChristopher STONE: Deaf access for Deaf people: the translation of the television news from English into British Sign LanguageJoselia NEVES: A world of change in a changing worldVera Lucia SANTIAGO ARAUJO: Subtitling for the deaf and hard-of-hearing in BrazilSection 2: Audio description (AD) Pilar ORERO: Sampling audio description in EuropeJoan GREENING, Deborah ROLPH: Accessibility: raising awareness of audio description in the UKGert VERCAUTEREN: Towards a European guideline for audio descriptionAndrew SALWAY: A corpus-based analysis of audio descriptionJulian BOURNE, Catalina JIMENEZ HURTADO: From the visual to the verbal in two languages: a contrastive analysis of the audio description of The Hours in English and SpanishKarin De COSTER, Volkmar MUHLEIS: Intersensorial translation: visual art made up by wordsAnna MATAMALA, Pilar ORERO: Accessible opera in Catalan: opera for allGreg YORK: Verdi made visible: audio introduction for opera and balletJessica YEUNG: Audio description in the Chinese worldNotes on contributorsIndex Information Needs of Communities The Changing Media Landscape in a Broadband Age DIANE Publishing In 2009, a bipartisan Knight Commission found that while the broadband age is enabling an info. and commun. renaissance, local communities in particular are being unevenly served with critical info. about local issues. Soon after the Knight Commission delivered its findings, the FCC initiated a working group to identify crosscurrent and trend, and make recommendations on how the info. needs of communities can be met in a broadband world. This report by the FCC Working Group on the Info. Needs of Communities addresses the rapidly changing media landscape in a broadband age. Contents: Media Landscape; The Policy and Regulatory Landscape; Recommendations. Charts and tables. This is a print on demand report. The Business of Television Routledge In this book, esteemed television executive and Harvard lecturer Ken Basin offers a comprehensive overview of the business, financial, and legal structure of the U.S. television industry, as well as its dealmaking norms. Written for working or aspiring creative professionals who want to better understand the entertainment industry — as well as for executives, agents, managers, and lawyers looking for a reference guide — The Business of Television presents a readable, in-depth introduction to rights and talent negotiations, intellectual property, backend deals, licensing, streaming platforms, international production, and much more. The book also includes breakdowns after each chapter summarizing deal points and points of negotiation, a glossary, a list of referenced cases, and a wealth of real-world examples to help readers put the material into context. Funology 2 From Usability to Enjoyment Springer How should we understand and design for fun as a User Experience? This new edition of a classic book is for students, designers and researchers who want to deepen their understanding of fun in the context of HCI. The 2003 edition was the first book to do this and has been influential in broadening the field. It is the most downloaded book in the Springer HCI Series. This edition adds 14 new chapters that go well beyond the topics considered in 2003. New chapter topics include: online dating, interactive rides, wellbeing, somaesthetics, design fiction, critical design and participatory design methods. The first edition chapters are also reprinted, with new notes by their authors setting the context in which the 2003 chapter was written and explaining the developments since then. Taken with the new chapters this adds up to a total of 35 theoretical and practical chapters written by the most influential thinkers from academia and industry in this field. The Vegetarian's Guide to Eating Meat A Young Woman's Search for Ethical Food Greystone Books Ltd Growing up in a household of food-loving Italian-Americans, Marissa Landrigan was always a black sheep—she barely knew how to boil water for pasta. But at college, she thought she'd found her purpose. Buoyed by animal rights activism and a feminist urge to avoid the kitchen, she transformed into a hardcore vegan activist, complete with shaved head. But Landrigan still hadn't found her place in the world. Striving to develop her career and maintain a relationship, she criss-crossed the U.S. Along the way, she discovered that eating ethically was far from simple—and cutting out meat was no longer enough. As she got closer to the source of her food, eventually even visiting a slaughterhouse and hunting elk, Landrigan realized that the most ethical way of eating was to know her food and prepare it herself, on her own terms, to eat with family and friends. Part memoir and part investigative journalism, The Vegetarian's Guide to Eating Meat is as much a search for identity as it is a fascinating treatise on food. Professional Android 2 Application Development John Wiley & Sons The Visual Story Creating the Visual Structure of Film, TV and Digital Media Taylor & Francis If you can't make it to one of Bruce Block's legendary visual storytelling seminars, then you need his book! Now in full color for the first time, this best-seller offers a clear view of the relationship between the story/script structure and the visual structure of a film, video, animated piece, or video game. You'll learn how to structure your visuals as carefully as a writer structures a story or a composer structures music. Understanding visual structure allows you to communicate moods and emotions, and most importantly, reveals the critical relationship between story structure and visual structure. The concepts in this book will benefit writers, directors, photographers, production designers, art directors, and editors who are always confronted by the same visual problems that have faced every picture maker in the past, present, and future. Media,Technology and Society A History: From the Telegraph to the Internet Routledge

Challenging the popular myth of a present-day 'information revolution', Media Technology and Society is essential reading for anyone interested in the social impact of technological change. Winston argues that the development of new media forms, from the telegraph and the telephone to computers, satellite and virtual reality, is the product of a constant play-off between social necessity and suppression: the unwritten law by which new technologies are introduced into society only insofar as their disruptive potential is limited. Managing Electronic Media Making, Moving and Marketing Digital Content Taylor & Francis This college-level media management textbook reflects the changes in the media industries that have occurred in the past decade. Today's managers must address new issues that their predecessors never faced, from the threats of professional piracy and casual copying of digital media products, to global networks, on-demand consumption, and changing business models. The book explains the new new vocabulary of media moguls, such as bandwidth, digital rights management, customer relations management, distributed work groups, centralized broadcast operations, automated playlists, server-based playout, repurposing, mobisodes, TV-to-DVD, and content management. The chapters logically unfold the ways that managers are evolving their practices to make content, market it, and deliver it to consumers in a competitive, global digital marketplace. In addition to media companies, this book covers management processes that extend to all content-producing organizations, because today's students are as likely to produce high-quality video and Web video for ABC Computer Sales as they are for the ABC Entertainment Television Network. From Public Service Broadcasting to Public Service Communications Institute for Public Policy Research Car Stereo Cookbook McGraw Hill Professional The first edition of this book was written six years ago. Since then, there have been some significant developments in the area of car audio (and video). In addition, many of the products featured in the first edition are now obsolete. While the first edition of the book continues to sell, we have seen a bit of a slow-down at major accounts. This edition promises to be even more successful than the last. Car Stereo Cookbook, 2e is a completely revamped edition of a hugely successful title that continues to sell. This revised book will include new information on mobile video, satellite radio, mp3, wma, digital broadcast radio, and will eliminate the out-of-date products that are no longer pertinent. Mastering Oracle GoldenGate Apress Master Oracle GoldenGate technology on multiple database platforms using this step-by-step implementation guide. Learn about advanced features to use in building a robust, high-availability replication system. Provided are detailed illustration of Oracle GoldenGate concepts, GoldenGate tools and add-ons, as well as illustrative examples. The book covers Oracle GoldenGate for Oracle database, and also discusses setup and configuration for other common databases such as IBM DB2, SYBASE ASE, MySQL, and Microsoft SQL Server. The technology landscape is fast-changing, and Mastering Oracle GoldenGate stays current by covering the new features included in Oracle GoldenGate 12c. The book covers both classic capture and integrated capture, as well as delivery. Also covered are Oracle GoldenGate security and performance tuning, to keep your system secure and performing at its best. You will learn to monitor your GoldenGate system using tools that come with Oracle GoldenGate management pack, as well as using shell scripts. Troubleshooting is well-illustrated with examples: Covering Oracle GoldenGate technology across common database brands Discussing high-performing and secure replication environments Speaking to replication in Big Data and cloud computing environments What You Will Learn Implement Oracle GoldenGate for real time replication Secure and tune your replication environment for high performance Administer your Oracle GoldenGate environment Learn troubleshooting approaches with help of examples Make use of GoldenGate Management Pack and its API Feed live data into Big Data and cloud-based systems Who This Book Is For Database professionals who have chosen to ride the Oracle GoldenGate roller coaster for real-time replication solutions. The book is for beginners as well as professionals who are willing to master the leading replication technology in the industry. It is an excellent choice for professionals who are implementing or maintaining Oracle GoldenGate replication environments on any of the major database management system platforms. Home Theater For Dummies John Wiley & Sons Overwhelmed with big screen TV and home theater audio options? What do you need to build the perfect home theater experience? Home Theater For Dummies, 3rd Edition shows you how to plan a home theater system and choose components that fit your budget and your room. Beginning with the most basic information, this guide helps you choose what you need and put it all together. It explains DLP, 3LCD, HDMI, DTV, and HDTV so you can talk intelligently with salespeople at the electronics store. You'll find out about Blu-ray, explore HD and satellite radio options, and see how to incorporate a Wii, Xbox, or Playstation 3 into your set-up. Learn to: Choose among plasma, LCD, and projection TVs Know the difference between digital TV and HDTV Assess and choose an LCD TV, a new 3D TV, or an HD radio Set up your audio system and TV for maximum performance Use a Media Center or Home Theater PC Fine-tune your system and add cool touches such as accessing home theater content from your cell phone Explore HD and satellite radio options, CD players, DVD-Audio disks, and options for old cassettes and vinyl Set up your system with the proper cables for each component, or learn what it takes to go wireless Calibrate your video with a calibration disk, an optical comparator, or a DVD containing THX Optimizer Get the perfect home theater experience by following the expert tips and techniques presented in Home Theater For Dummies, 3rd Edition. You'll be watching movies and listening to audio in no time! The Big Book of Marketing McGraw Hill Professional "A real world tool for helping develop effective marketing strategies and plans." -- Dennis Dunlap, Chief Executive Officer, American Marketing Association "For beginners and professionals in search of answers." -- Stephen Joel Trachtenberg, President Emeritus and University Professor of Public Service, The George Washington University "A 'must read' for every business major and corporate executive." -- Clarence Brown, former Acting Secretary, U.S. Department of Commerce The Biggest Companies. The Boldest Campaigns. THE BEST INSIDER'S GUIDE ON THE MARKET. The most comprehensive book of its kind, The Big Book of Marketing is the definitive resource for marketing your business in the twenty-first century. Each chapter covers a fundamental aspect of the marketing process, broken down and analyzed by the greatest minds in marketing today. For the first time ever, 110 experts from the world's most successful companies reveal their step-by-step strategies, proven marketing tools, and tricks of the trade—fascinating, exclusive, real-world case studies from an all-star roster of companies, including: ACNielsen * Alcoa

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