

101 Things Everyone Should Know About Economics A Down and Dirty Guide to Everything from Securities and Derivatives to Interest Rates and Hedge Funds—And What They Mean For You

What you don't know about economics can hurt you—now more than ever. This easy-to-understand guide answers all the questions you need to know to secure your financial future, such as:

- What does it mean to my paycheck when the Fed lowers or raises interest rates?
- What's the difference between bonds, securities, and derivatives—and which should I invest in now?
- What does Keynesian economics have to do with my savings?

For those people whose heads spin when reading the business pages of the newspaper, here's a roadmap through the economic jungle. In simple, plain language, Peter Sander explains how economies work, why they grow, how they contract, and what the government can and can't do to help them. Most important, he tells you how all this affects *you*—and what kind of changes you're going to see in your finances as a result.

Economics has been called the "dismal" science. But it doesn't need to be gloomy or impenetrable. This book is an essential guide for anyone who wants to understand where the economy is today, where it's going, and what it means for the rest of us.

Product Id: 17

CODE: G0017HS88V

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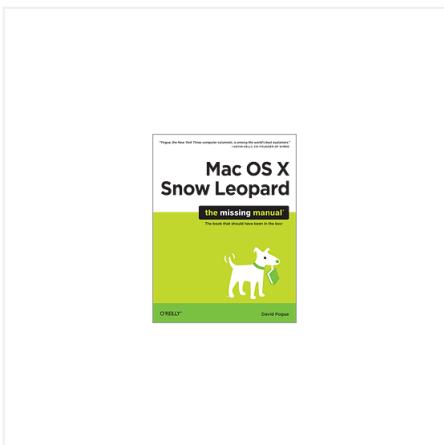
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Product reviews: 0

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Mac OS X Lion: The Missing Manual

For a company that promised to "put a pause on new features," Apple sure has been busy-there's barely a feature left untouched in Mac OS X 10.6 "Snow Leopard." There's more speed, more polish, more refinement-but still no manual. Fortunately, David Pogue is back, with the humor and expertise that have made this the #1 bestselling Mac book for eight years straight. You get all the answers with jargon-free introductions to:

- **Big-ticket changes.** A 64-bit overhaul. Faster everything. A rewritten Finder. Microsoft Exchange compatibility. All-new QuickTime Player. If Apple wrote it, this book covers it.
- **Snow Leopard Spots.** This book demystifies the hundreds of smaller enhancements, too, in all 50 programs that come with the Mac: Safari, Mail, iChat, Preview, Time Machine.
- **Shortcuts.** This must be the tippiest, trickiest Mac book ever written. Undocumented surprises await on every page.
- **Power usage.** Security, networking, build-your-own Services, file sharing with Windows, even Mac OS X's Unix chassis-this one witty, expert guide makes it all crystal clear.

Product Id: 26

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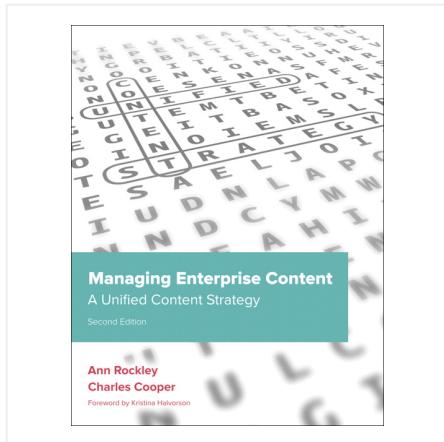
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SEO name: mac-os-x-lion-the-missing-manual

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Managing Enterprise Content: A Unified Content Strategy, 2nd Edition

We can't just design content for one channel, device or medium anymore; we need to design responsive structured content to reach customers anytime, anywhere, and on any device. And we can't do that until we can define how each element associated with a content object should be effectively written to respond to different customer needs and context of the content as well as changes in display and different capabilities of devices. This book presents a unified content strategy model.

A unified content strategy:

- Identifies customer requirements
- Defines structured content models for responsive content
- Determines how content will be reused and repurposed across media and devices and how it will adapt to changing customer needs
- Identifies the tags (metadata) for retrieval and dynamic delivery
- Determines how content should be managed throughout the entire content lifecycle
- Defines the governance policies to manage the content from creation to retirement

Product Id: 35

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Category: Computing & Internet

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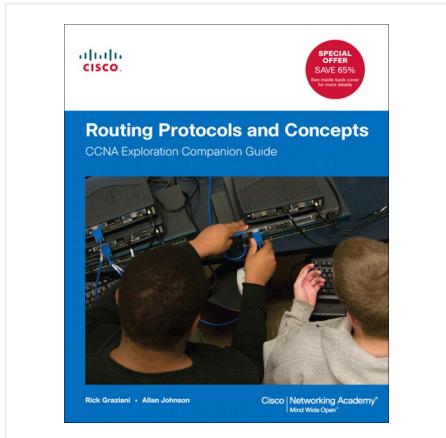
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Popularity: 5691

SEO name: managing-enterprise-content-a-unified-content-strategy-2nd-edition

Product reviews: 0

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Routing Protocols and Concepts: CCNA Exploration Companion Guide

Routing Protocols and Concepts, CCNA Exploration Companion Guide is the official supplemental textbook for the Routing Protocols and Concepts course in the Cisco Networking Academy® CCNA® Exploration curriculum version 4. This course describes the architecture, components, and operation of routers, and explains the principles of routing and the primary routing protocols. The Companion Guide, written and edited by Networking Academy instructors, is designed as a portable desk reference to use anytime, anywhere. The book's features reinforce the material in the course to help you focus on important concepts and organize your study time for exams.

New and improved features help you study and succeed in this course:

- Chapter objectives—Review core concepts by answering the focus questions listed at the beginning of each chapter.
- Key terms—Refer to the updated lists of networking vocabulary introduced and turn to the highlighted terms in context in each chapter.
- Glossary—Consult the comprehensive glossary with more than 150 terms.
- Check Your Understanding questions and answer key—Evaluate your readiness with the updated end-of-chapter questions that match the style of questions you see on the online course quizzes. The answer key explains each answer.
- Challenge questions and activities—Strive to ace more challenging review questions and activities designed to prepare you for the complex styles of questions you might see on the CCNA exam. The answer key explains each answer.

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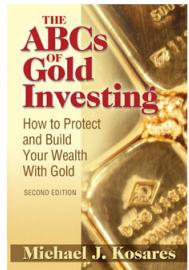
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SEO name: routing-protocols-and-concepts-ccna-exploration-companion-guide

Product reviews: 0

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The ABCs of Gold Investing. How to Protect and Build Your Wealth with Gold

The ABCs of Gold Investing (Second Edition) is a solid resource for investors wishing to understand the benefits of private gold ownership. In this reader-friendly book, author Michael J. Kosares addresses the rapid changes in both the American and world economies and explains why gold is important to you as an investor. And, with thirty years experience in the gold business, he can tell you how to add gold to your portfolio in a safe and economical manner.

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Category: Business & Investing

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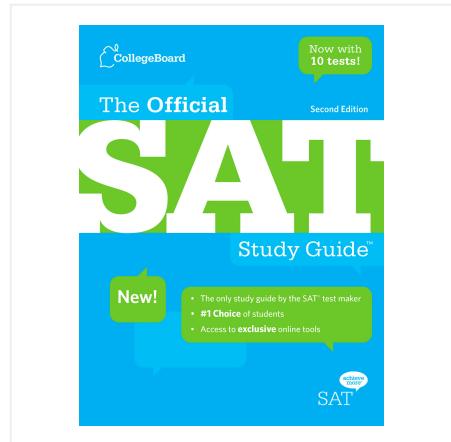
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The Official SAT Study Guide: Second Edition(TM)

When it comes to getting answers, go to the source! *The Official SAT Study Guide: Second Edition™* features 10 SAT® practice tests created by the test maker. With over 1,000 pages and more than 20 chapters, it's packed with the most up-to-date information students need to get ready for the test.

Students will gain valuable experience and raise their confidence by taking practice tests, by reviewing critical concepts, test-taking approaches, and focused sets of practice questions just like those on the actual SAT.

The Official SAT Study Guide: Second Edition™ will help students get ready for the SAT with:

- 10 official SAT practice tests, including 3 new recent exams
- detailed descriptions of math, critical reading, and writing sections of the SAT
- targeted practice questions for each SAT question type
- practice essay questions, along with sample essays and annotations
- a review of math concepts tested in the exam
- test-taking approaches and suggestions that underscore important points
- free online score reports
- exclusive access to online answers and explanations at collegeboard.org
- \$10 discount on *The Official SAT Online Course* to all book owners

There's also a complete chapter on the PSAT/NMSQT®

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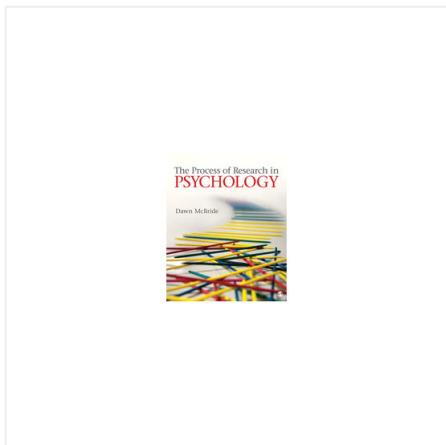
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Popularity: 6378

SEO name: the-official-sat-study-guide-second-edition-tm

Product reviews: 0

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The Process of Research in Psychology

A student friendly, thoughtfully organized introduction to research in psychology

Employing numerous examples and the pedagogical approach of spaced repetition, this introductory text provides a step-by-step explanation of how to design, conduct, and present a research study in psychology. Chronologically organized and chock-full of pedagogy, this book creates logical scaffolding upon which students can build their knowledge.

Product Id: 45

CODE: Q0045PT1DZ

Category: Education

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Popularity: 10449

SEO name: the-process-of-research-in-psychology

Product reviews: 0

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U.S. History and Government, Second Edition

Purpose:

To provide students taking the 11th-grade New York State course in U.S. history and government and the Regents examination, as well as others taking a similar course, with a concise and comprehensive text.

Text features include:

- introduction to U.S. geography with an emphasis on how geography has shaped the American experience
- summary of the founding, principles, and operations of the U.S. government . lucid historical narrative
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- primary source readings in every chapter
- emphasis on the experiences and contributions of women and minorities

- mid-chapter “in Review” features
- end-of-chapter exercises: multiple-choice, thematic-essay, and document-based questions
- more maps, charts, and tables
- expanded coverage of U.S. Supreme Court landmark cases
- “The American People: Changes at the Millennium” - a demographic feature in the last chapter
- appendix: annotated Declaration of Independence and U.S. Constitution.
- Teacher’s Manual With Answers has guidelines for class presentation of each chapter, answer key, Student’s Study Guide.
- Hardbound

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Category: Education

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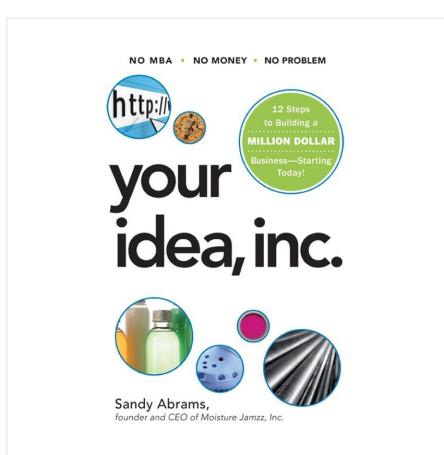
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Your Idea, Inc. 12 Steps to Building a Million Dollar Business -- Starting Today!

Every time a new story about how some nobody from nowhere got rich producing some clever new product in his garage, you may think, "Why can't I do that?" Well, anyone can--the trick is to take those good ideas and build them into great products that can succeed in the marketplace. In this book, you will get the 12-step plan you need to make your new product or service a profitable reality. You will learn important skills for success, including how to:

- Refine their idea to attract a target audience
- Research the competition
- Find the right manufacturer
- Create appropriate brand messaging
- Build buzz online and beyond
- Work trade shows and conventions

Written by a woman with no formal business experience who turned her own idea into a million-dollar company, this book is

the pragmatic yet inspiring guide every aspiring entrepreneur is looking for.

Product Id: 13

CODE: J00133PNYZ

Category: Business & Investing

Price: \$11.96

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Popularity: 12309

SEO name: your-idea-inc-12-steps-to-building-a-million-dollar-business-starting-today

Product reviews: 0

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