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The Empress Has No Clothes

"Joyce Roché rose from humble circumstances to earn an Ivy League MBA and eventually become the first African-American vice president of Avon. She was later president of a leading hair care company and CEO of the nationally prominent nonprofit Girls Inc. But she never felt she deserved her success. In fact, the phrase "the empress has no clothes" kept running through her head. She was nothing like the emperor in the Hans Christian Andersen story -- she was certainly not a fraud. And yet that's how she'd always felt. Roché discovered there was a name for this: the impostor syndrome. In this deeply personal memoir she shares her lifelong struggle with the imposter syndrome and offers advice and coping strategies based on her own experiences and those of other high-achieving leaders who have suffered from it."--Publisher website.

What's Your Pronoun?: Beyond He and She

This work skeptically explores the notion that the internet will soon obviate any need for traditional print-based academic libraries. It makes a case for the library's staying power in the face of technological advancements (television, microfilm, and CD-ROM's were all once predicted as the contemporary library's heir-apparent), and devotes individual chapters to the pitfalls and prevarications of popular search engines, e-books, and the mass digitization of traditional print material.

The Feminine Mystique

Charles Ferguson's hilarious, hard-boiled journey into the heart of high-tech darkness has become the signal book of the start-up generation.

Charles Ferguson started Vermeer Technologies and turned his very big idea into FrontPage, the first software product for creating and managing a website. Ferguson took a good idea, started a company, and sold it to Microsoft for \$133 million -- all in less than two years. *High Stakes, No Prisoners* is both a blistering inside account of how he did it and a brilliant tour of the brutally competitive and utterly unique world of Silicon Valley. - Publisher.

The Road Ahead

In 1995, a South African journalist informed Frank Wilderson, one of only two American members of the African National Congress (ANC), that President Nelson Mandela considered him "a threat to national security." Wilderson was asked to comment. *Incognegro* is that "comment." It is also his response to a question posed five years later in a California university classroom: "How come you came back?" Although Wilderson recollects his turbulent life as an expatriate during the furious last gasps of apartheid, *Incognegro* is at heart a quintessentially American story. During South Africa's transition, Wilderson taught at universities in Johannesburg and Soweto by day. By night, he helped the ANC coordinate clandestine propaganda, launch psychological warfare, and more. In this mesmerizing political memoir, Wilderson's lyrical prose flows from unspeakable dilemmas in the red dust and ruin of South Africa to his return to political battles raging quietly on US campuses and in his intimate life. Readers will find themselves suddenly overtaken by the subtle but resolute force of Wilderson's biting wit, rare vulnerability, and insistence on bearing witness to history no matter the cost.

Fool's Gold

The style manual most used by writers, editors, educators, professionals and students in psychology, the behavioral sciences, sociology, nursing, social work, business, economics, criminology, justice administration and other disciplines in which effective communication with words and data is fundamental. In addition to providing clear guidance on grammar, the mechanics of writing, and APA style, this manual offers an authoritative reference and citation system and comprehensive coverage of the treatment of numbers, metrication, statistical and mathematical data, tables and figures for use in writing, reports or presentations. Contains current technological tools and contemporary language issues and publishing standards.

Thirsty for Payback

Learn web scraping and crawling techniques to access unlimited data from any web source in any format. With this practical guide, you'll learn how to use Python scripts and web APIs to gather and process data from thousands—or even millions—of web pages at once. Ideal for programmers, security professionals, and web administrators familiar with Python, this book not only teaches basic web scraping mechanics, but also delves into more advanced topics, such as analyzing raw data or using scrapers for frontend website testing. Code samples are available to help you understand the concepts in practice. Learn how to parse complicated HTML pages Traverse multiple pages and sites

Get a general overview of APIs and how they work Learn several methods for storing the data you scrape Download, read, and extract data from documents Use tools and techniques to clean badly formatted data Read and write natural languages Crawl through forms and logins Understand how to scrape JavaScript Learn image processing and text recognition

An Internet for the People

From NY Times Bestselling Author, Marie Astor - In a blink of an eye Allyson Roberts loses her fiancé, her employment, and her fortune. Just when she seems to have hit the bottom, Ally is recruited by an undercover agency that is interested in her skills. She takes the job with only one goal in mind: to clear her father's name. Payback is the only thought on her mind as she convinces herself that her heart has no room for love—or does it? A former top agent in his field, Jake Morrissey has inner demons he can't put to rest. Now he bides his time as a training instructor. He's sworn off women, but try as he might he can't keep his eyes off Allyson Roberts. When he's asked to partner up with Ally on a new assignment, Jake is tempted to end his retirement. Will he keep running from his fears or will he find the strength to become the man he once was?

The Placebo

Released for the first time in paperback, this landmark social and political volume on feminism is credited with being responsible for raising awareness, liberating both sexes, and triggering major advances in the feminist movement. Reprint.

Don't Make Me Think

Examines the role of African-Americans in the military through the history of the Triple Nickles, America's first black paratroopers, who fought against little-known attacks perpetrated on the American West by the Japanese during World War II, and "proved that the color of a man had nothing to do with his ability."

Because Internet

We are all presented with a 'meaningless' blank canvas at birth. The marks this canvas gathers over time are there to complete a picture – your picture. None of these marks are so permanent that you cannot erase them or paint over them. All of them, in some way, give meaning and significance to life. Some marks may appear to be running the picture while others are so precious that we think they are the picture. But, in the final analysis, any masterpiece includes both light and shade; the one is not more important than the other. The story of YOUR life is captured in YOUR picture. Take responsibility for your canvas and seek ways to paint a picture that will serve yourself and those around you. If it is a meaningful life you want, this is the book that will grow your understanding of meaning, deepen your relationship with yourself and

others, and inspire you to create a life worth living.

The Wisdom of Crowds

In the ancient tradition of Chinese medicine, illness is a disharmony of the whole body. The aim is to restore harmony through herbal medicine, acupuncture, moxibustion and the diagnostic skills of the physician. The governing principle is to balance Yin and Yang and to restore the interconnections between all aspects of the organism. This remarkable book explains the theory and practice of Chinese medicine. More than that, it mixes the most up-to-date knowledge of the oriental approach to healing with cutting-edge scientific research. 'While the book's rich detail makes it of great use to practising healers, it is in its entirety very simply written, enjoyable reading for the layman. An instructive, profound and important work.' Professor Martin Schwartz, University of California, Berkeley

The Web That Has No Weaver

New York Times bestseller • Finalist for the Pulitzer Prize “This is a book to shake up the world.” —Ann Patchett
Nicholas Carr’s bestseller *The Shallows* has become a foundational book in one of the most important debates of our time: As we enjoy the internet’s bounties, are we sacrificing our ability to read and think deeply? This 10th-anniversary edition includes a new afterword that brings the story up to date, with a deep examination of the cognitive and behavioral effects of smartphones and social media.

The Web That Has No Weaver

She awoke with no memory of who she was, but one clue will lead her to him Abigail Adams had it all, she's a gorgeous supermodel, has a wealthy fiance, and a career on the rise. But that quickly changes when she wakes up in the hospital not remembering anything. The only memories she does have are not her own, but of a total stranger. When Abigail discovers that her fiance has been cheating on her, she leaves him and runs to the arms of the one man she is hoping will give her the answers she seeks. Matt Garcia is used to playing the field, keeping his heart guarded, but then Abigail Adams unexpectedly shows up at his door hoping he will be the answer she is looking for. Will he finally learn to take a break from his no strings attached lifestyle and show her that she doesn't need her past, but the future he is willing to offer her? With every unspoken memory she regains, will she learn to open up her heart to a total stranger, or will she keep it guarded like he does? New Adult Contemporary Romance: Due to strong language and sexual content, not intended for readers under the age of 18.

Chinese Medicine

Why can salamanders grow new legs, and young children grow new finger tips, but adult humans can't regenerate? What is the electricity that flows through the human body? Is it the same thing that the Chinese call Qi? If so, what does Chinese medicine know, that western

medicine ignores? Dan Keown's highly accessible, witty, and original book shows how western medicine validates the theories of Chinese medicine, and how Chinese medicine explains the mysteries of the body that western medicine largely ignores. He explains the generative force of embryology, how the hearts of two people in love (or in scientific terms `quantum entanglement') truly beat as one, how a cheating heart is also an ill heart (which is why men are twice as likely to die of a sudden heart attack with their mistress than with their wife), how neural crest cells determine our lifespan, and why Proust's madeleines evoked the memories they did. The book shows how the theories of western and Chinese medicine support each other, and how the integrated theory enlarges our understanding of how bodies work on every level. Full of good stories and surprising details, Dan Keown's book is essential reading for anyone who has ever wanted to know how the body really works.

Where Two Hearts Meet: Two Sweet Something Teashop Novellas

The Yellow Emperor's Classic of Medicine

A young teenager stays a step ahead of her parents' sexuality-based restrictions by running away and learns a very different set of rules. A woman grieves the loss of a sister, a "gay divorce," and the pain of unacknowledged abuse with the help of a lone wallaby on a farm in Washington State. A professor of women's and gender studies revels in academic and sexual power but risks losing custody of the family dog. In Corinne Manning's stunning debut story collection, a cast of queer characters explore the choice of assimilation over rebellion. In this historical moment that's hyperaware of and desperate to define even the slowest of continental shifts, when commitment succumbs to the logic of capitalism and nobody knows what to call each other or themselves—Gay? Lesbian? Queer? Partners? Dad?—who are we? And if we don't know who we are, what exactly can we offer each other? Spanning the years 1992 to 2019, and moving from New York to North Carolina to Seattle, the eleven first-person stories in *We Had No Rules* feature characters who feel the promise of a radically reimagined world but face complicity instead.

The Shallows: What the Internet Is Doing to Our Brains

A Doody's Core Title for 2019! *The Web That Has No Weaver* is the classic, comprehensive guide to the theory and practice of Chinese alternative medicine. This accessible and invaluable resource has earned its place as the foremost authority in synthesizing Western and Eastern healing practices. This revised edition is the product of years of further reflection on ancient Chinese sources and active involvement in cutting-edge scientific research.

Subprime Attention Crisis

A valuable health resource from the New York Times–bestselling author of *The Natural Mind* and *Spontaneous Happiness*. “Dr. Andrew Weil is an extraordinary phenomenon,” says the *Washington Post*. And indeed, this expert in healthy living, alternative healing, and the mind-body connection has helped millions of people find relief from what ails them. Called “the bible of natural medicine” by Larry Dossey, MD, *Natural Health, Natural Medicine* is a comprehensive resource for everything you need to know to maintain optimum health and treat common conditions. This landmark book incorporates Dr. Weil’s theories into one useful and readable reference, featuring general diet and nutrition information as well as simple recipes, answers to readers’ most pressing questions, a catalogue of over a hundred home remedies, and numerous practical tips. This new edition includes updated scientific findings—and has been expanded to provide trustworthy advice about low-carb diets, hormone replacement therapy, Alzheimer’s, attention deficit disorder, reflux disease, autism, type 2 diabetes, erectile dysfunction, the flu, and much more. “Weil, a Harvard Medical School graduate and a member of the advisory panel for the Congressional Study of Alternative Cancer Therapies, advocates preventative health maintenance as a means of combating future painful and expensive therapies. The handbook proposes methods of creating a healthy lifestyle, offers advice on guarding against potentially fatal diseases, provides information on natural treatments, and recommends these treatments for specific common ailments. Controversial in its challenge of orthodox medicine, the manual stands out as a useful resource for its clear, concise writing style, its practical advice, and its thoughtful examination of the important issues facing contemporary health care.” —*Library Journal*

Life Has No Meaning Until You Create It

The renowned Internet commentator and author of *How to Fix the Future* “expos[es] the greed, egotism and narcissism that fuels the tech world” (*Chicago Tribune*). The digital revolution has contributed to the world in many positive ways, but we are less aware of the Internet’s deeply negative effects. *The Internet Is Not the Answer*, by longtime Internet skeptic Andrew Keen, offers a comprehensive look at what the Internet is doing to our lives. The book traces the technological and economic history of the Internet, from its founding in the 1960s through the rise of big data companies to the increasing attempts to monetize almost every human activity. In this sharp, witty narrative, informed by the work of other writers, reporters, and academics, as well as his own research and interviews, Keen shows us the tech world, warts and all. Startling and important, *The Internet Is Not the Answer* is a big-picture look at what the Internet is doing to our society and an investigation of what we can do to try to make sure the decisions we are making about the reconfiguring of our world do not lead to unpleasant, unforeseen aftershocks. “Andrew Keen has written a very powerful and daring manifesto questioning whether the Internet lives up to its own espoused values. He is not an opponent of Internet culture, he is its conscience, and must be heard.” —Po Bronson, #1 New York Times–bestselling author

Incognegro

AN INSTANT NEW YORK TIMES BESTSELLER!! Named a Best Book of 2019 by TIME, Amazon, and The Washington Post A Wired Must-Read Book of Summer "Gretchen McCulloch is the internet's favorite linguist, and this book is essential reading. Reading her work is like

suddenly being able to see the matrix." --Jonny Sun, author of everyone's a alien when ur a alien too Because Internet is for anyone who's ever puzzled over how to punctuate a text message or wondered where memes come from. It's the perfect book for understanding how the internet is changing the English language, why that's a good thing, and what our online interactions reveal about who we are. Language is humanity's most spectacular open-source project, and the internet is making our language change faster and in more interesting ways than ever before. Internet conversations are structured by the shape of our apps and platforms, from the grammar of status updates to the protocols of comments and @replies. Linguistically inventive online communities spread new slang and jargon with dizzying speed. What's more, social media is a vast laboratory of unedited, unfiltered words where we can watch language evolve in real time. Even the most absurd-looking slang has genuine patterns behind it. Internet linguist Gretchen McCulloch explores the deep forces that shape human language and influence the way we communicate with one another. She explains how your first social internet experience influences whether you prefer "LOL" or "lol," why ~sparkly tildes~ succeeded where centuries of proposals for irony punctuation had failed, what emoji have in common with physical gestures, and how the artfully disarrayed language of animal memes like lolcats and doggo made them more likely to spread.

Natural Health, Natural Medicine

The internet does not exist. Maybe it did exist only a short time ago, but now it only remains as a blur, a cloud, a friend, a deadline, a redirect, or a 404. If it ever existed, we couldn't see it. Because it has no shape. It has no face, just this name that describes everything and nothing at the same time. Yet we are still trying to climb onboard, to get inside, to be part of the network, to get in on the language game, to show up on searches, to appear to exist. But we will never get inside of something that isn't there. All this time we've been bemoaning the death of any critical outside position, we should have taken a good look at information networks. Just try to get in. You can't. Networks are all edges, as Bruno Latour points out. We thought there were windows but actually they're mirrors. And in the meantime we are being faced with more and more--not just information, but the world itself. Contributors Julian Assange, Franco "Bifo" Berardi, Benjamin Bratton, Diedrich Diederichsen, Keller Easterling, Rasmus Fleischer, Joana Hadjithomas and Khalil Joreige, Ursula K. Heise, Brian Kuan Wood, Bruno Latour, Geert Lovink, Patricia MacCormack, Metahaven, Gean Moreno, Hans Ulrich Obrist, Jon Rich, Hito Steyerl e-flux journal Series edited by Julieta Aranda, Brian Kuan Wood, Anton Vidokle

A Void

The Neijing is one of the most important classics of Taoism, as well as the highest authority on traditional Chinese medicine. Its authorship is attributed to the great Huang Di, the Yellow Emperor, who reigned during the third millennium BCE. This new translation consists of the eighty-one chapters of the section of the Neijing known as the Suwen, or "Questions of Organic and Fundamental Nature." (The other section, called the Lingshu, is a technical book on acupuncture and is not included here.) Written in the form of a discourse between Huang Di and his ministers, The Yellow Emperor's Classic of Medicine contains a wealth of knowledge, including etiology, physiology, diagnosis, therapy, and prevention of disease, as well as in-depth investigation of such diverse subjects as ethics, psychology, and cosmology. All of

these subjects are discussed in a holistic context that says life is not fragmented, as in the model provided by modern science, but rather that all the pieces make up an interconnected whole. By revealing the natural laws of this holistic universe, the book offers much practical advice on how to promote a long, happy, and healthy life. The original text of the Neijing presents broad concepts and is often brief with details. The translator's elucidations and interpretations, incorporated into the translation, help not only to clarify the meaning of the text but also to make it a highly readable narrative for students—as well as for everyone curious about the underlying principles of Chinese medicine.

The Odyssey of Homer

Bill Gates talks about the history of computers, how they have changed our lives and future developments.

Web Scraping with Python

This pioneering book unites both western and traditional Chinese medicine to present a step-by-step methodology for evaluating and treating depression with acupuncture. Using research-oriented trials, it addresses fundamental issues in acupuncture research and offers guidelines for the design of acupuncture treatment studies. Provides guidelines for developing appropriate treatment principles, and selecting and combining the correct acupuncture points Offers clinical guidelines for treating people with depression, including dealing with acute symptoms, assessing the risk of suicide, and when to make a prompt referral Presents case histories, both successfully and unsuccessfully treated Reviews definitions of depression in western psychiatry and psychology, including epidemiology, etiology, differential diagnosis and conventional treatments Describes the causes and progression of depressive symptoms from a Chinese perspective Outlines each specific pattern of imbalance encountered in depression, how to differentiate signs and symptoms according to Traditional Chinese Medicine Gives a comprehensive overview of research issues in acupuncture, outlining advantages and disadvantages of different treatment study design The design and result of the authors' pilot study, funded by the NIH, are given to illustrate a model for acupuncture treatment research.

Publication Manual of the American Psychological Association

"In this book with no pictures, the reader has to say every silly word, no matter what"--

Du Non-objet Par la Peinture

Addressing one of the most pressing cultural questions of our generation, Dennis Baron reveals the untold story of how we got from he and she to zie and hir and singular-they. Like trigger warnings and gender-neutral bathrooms, pronouns are sparking a national debate, prompting new policies in schools, workplaces, even prisons, about what pronouns to use. Colleges ask students to declare their pronouns along with their majors; corporate conferences print name tags with space to add pronouns; email signatures sport pronouns along with names and

titles. Far more than a by-product of the culture wars, gender-neutral pronouns are, however, nothing new. Pioneering linguist Dennis Baron puts them in historical context, noting that Shakespeare used singular-they; women invoked the generic use of he to assert the right to vote (while those opposed to women's rights invoked the same word to assert that he did not include she); and people have been coining new gender pronouns, not just hir and zie, for centuries. Based on Baron's own empirical research, *What's Your Pronoun?* chronicles the story of the role pronouns have played—and continue to play—in establishing both our rights and our identities. It is an essential work in understanding how twenty-first-century culture has evolved.

MLA Handbook for Writers of Research Papers

In this fascinating book, New Yorker business columnist James Surowiecki explores a deceptively simple idea: Large groups of people are smarter than an elite few, no matter how brilliant—better at solving problems, fostering innovation, coming to wise decisions, even predicting the future. With boundless erudition and in delightfully clear prose, Surowiecki ranges across fields as diverse as popular culture, psychology, ant biology, behavioral economics, artificial intelligence, military history, and politics to show how this simple idea offers important lessons for how we live our lives, select our leaders, run our companies, and think about our world.

The Internet Does Not Exist

Argues for an end to the practice of criminalizing artists and Internet users who build on the creative works of others and for implementing a collaborative and profitable "hybrid economy" that encourages innovation and protects both creative and ethical needs.

Unspoken Memories

In premodern China, painters used imagery not to mirror the world, but to evoke unfathomable experience. Considering this art alongside the philosophical traditions that inform it, this book explores the 'nonobject', a notion exemplified by paintings that do not seek to represent observable surroundings.

We Had No Rules

A mind-bending novel from the author of *Life A User's Manual* *A Void* is a great linguistic adventure and a metaphysical whodunit, chock-full of plots and subplots, of trails in pursuit of trails, all of displays Georges Perec's virtuosity as a verbal magician. It is also an outrageous verbal stunt: a 300-page novel that never once employs the letter E. The year is 1968, and as France is torn apart by social and political anarchy, the noted eccentric and insomniac Anton Vowl goes missing. Ransacking his Paris flat, his best friends scour his diary for clues to his whereabouts. At first glance these pages reveal nothing but Vowl's penchant for word games, especially for "lipograms," compositions in

which the use of a particular letter is suppressed. But as the friends work out Vowl's verbal puzzles, and as they investigate various leads discovered among the entries, they too disappear, one by one by one, and under the most mysterious circumstances . . . A book that only Georges Perec could have conceived, Time magazine called A Void, "an absurdist nirvana of humor, pathos, and loss."

The Book with No Pictures

The Spark in the Machine

From FSGO x Logic: a revealing examination of digital advertising and the internet's precarious foundation In Subprime Attention Crisis, Tim Hwang investigates the way big tech financializes attention. In the process, he shows us how digital advertising—the beating heart of the internet—is at risk of collapsing, and that its potential demise bears an uncanny resemblance to the housing crisis of 2008. From the unreliability of advertising numbers and the unregulated automation of advertising bidding wars, to the simple fact that online ads mostly fail to work, Hwang demonstrates that while consumers' attention has never been more prized, the true value of that attention itself—much like subprime mortgages—is wildly misrepresented. And if online advertising goes belly-up, the internet—and its free services—will suddenly be accessible only to those who can afford it. Deeply researched, convincing, and alarming, Subprime Attention Crisis will change the way you look at the internet, and its precarious future. FSG Originals x Logic dissects the way technology functions in everyday lives. The titans of Silicon Valley, for all their utopian imaginings, never really had our best interests at heart: recent threats to democracy, truth, privacy, and safety, as a result of tech's reckless pursuit of progress, have shown as much. We present an alternate story, one that delights in capturing technology in all its contradictions and innovation, across borders and socioeconomic divisions, from history through the future, beyond platitudes and PR hype, and past doom and gloom. Our collaboration features four brief but provocative forays into the tech industry's many worlds, and aspires to incite fresh conversations about technology focused on nuanced and accessible explorations of the emerging tools that reorganize and redefine life today.

The Internet Is Not the Answer

One teashop, two sisters, two heartwarming romance novellas.

Remix

The Web That Has No Weaver is the classic, comprehensive guide to the theory and practice of Chinese alternative medicine. This accessible and invaluable resource has earned its place as the foremost authority in synthesizing Western and Eastern healing practices. This revised edition is the product of years of further reflection on ancient Chinese sources and active involvement in cutting-edge scientific

research.

Acupuncture in the Treatment of Depression

****Mature Content Warning**** Recommended for ages 17+ due to language and sexual content. Cassie Taylor has issues Much like any other young woman who turns to a life filled with escorts, hookers, drug-dealers, and gangsters. Enter Leonardo Solomon The hottest guy Cassie has ever seen. The only problem is he's a scary, intimidating, drug-lord who surrounds himself with whores, and personal minions. Leo is a man who does what he wants, and gets what he wants, and Cassie soon finds herself desperate for his affection. However, at the same time, his powerful prowess scares her too much to let him in. Cassie has a past that still haunts her, a life left behind, but not forgotten. So when Leo tries to lay claim over Cassie, and she refuses him, the game is on

The Catcher in the Rye

Reproduction of the original: Gatsby by Ernest Vincent Wright

High Stakes, No Prisoners

The placebo effect is a fascinating but elusive phenomena. Although no standard definition of the placebo effect exists, it is generally understood as consisting of responses of individuals to the psychosocial context of medical treatments or clinical encounters, as distinct from specific physiological effects of medical interventions. The Placebo is the first book to compile a selection of classic and contemporary published articles on the topic. Systematic investigation of the placebo effect emerged in the 1950s in response to the development of randomized controlled clinical trials that used “inert” placebo interventions as a pivotal element of scientific evaluation of novel drugs. In recent years, scientific and scholarly investigation of the placebo effect has increased dramatically, reflecting a growing interest in the connection between mind and body with respect to health, the development of brain imaging techniques, dissatisfaction with the reductionist and technological orientation of biomedicine, and growing attention to the use of complementary and alternative medical treatments. The Placebo is organized into three sections: the nature and significance of the placebo effect, experimental studies of the placebo effect, and ethical issues of placebos in research and in clinical practice. This comprehensive sourcebook will be invaluable to investigators and scholars alike.

Courage Has No Color

Provides guidelines and examples for handling research, outlining, spelling, punctuation, formatting, and documentation.

Gadsby

Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to _____. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

Forever Lost

How craigslist champions openness, democracy, and other vanishing principles of the early web Begun by Craig Newmark as an e-mail to some friends about cool events happening around San Francisco, craigslist is now the leading classifieds service on the planet. It is also a throwback to the early internet. The website has barely seen an upgrade since it launched in 1996. There are no banner ads. The company doesn't profit off your data. An Internet for the People explores how people use craigslist to buy and sell, find work, and find love—and reveals why craigslist is becoming a lonely outpost in an increasingly corporatized web. Drawing on interviews with craigslist insiders and ordinary users, Jessa Lingel looks at the site's history and values, showing how it has mostly stayed the same while the web around it has become more commercial and far less open. She examines craigslist's legal history, describing the company's courtroom battles over issues of freedom of expression and data privacy, and explains the importance of locality in the social relationships fostered by the site. More than an online garage sale, job board, or dating site, craigslist holds vital lessons for the rest of the web. It is a website that values user privacy over profits, ease of use over slick design, and an ethos of the early web that might just hold the key to a more open, transparent, and democratic internet.

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