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KEY=UX - BURGESS FRANCIS

White Hat UX Handbook of Usability and User-Experience Research and Case Studies <u>CRC Press</u> **This volume of the Handbook of Usability and User Experience (UX) presents research and case studies used to design products, systems and environments with good usability and consequent acceptance, pleasure in use, good user experience, and understanding of human interaction issues with products and systems for their improvement. The book presents concepts and perspectives of UX; it also discusses methods and tools that use requirements analysis activity elicitation, recording, and analysis to guarantee a good user experience. In addition, it introduces usability and UX in the automotive industry, usability and UX in a digital interface, game design and digital media, usability and UX in fashion design, and some case studies on usability and UX in various contexts in product design. We hope that this second volume will be helpful to a larger number of professionals, students and practitioners who strive to incorporate usability and UX principles and knowledge in a variety of applications. We trust that the knowledge presented in this volume will ultimately lead to an increased appreciation of the benefits of usability and incorporate the principles of usability and UX knowledge to improve the quality, effectiveness, and efficiency of everyday consumer products, systems, and environments. A Project Guide to UX Design For user experience designers in the field or in the making** <u>Pearson Education</u> **"If you are a young designer entering or contemplating**

entering the UX field this is a canonical book. If you are an organization that really needs to start grokking UX this book is also for you. " -- Chris Bernard, User Experience Evangelist, Microsoft User experience design is the discipline of creating a useful and usable Web site or application—one that's easily navigated and meets the needs of both the site owner and its users. But there's a lot more to successful UX design than knowing the latest Web technologies or design trends: It takes diplomacy, project management skills, and business savvy. That's where this book comes in. Authors Russ Unger and Carolyn Chandler show you how to integrate UX principles into your project from start to finish. • Understand the various roles in UX design, identify stakeholders, and enlist their support • Obtain consensus from your team on project objectives • Define the scope of your project and avoid mission creep • Conduct user research and document your findings • Understand and communicate user behavior with personas • Design and prototype your application or site • Make your product findable with search engine optimization • Plan for development, product rollout, and ongoing quality assurance Women of Color in Tech A Blueprint for Inspiring and Mentoring the Next Generation of Technology Innovators John Wiley & Sons Break through barriers to achieve a rewarding future in tech Women of Color in Tech: A Blueprint for Inspiring and Mentoring the Next Generation of Technology Innovators will help you overcome the obstacles that often prevent women of color from pursuing and staying in tech careers. Contrary to popular belief, tech careers are diverse and fun—and they go far beyond just coding. This book will show you that today's tech careers are incredibly dynamic, and you'll learn how your soft skills—communication, public speaking, networking—can help you succeed in tech. This book will guide you through the process of cultivating strong relationships and building a network that will get you were you want to be. You'll learn to identify a strong, knowledgeable support network that you can rely on for guidance or mentorship. This step is crucial in getting young women of color into tech careers and keeping them there. Build your professional network to get the guidance you need Find a mentor who understands your goals and your struggles Overcome negativity and stay motivated through difficult times Identify and develop the soft skills that you need to get ahead in tech Read this book to help bring to life your vision of a future in tech. With practical advice and inspiring stories, you'll develop the right tools and the right mindset. Whether you're just considering going into tech or you want to take your current career to the next level, Women of Color in Tech will show you how to uncover the resources you need to succeed. The Smashing Book These eBooks are the long-awaited digital version of our bestselling printed book about best practices in modern Web design. They share valuable practical insight into design, usability and coding, provide professional advice for designing mobile applications and building successful e-commerce websites, and explain common coding mistakes and how to avoid them. You'll explore the principles of professional design thinking and graphic design and learn

how to apply psychology and game theory to create engaging user experiences. Digital Adaptation This book is a practical resource on how to help senior management understand the Web and adapt the business, culture, teams and workflows accordingly. No fluff, no theory--just techniques and strategies that worked in practice, and showed results. -- Actionable Gamification Beyond Points, Badges, and Leaderboards Packt Publishing Ltd **Learn all about implementing a good gamification design into your products, workplace, and lifestyle Key Features Explore what makes a game fun and engaging Gain insight into the Octalysis Framework and its applications Discover the potential of the Core Drives of gamification through real-world scenarios Book Description Effective gamification is a combination of game design, game dynamics, user experience, and ROI-driving business implementations. This book explores the interplay between these disciplines and captures the core principles that contribute to a good gamification design. The book starts with an overview of the Octalysis Framework and the 8 Core Drives that can be used to build strategies around the various systems that make games engaging. As the book progresses, each chapter delves deep into a Core Drive, explaining its design and how it should be used. Finally, to apply all the concepts and techniques that you learn throughout, the book contains a brief showcase of using the Octalysis Framework to design a project experience from scratch. After reading this book, you'll have the knowledge and skills to enable the widespread adoption of good gamification and human-focused design in all types of industries. What you will learn Discover ways to use gamification techniques in real-world situations Design fun, engaging, and rewarding experiences with Octalysis Understand what gamification means and how to categorize it Leverage the power of different Core Drives in your applications Explore how Left Brain and Right Brain Core Drives differ in motivation and design methodologies Examine the fascinating intricacies of White Hat and Black Hat Core Drives Who this book is for Anyone who wants to implement gamification principles and techniques into their products, workplace, and lifestyle will find this book useful. Killer UX Design** SitePoint **Today, technology is used to shift, sway and change attitudes and behavior. This creates amazing opportunities and challenges for designers. If we want to create products and services that have the power to educate people so they may live better lives, or help to reduce the time people take to do certain tasks, we first need an understanding of how these people think and work - what makes them "tick" The premise of this book is the need to understand how people "behave"; their habits, motivators and drivers, as a critical way to better understand what a great customer experience for your audience looks like, facilitating better design decisions. The book will lead you from understanding behavior, to extracting customer insights that can launch you into the design of something that makes a difference to people's lives - all presented in a fun, practical and non-academic way. Chosen** Simon and Schuster **A Seventeen Best YA Book of 2020 So Far A Hypable Most Anticipated YA Fantasy Sequel**

of 2020 "Will get Buffy fans up in their feels." —Entertainment Weekly on Slayer Nina continues to learn how to use her slayer powers against enemies old and new in this second novel in the New York Times bestselling series from Kiersten White, set in the world of Buffy the Vampire Slayer. Now that Nina has turned the Watcher's Castle into a utopia for hurt and lonely demons, she's still waiting for the utopia part to kick in. With her sister Artemis gone and only a few people remaining at the castle—including her still-distant mother—Nina has her hands full. Plus, though she gained back her Slayer powers from Leo, they're not feeling quite right after being held by the seriously evil succubus Eve, a.k.a. fake Watcher's Council member and Leo's mom. And while Nina is dealing with the darkness inside, there's also a new threat on the outside, portended by an odd triangle symbol that seems to be popping up everywhere, in connection with Sean's demon drug ring as well as someone a bit closer to home. Because one near-apocalypse just isn't enough, right? The darkness always finds you. And once again, it's coming for the Slayer. Building User Research Teams How to Create UX Research Teams that Deliver Impactful Insights Successful products require good decisions. Reliable information about what users are trying to achieve, their context and whether they can and will use your product is essential to making good product decisions. User researchers run robust and repeatable studies to find that information, but they need some tools and support to get started. Building User Research Teams is a practical guide on how to build a research team of any size, starting from convincing colleagues why they need a user research team, through the development and implementation of the tools and processes needed, to running high quality studies and mapping the future development of a growing research team. Learn how to: Advocate for user research inside your organisation Budget for and equip a research team Create the templates and tools needed to run research Run studies that are impactful and accurate Optimise your research team's workflow Grow a research team long-term This book is useful for: Companies looking to hire their first researcher New research leaders establishing a team Independent researchers in companies looking to maximise their impact Designers, product managers and UX professionals wanting to incorporate research best practice into their work White Space Is Not Your Enemy A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design CRC Press White Space Is Not Your Enemy is a practical graphic design and layout guide that introduces concepts and practices necessary for producing effective visual communication across a variety of formats—from web to print. Sections on Gestalt theory, color theory, and WET layout are expanded to offer more in-depth content on those topics. This new edition features new covering current trends in web design—Mobile-first, UI/UX design, and web typography—and how they affect a designer's approach to a project. The entire book will receive an update using new examples and images that show a more diverse set of graphics that go beyond print and web and focus on tablet, mobile and

advertising designs. Slayer <u>Simon and Schuster</u> **"Will get Buffy fans up in their feels." —Entertainment Weekly A New York Times and Publishers Weekly bestseller From bestselling author Kiersten White comes the first novel in a series set in the world of Buffy the Vampire Slayer that introduces a new Slayer as she grapples with the responsibility of managing her incredible powers that she's just beginning to understand. Into every generation a Slayer is born… Nina and her twin sister, Artemis, are far from normal. It's hard to be when you grow up at the Watcher's Academy, which is a bit different from your average boarding school. Here teens are trained as guides for Slayers—girls gifted with supernatural strength to fight the forces of darkness. But while Nina's mother is a prominent member of the Watcher's Council, Nina has never embraced the violent Watcher lifestyle. Instead she follows her instincts to heal, carving out a place for herself as the school medic. Until the day Nina's life changes forever. Thanks to Buffy, the famous (and infamous) Slayer that Nina's father died protecting, Nina is not only the newest Chosen One—she's the last Slayer, ever. Period. As Nina hones her skills with her Watcher-in-training, Leo, there's plenty to keep her occupied: a monster fighting ring, a demon who eats happiness, a shadowy figure that keeps popping up in Nina's dreams… But it's not until bodies start turning up that Nina's new powers will truly be tested—because someone she loves might be next. One thing is clear: Being Chosen is easy. Making choices is hard. Inclusive Design Patterns Coding Accessibility Into Web Design We make inaccessible and unusable websites and apps all the time, but it's not for lack of skill or talent. It's just a case of doing things the wrong way. We try to build the best experiences we can, but we only make them for ourselves and for people like us. This book looks at common interface patterns from the perspective of an inclusive designer-someone trained in building experiences that cater to the huge diversity of abilities, preferences and circumstances out there. There's no such thing as an 'average' user, but there is such a thing as an average developer. This book will take you from average to expert in the area that matters the most: making things more readable and more usable to more people. Star Trek the Next Generation Adult Coloring Book <u>Dark Horse Comics</u> With 45 highly detailed, beautifully illustrated images to colour however you choose, this is a must-have item for Star Trek fans in this or any other galaxy! Human Dimension & Interior Space A Source Book of Design Reference Standards <u>Watson-Guptill</u> Standards for the design of interior spaces should be based on the measurement of human beings and their perception of space, with special consideration for disabled, elderly, and children Moment MOMENT is a unique photo book designed to help children become more aware and understanding of the world around us. Rootkits and Bootkits Reversing Modern Malware and Next Generation Threats <u>No Starch Press</u> Rootkits and Bootkits will teach you how to understand and counter sophisticated, advanced threats buried deep in a machine's boot process or UEFI firmware. With the aid of numerous case studies and professional research**

from three of the world's leading security experts, you'll trace malware development over time from rootkits like TDL3 to present-day UEFI implants and examine how they infect a system, persist through reboot, and evade security software. As you inspect and dissect real malware, you'll learn: • How Windows boots—including 32-bit, 64-bit, and UEFI mode—and where to find vulnerabilities • The details of boot process security mechanisms like Secure Boot, including an overview of Virtual Secure Mode (VSM) and Device Guard • Reverse engineering and forensic techniques for analyzing real malware, including bootkits like Rovnix/Carberp, Gapz, TDL4, and the infamous rootkits TDL3 and Festi • How to perform static and dynamic analysis using emulation and tools like Bochs and IDA Pro • How to better understand the delivery stage of threats against BIOS and UEFI firmware in order to create detection capabilities • How to use virtualization tools like VMware Workstation to reverse engineer bootkits and the Intel Chipsec tool to dig into forensic analysis Cybercrime syndicates and malicious actors will continue to write ever more persistent and covert attacks, but the game is not lost. Explore the cutting edge of malware analysis with Rootkits and Bootkits. Covers boot processes for Windows 32-bit and 64-bit operating systems. The Fourth Industrial Revolution Currency Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement Happy Days The Guided Path from Trauma to Profound Freedom and Inner Peace Hay House, Inc If you were free from fear, who would you have the freedom to be? #1 New York Times best-selling author Gabrielle Bernstein charts a path to heal trauma, unlearn fear, and remember love. What if you could wake up every day without anxiety? View your past with purpose, not regret? Live happy, peaceful, and free from fear? You can—and Gabrielle Bernstein will show you the way. Gabby has long been loved by her readers as a spiritual teacher, motivational speaker, and catalyst for profound inner change. Her new book presents her most powerful teaching yet: a plan for transforming the pain of your past, whatever that may be, into newfound strength and freedom. You'll learn: • Why most people feel stuck in patterns that make them unhappy—and what to do about it • 9 transformational, yet untapped, techniques for serenity and genuine happiness—from techniques for "reparenting" yourself to bodywork practices for freeing the stuck energy of past trauma • The mindset shift that can do more for you than decades of personal work • How to go into the places that scare you—and come away freer than ever before "This book is my gift to you," Gabby writes. "It will answer your questions about why you feel blocked, scared, anxious, depressed, or alone, and it will liberate you from the belief system that has kept you small for so long. . . . By taking this path you will become the best version of yourself. You will become new." Think Like a UX Researcher How to Observe Users, Influence Design, and Shape Business Strategy CRC Press Think Like a UX Researcher will challenge your preconceptions about user experience (UX) research and encourage you to think beyond the obvious.

You'll discover how to plan and conduct UX research, analyze data, persuade teams to take action on the results and build a career in UX. The book will help you take a more strategic view of product design so you can focus on optimizing the user's experience. UX Researchers, Designers, Project Managers, Scrum Masters, Business Analysts and Marketing Managers will find tools, inspiration and ideas to rejuvenate their thinking, inspire their team and improve their craft. Key Features A dive-in-anywhere book that offers practical advice and topical examples. Thought triggers, exercises and scenarios to test your knowledge of UX research. Workshop ideas to build a development team's UX maturity. War stories from seasoned researchers to show you how UX research methods can be tailored to your own organization. Value Proposition Design How to Create Products and Services Customers Want John Wiley & Sons The authors of the international bestseller Business Model Generation explain how to create value propositions customers can't resist Value Proposition Design helps you tackle the core challenge of every business — creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell. Using the same stunning visual format as the authors' global bestseller, Business Model Generation, this sequel explains how to use the "Value Proposition Canvas" to design, test, create, and manage products and services customers actually want. Value Proposition Design is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it's for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won't work. You'll learn the simple process of designing and testing value propositions, that perfectly match customers' needs and desires. In addition the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your work, learn from peers, and download pdfs, checklists, and more. Value Proposition Design is an essential companion to the "Business Model Canvas" from Business Model Generation, a tool embraced globally by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more. Value Proposition Design gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models." The Gaslighting of the Millennial Generation How to Succeed in a Society That Blames You for Everything Gone Wrong Mango Media Inc. A success guide for millennials that debunks the negative stereotypes and champions their unique strength as a generational force to be reckoned with. We've all seen the headlines: Millennials aren't buying diamonds or saving for retirement. They're killing the housing market because they eat too many avocados. They all want cushy jobs with foosball tables and nap pods. The truth is, millennials were raised to believe they could do anything if they worked hard, and then they worked hard only to be told the world owes

them nothing. Now they're tired of being gaslit. The tide of young adults standing up for themselves is culminating in massive societal change. The Gaslighting of the Millennial Generation uncovers the misconceptions about millennials, examining not only their unique strengths but also the baggage they have inherited from Baby Boomers. It shows just how different millennials are from previous generations—and why that's a very good thing. The Heart of the Plate Vegetarian Recipes for a New Generation HMH Delightfully unfussy meatless meals from the author of Moosewood Cookbook! With The Moosewood Cookbook, Mollie Katzen changed the way a generation cooked and brought vegetarian cuisine into the mainstream. In The Heart of the Plate, she completely reinvents the vegetarian repertoire, unveiling a collection of beautiful, healthful, and unfussy dishes—her "absolutely most loved." Her new cuisine is light, sharp, simple, and modular; her inimitable voice is as personal, helpful, clear, and funny as ever. Whether it's a salad of kale and angel hair pasta with orange chili oil or a seasonal autumn lasagna, these dishes are celebrations of vegetables. They feature layered dishes that juxtapose colors and textures: orange rice with black beans, or tiny buttermilk corn cakes on a Peruvian potato stew. Suppers from the oven, like vegetable pizza and mushroom popover pie, are comforting but never stodgy. Burgers and savory pancakes—from eggplant Parmesan burgers to zucchini ricotta cloud cakes—make weeknight dinners fresh and exciting. "Optional Enhancements" allow cooks to customize every recipe. The Heart of the Plate is vibrantly illustrated with photographs and original watercolors by the author herself. The Vanishing Half A Novel Penguin #1 NEW YORK TIMES BESTSELLER ONE OF BARACK OBAMA'S FAVORITE BOOKS OF THE YEAR NAMED A BEST BOOK OF 2020 BY THE NEW YORK TIMES * THE WASHINGTON POST * NPR * PEOPLE * TIME MAGAZINE* VANITY FAIR * GLAMOUR 2021 WOMEN'S PRIZE FINALIST "Bennett's tone and style recalls James Baldwin and Jacqueline Woodson, but it's especially reminiscent of Toni Morrison's 1970 debut novel, The Bluest Eye." —Kiley Reid, Wall Street Journal "A story of absolute, universal timelessness …For any era, it's an accomplished, affecting novel. For this moment, it's piercing, subtly wending its way toward questions about who we are and who we want to be…." – Entertainment Weekly From The New York Times-bestselling author of The Mothers, a stunning new novel about twin sisters, inseparable as children, who ultimately choose to live in two very different worlds, one black and one white. The Vignes twin sisters will always be identical. But after growing up together in a small, southern black community and running away at age sixteen, it's not just the shape of their daily lives that is different as adults, it's everything: their families, their communities, their racial identities. Many years later, one sister lives with her black daughter in the same southern town she once tried to escape. The other secretly passes for white, and her white husband knows nothing of her past. Still, even separated by so many miles and just as many lies, the fates of the twins remain intertwined. What will happen to the next

generation, when their own daughters' storylines intersect? Weaving together multiple strands and generations of this family, from the Deep South to California, from the 1950s to the 1990s, Brit Bennett produces a story that is at once a riveting, emotional family story and a brilliant exploration of the American history of passing. Looking well beyond issues of race, The Vanishing Half considers the lasting influence of the past as it shapes a person's decisions, desires, and expectations, and explores some of the multiple reasons and realms in which people sometimes feel pulled to live as something other than their origins. As with her New York Times-bestselling debut The Mothers, Brit Bennett offers an engrossing page-turner about family and relationships that is immersive and provocative, compassionate and wise. This Book Is Anti-Racist 20 lessons on how to wake up, take action, and do the work Frances Lincoln Children's Books #1 NEW YORK TIMES BESTSELLER Featured by Oprah's Book Club on the Anti-Racist Books for Young Adults list curated by bestselling author Jacqueline Woodson A USA TODAY Bestseller Recommended by The Guardian, Time, Grazia, The Telegraph, Express, and The Sun 'This is one for you, your neighbour, the children in your lives and especially that 'only slightly' racist colleague… A guide to the history of racism and a blueprint for change' —The Guardian Who are you? What is racism? Where does it come from? Why does it exist? What can you do to disrupt it? Learn about social identities, the history of racism and resistance against it, and how you can use your anti-racist lens and voice to move the world toward equity and liberation. 'In a racist society, it's not enough to be non-racist—we must be ANTI-RACIST.' —Angela Davis Gain a deeper understanding of your anti-racist self as you progress through 20 chapters that spark introspection, reveal the origins of racism that we are still experiencing and give you the courage and power to undo it. Each chapter builds on the previous one as you learn more about yourself and racial oppression. 20 activities get you thinking and help you grow with the knowledge. All you need is a pen and paper. Author Tiffany Jewell, an anti-bias, anti-racist educator and activist, builds solidarity beginning with the language she chooses – using gender neutral words to honour everyone who reads the book. Illustrator Aurélia Durand brings the stories and characters to life with kaleidoscopic vibrancy. After examining the concepts of social identity, race, ethnicity and racism, learn about some of the ways people of different races have been oppressed, from indigenous Americans and Australians being sent to boarding school to be 'civilized' to a generation of Caribbean immigrants once welcomed to the UK being threatened with deportation by strict immigration laws. Find hope in stories of strength, love, joy and revolution that are part of our history, too, with such figures as the former slave Toussaint Louverture, who led a rebellion against white planters that eventually led to Haiti's independence, and Yuri Kochiyama, who, after spending time in an internment camp for Japanese Americans during WWII, dedicated her life to supporting political prisoners and advocating reparations for those wrongfully interned. Learn language and phrases to

interrupt and disrupt racism. So, when you hear a microaggression or racial slur, you'll know how to act next time. This book is written for EVERYONE who lives in this racialised society—including the young person who doesn't know how to speak up to the racist adults in their life, the kid who has lost themself at times trying to fit into the dominant culture, the children who have been harmed (physically and emotionally) because no one stood up for them or they couldn't stand up for themselves and also for their families, teachers and administrators. With this book, be empowered to actively defy racism and xenophobia to create a community (large and small) that truly honours everyone. The Paradox of Choice Why More Is Less, Revised Edition Harper Collins Whether we're buying a pair of jeans, ordering a cup of coffee, selecting a long-distance carrier, applying to college, choosing a doctor, or setting up a 401(k), everyday decisions—both big and small—have become increasingly complex due to the overwhelming abundance of choice with which we are presented. As Americans, we assume that more choice means better options and greater satisfaction. But beware of excessive choice: choice overload can make you question the decisions you make before you even make them, it can set you up for unrealistically high expectations, and it can make you blame yourself for any and all failures. In the long run, this can lead to decision-making paralysis, anxiety, and perpetual stress. And, in a culture that tells us that there is no excuse for falling short of perfection when your options are limitless, too much choice can lead to clinical depression. In The Paradox of Choice, Barry Schwartz explains at what point choice—the hallmark of individual freedom and self-determination that we so cherish—becomes detrimental to our psychological and emotional well-being. In accessible, engaging, and anecdotal prose, Schwartz shows how the dramatic explosion in choice—from the mundane to the profound challenges of balancing career, family, and individual needs—has paradoxically become a problem instead of a solution. Schwartz also shows how our obsession with choice encourages us to seek that which makes us feel worse. By synthesizing current research in the social sciences, Schwartz makes the counter intuitive case that eliminating choices can greatly reduce the stress, anxiety, and busyness of our lives. He offers eleven practical steps on how to limit choices to a manageable number, have the discipline to focus on those that are important and ignore the rest, and ultimately derive greater satisfaction from the choices you have to make. The UX Book Agile UX Design for a Quality User Experience Morgan Kaufmann The discipline of user experience (UX) design has matured into a confident practice and this edition reflects, and in some areas accelerates, that evolution. Technically this is the second edition of The UX Book, but so much of it is new, it is more like a sequel. One of the major positive trends in UX is the continued emphasis on design—a kind of design that highlights the designer's creative skills and insights and embodies a synthesis of technology with usability, usefulness, aesthetics, and meaningfulness to the user. In this edition a new conceptual top-down design framework is

introduced to help readers with this evolution. This entire edition is oriented toward an agile UX lifecycle process, explained in the funnel model of agile UX, as a better match to the now de facto standard agile approach to software engineering. To reflect these trends, even the subtitle of the book is changed to "Agile UX design for a quality user experience . Designed as a how-to-do-it handbook and field guide for UX professionals and a textbook for aspiring students, the book is accompanied by in-class exercises and team projects. The approach is practical rather than formal or theoretical. The primary goal is still to imbue an understanding of what a good user experience is and how to achieve it. To better serve this, processes, methods, and techniques are introduced early to establish process-related concepts as context for discussion in later chapters. Winner of a 2020 Textbook Excellence Award (College) (Texty) from the Textbook and Academic Authors Association A comprehensive textbook for UX/HCI/Interaction Design students readymade for the classroom, complete with instructors' manual, dedicated web site, sample syllabus, examples, exercises, and lecture slides Features HCI theory, process, practice, and a host of real world stories and contributions from industry luminaries to prepare students for working in the field The only HCI textbook to cover agile methodology, design approaches, and a full, modern suite of classroom material (stemming from tried and tested classroom use by the authors) Zconomy How Gen Z Will Change the Future of Business—and What to Do About It HarperCollins The most complete and authoritative guide to Gen Z, describing how leaders must adapt their employment, sales and marketing, product, and growth strategies to attract and keep this important new generation of customers, employees and trendsetters. Gen Z changes everything. Today's businesses are not built to sell and market the way Gen Z shops and buys, or to recruit and employ Gen Z the way they find and keep jobs. Leaders need answers now as gen Z is the fastest growing generation of employees and the most important group of consumer trendsetters. The companies that quickly and comprehensively adapt to Gen Z thinking will be the winners for the next twenty years. Those that don't will be the losers or become extinct. Zconomy is the comprehensive survival guide on how leaders must understand and embrace Generation Z. Researched and written by Dr. Denise Villa and Jason Dorsey from The Center for Generational Kinetics, the insights in Zconomy are based on their extensive research, they've led more than 60 generational studies, and their work with more than 500 companies around the world. In Zconomy, Dr. Villa and Dorsey answer: Who is Gen Z? What do employers, marketers, and sales leaders need to know? And, most importantly, what should leaders do now? This is the critical moment for leaders to understand and adapt to Gen Z or become irrelevant. Gen Z is already reshaping the world of business and this change is only going to accelerate. Zconomy is the definitive manual that will prepare any executive, manager, entrepreneur, HR or marketing professional to successfully unlock the powerful potential of this emerging

generation at this pivotal time. **My Famous Brain A Novel** <u>She Writes Press</u> **"My brain was famous, but I was not. Not every gifted child invents a pollutant-free fuel, paints a masterpiece, or finds the cure for cancer," Jack MacLeod tells us. "Some of us just live out our lives." Jack died in 1974; now, he's ready to narrate his story from beyond the grave. Jack's prodigious memory, which allows him to memorize books, and his penchant for psychic connections give him unusual insights into the events of his past life and make him fiercely curious about his current state of existence. Jack immerses us in interconnected tales of his childhood participation in a research study on the intellectually gifted, his dual career as a clinical psychologist and university professor, his participation in the unmasking of an unscrupulous colleague, his long-term health issues, his brief but life-changing love affair with a student, his deep friendship with another man, and his eventual acceptance and celebration of the circumstances of his fate. How Jack dies, and how he deals with the murder of someone close to him, mirrors how he has lived and grown, and marks the significance of everyone and everything that ultimately brings him to yet another level of brilliance. Free Roll** <u>Brandt Tobler</u> **Have you ever wondered: What it's like to daily bet hundreds of thousands of dollars working for some of the largest professional gamblers in Las Vegas? ... How to spend a summer house sitting one of the biggest stars in the world's 11,000 square-foot mansion - without an invitation from it's celebrity owner ... Whether the life of crime - specifically, running a shoplifting ring in a middle American mall - pays? ... What causes a son to finally say enough is enough ... and decide "Today is the day I am going to kill my dad." Comedian Brandt Tobler has the answers in this funny, touching and sometimes downright unbelievable memoir of a small town Wyoming-kid turned "mall-fia" don, turned nationally touring comic. Brand tells his life story with candor, detailing the many pit stops, wrong turns, crazy connections and lucky breaks he experienced along the way to his comedy career, all while trying to balance a toxic relationship with his unreliable jailbird dad. In these pages Brandt will make you laugh (he better - it's his job!) and believe as he does that, when it comes to defining family, blood isn't always thicker than water. -- back cover. I Am Tan A bi-racial boy named Christian, spends an interesting day learning about race, color and stereotypes. By the end of the day, he learns to embrace all of who he is. He knows that the world is full of white, black, brown, red and yellow people, but he also sees that there are many mixed children like him, who are in between these basic colors. UX for Beginners A Crash Course in 100 Short Lessons** <u>"O'Reilly Media, Inc."</u> **Apps! Websites! Rubber Ducks! Naked Ninjas! This book has everything. If you want to get started in user experience design (UX), you've come to the right place: 100 self-contained lessons that cover the whole spectrum of fundamentals. Forget dry, technical material. This book—based on the wildly popular UX Crash Course from Joel Marsh's blog The Hipper Element—is laced with the author's snarky brand of humor, and teaches UX in a simple, practical way. Becoming a professional doesn't have to be**

boring. Follow the real-life UX process from start-to-finish and apply the skills as you learn, or refresh your memory before the next meeting. UX for Beginners is perfect for non-designers who want to become designers, managers who teach UX, and programmers, salespeople, or marketers who want to learn more. Start from scratch: the fundamentals of UX Research the weird and wonderful things users do The process and science of making anything user-friendly Use size, color, and layout to help and influence users Plan and create wireframes Make your designs feel engaging and persuasive Measure how your design works in the real world Find out what a UX designer does all day Creative Confidence Unleashing the Creative Potential Within Us All Currency **IDEO founder and Stanford d.school creator David Kelley and his brother Tom Kelley, IDEO partner and the author of the bestselling The Art of Innovation, have written a powerful and compelling book on unleashing the creativity that lies within each and every one of us. Too often, companies and individuals assume that creativity and innovation are the domain of the "creative types." But two of the leading experts in innovation, design, and creativity on the planet show us that each and every one of us is creative. In an incredibly entertaining and inspiring narrative that draws on countless stories from their work at IDEO, the Stanford d.school, and with many of the world's top companies, David and Tom Kelley identify the principles and strategies that will allow us to tap into our creative potential in our work lives, and in our personal lives, and allow us to innovate in terms of how we approach and solve problems. It is a book that will help each of us be more productive and successful in our lives and in our careers. Partial Differential Equations An Introduction** John Wiley & Sons **Partial Differential Equations presents a balanced and comprehensive introduction to the concepts and techniques required to solve problems containing unknown functions of multiple variables. While focusing on the three most classical partial differential equations (PDEs)—the wave, heat, and Laplace equations—this detailed text also presents a broad practical perspective that merges mathematical concepts with real-world application in diverse areas including molecular structure, photon and electron interactions, radiation of electromagnetic waves, vibrations of a solid, and many more. Rigorous pedagogical tools aid in student comprehension; advanced topics are introduced frequently, with minimal technical jargon, and a wealth of exercises reinforce vital skills and invite additional self-study. Topics are presented in a logical progression, with major concepts such as wave propagation, heat and diffusion, electrostatics, and quantum mechanics placed in contexts familiar to students of various fields in science and engineering. By understanding the properties and applications of PDEs, students will be equipped to better analyze and interpret central processes of the natural world. The Memo What Women of Color Need to Know to Secure a Seat at the Table** Seal Press **From microaggressions to the wage gap, The Memo empowers women of color with actionable advice on challenges and offers a clear path to success. Most business books provide**

a one-size-fits-all approach to career advice that overlooks the unique barriers that women of color face. In The Memo, Minda Harts offers a much-needed career guide tailored specifically for women of color. Drawing on knowledge gained from her past career as a fundraising consultant to top colleges across the country, Harts now brings her powerhouse entrepreneurial experience as CEO of The Memo to the page. With wit and candor, she acknowledges "ugly truths" that keep women of color from having a seat at the table in corporate America. Providing straight talk on how to navigate networking, office politics, and money, while showing how to make real change to the system, The Memo offers support and long-overdue advice on how women of color can succeed in their careers. Population Genetics A Concise Guide JHU Press Publisher Description The Black Friend: On Being a Better White Person Candlewick Press Writing from the perspective of a friend, Frederick Joseph offers candid reflections on his own experiences with racism and conversations with prominent artists and activists about theirs—creating an essential read for white people who are committed anti-racists and those newly come to the cause of racial justice. "We don't see color." "I didn't know Black people liked Star Wars!" "What hood are you from?" For Frederick Joseph, life as a transfer student in a largely white high school was full of wince-worthy moments that he often simply let go. As he grew older, however, he saw these as missed opportunities not only to stand up for himself, but to spread awareness to those white people who didn't see the negative impact they were having. Speaking directly to the reader, The Black Friend calls up race-related anecdotes from the author's past, weaving in his thoughts on why they were hurtful and how he might handle things differently now. Each chapter features the voice of at least one artist or activist, including Angie Thomas, author of The Hate U Give; April Reign, creator of #OscarsSoWhite; Jemele Hill, sports journalist and podcast host; and eleven others. Touching on everything from cultural appropriation to power dynamics, "reverse racism" to white privilege, microaggressions to the tragic results of overt racism, this book serves as conversation starter, tool kit, and invaluable window into the life of a former "token Black kid" who now presents himself as the friend many readers need. Backmatter includes an encyclopedia of racism, providing details on relevant historical events, terminology, and more. Billboard In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends. Fibre & Fabric A Record of American Textile Industries in the Cotton and Woolen Trade Designed by Apple in California