

business people alike." Satjiv Chahil, senior vice president, Hewlett-Packard "A fascinating, breathtaking, and exemplary insight into a success story that never had so much topicality, and so much informative potential as just now. Esslinger offers an honest and encouraging portrait of the incredible power of the business and design alliance. A Fine Line is a handbook of design expertise and the art of business at its best, showing a variety of radical solutions and fresh new ideas." Professor Dr Peter Zec, president, ICSID and founder, red dot awards

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InfoWorld Oct 30 2019 InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

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National Association of Broadcasters Engineering Handbook Oct 11 2020 The NAB Engineering Handbook provides detailed information on virtually every aspect of the broadcast chain, from news gathering, program production and postproduction through master control and distribution links to transmission, antennas, RF propagation, cable and satellite. Hot topics covered include HD Radio, HDTV, 2 GHz broadcast auxiliary services, EAS, workflow, metadata, digital asset management, advanced video and audio compression, audio and video over IP, and Internet broadcasting. A wide range of related topics that engineers and managers need to understand are also covered, including broadcast administration, FCC practices, technical standards, security, safety, disaster planning, facility planning, project management, and engineering management. Basic principles and the latest technologies and issues are all addressed by respected professionals with first-hand experience in the broadcast industry and manufacturing. This edition has been fully revised and updated, with 104 chapters and over 2000 pages. The Engineering Handbook provides the single most comprehensive and accessible resource available for engineers and others working in production, postproduction, networks, local stations, equipment manufacturing or any of the associated areas of radio and television.

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The Self-promoting Musician Nov 11 2020 Take charge of your career with these do-it-yourself strategies for independent music success!

Peter Spellman, the Director of the Career Development Center at Berklee, gives tips on how to: write a business plan, create press kits, use the Internet to boost your career, customize your demos for maximum exposure, get better gigs and airplay, network successfully, and create the industry buzz you need to succeed. A must-read for every aspiring musician!

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Network World Jul 08 2020 For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce.

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Adobe Photoshop 7 Web Design with GoLive 6 Dec 01 2019 Just because a program is one-size-fits-all doesn't mean that a book about it has to be. Take the case of Adobe Photoshop 7.0 Web Design: Even though the popular digital imaging program is geared toward designers of all types (graphics, print, Web), this book that covers it isn't. Instead, it's written just for you--the Web site designer who wants to get answers to Web-related Photoshop questions without wading through a lot of explanations that simply don't apply. Through clear, direct text and a gorgeous four-color layout, this volume both instructs and inspires--in the process delivering all of the information you need to produce better-organized, faster-loading Web sites. As you follow along with best-selling author Michael Baumgardt, you'll learn how to create and optimize Web graphics, produce GIF animations, manage Web colors, and more. You'll also learn about all that's new in Photoshop 7: an enhanced Rollover palette to manage Web page rollovers, animations, and image maps more easily; Web output enhancements to easily apply transparency to Web page elements; and the new "selected" rollover state for creating more sophisticated Web site navigation bars without hand-coding--and these are just the tip of the iceberg. Whatever your level of experience, if you're ready to take on Web design with Photoshop 7, this is the book for

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Business Solutions on Demand Nov 04 2022 Based partly on IBM's own transformation, and partly on the transformations that IBM has helped its clients to achieve, this ground-breaking book shows how companies can increase sales and improve margins by introducing a range of solutions. Highly readable, motivational and fast-paced, Business Solutions On Demand is packed with examples from many diverse industries. The authors emphasize that for today's business to compete and survive, it has to exceed the expectations of its customers. Technological advancement, globalization, increased competition, market saturation and easy access to information are all conspiring to make traditional business models redundant.

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