# Index Php/Character

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*ICLLE 2019* Syahrul R 2019-07-19 As an annual event, International Conference on Language, Literature, and Education in Digital Era (ICLLE) 2019 continued the agenda to bring together researcher, academics, experts and professionals in examining selected theme by language, literature and education in digital era. In 2019, this event held in 19-20 July 2019 at Padang, Indonesia. The conference from any kind of stakeholders related with Language and literature especially in education. Each contributed paper was refereed before being accepted for publication. The double-blind peer reviewed was used in the paper selection.

**Blender 3D: Characters, Machines, and Scenes for Artists** Enrico Valenza 2016-11-22 Gain the insights and techniques you need to give life to your own custom characters, machines, and scenes in Blender 3D About This Book Learn how to establish the basic shape of a character on the basis of templates, and take it to completion using the tools available in Blender Develop realistic and awesome machines for your 3D projects and animation films Discover advanced techniques by adding fur to a character, creating a grass field, and fine-tuning a shot with post-processing effects to enhance your creations Who This Book Is For This learning path is for those who know the basics of Blender and have hands-on experience with the software. We will directly dive into creating characters first. If you wish to use Blender to create games, animated films, and architecture simulations, this learning path will benefit you. What You Will Learn Use your sculpting skills to carve the character features from the mesh Find the best possible flow for your edge-loops to enhance the character features and to get the best possible range of deformation Mix both the Blender Internal and Cycles rendering engines in order to render materials as quickly as possible Know when and where to use various types of geometry—something that saves time in one instance will pose significant problems in another Create a 3D robot toy model from start to finish using the basic modeling tools of Blender Make a full alien character using the skin mesh modifier and the sculpting tools with an artistic approach Use re-topology techniques to create a clean 3D version of the previously sculpted alien Model a full haunted house and its environment using more advanced modeling tools and techniques such as the Array Modifier, Instance duplication, and Curves In Detail Blender 3D is one of the top 3D animation software available. As the Blender software grows more powerful and popular, there is a demand to take your modeling skills to the next level. This learning path is divided into three modules that will take you on this incredible journey of creating games. The first module will take you on a journey to understand the workflow normally used to create characters, from the modeling to the rendering stages, using the tools of the last official release of Blender exclusively. You will be making production-quality 3D models and characters quickly and efficiently, which will be ready to be added to your very own animated feature or game. The second module will help you develop a comprehensive skill set that covers the key aspects of mechanical modeling. You will create many types of projects, including a pistol, spacecraft, robot, and a racer. By the end of this module, you will have mastered a workflow that you will be able to apply to your own creations. The final module will help you to create many types of projects using a step-by-step approach. Each project in this module will give you more practice and increase your knowledge of the Blender tools and game engine. This learning path combines some of the best that Packt has to offer in one complete, curated package. It includes content from the following Packt products: Blender 3D Cookbook, Second Edition by Enrico Valenza Blender 3D Incredible Machines, Second Edition by Christopher Kuhn Blender 3D By Example by Romain Caudron and Pierre-Armand Nicq Style and approach This easy-to-follow course will teach you how to create complex 3D characters, create incredible machines, and put them together to create a 3D scene. Each topic is explained sequentially in the process of creating various models, and includes detailed explanations of the basic and advanced features.

*Teaching and Learning Chinese in Global Contexts* Linda Tsung 2011-01-13 >

**Global Marketing** Ilan Alon 2016-11-10 Global Marketing provides students with a truly international treatment of the key principles that every marketing manager should grasp. International markets present different challenges that require a marketer to think strategically, and apply tools and techniques creatively in order to respond decisively in a fiercely competitive environment. Alon et al. provide students with everything they need to rise to the challenge: Coverage of small and medium enterprises, as well as multinational corporations, where much of the growth in international trade and global marketing has occurred. A shift toward greater consideration of services marketing as more companies move away from manufacturing. A focus on emerging markets to equip students with the skills necessary to take advantage of the opportunities that these rapidly growing regions present. Chapters on social media, innovation, and technology teach students how to incorporate these new tools into their marketing strategy. New material on sustainability, ethics, and corporate social responsibility; key values for any modern business. Short cases and examples throughout the text show students how these principles and techniques are applied in the real world. Longer cases provide instructors and students with rich content for deeper analysis and discussion. Covering key topics not found in competing books, Global Marketing will equip students with the knowledge and confidence they need to become leading marketing managers. A companion website features an instructor's manual with test questions, as well as additional exercises and examples for in-class use.

MySQL/PHP Database Applications Jay Greenspan 2001-01-29 More businesses and ambitious individuals are trying to bring applications to the Web but they are bewildered with the array of components and concepts needed to create a data-driven site. The cost, stability and ease of development using the Open Source PHP 4 scripting language and a MySQL database makes this combination the best choice for small and mid-size Web-based applications. PHP4/MySQL Database Applications demonstrates web-application development by presenting seven real, ready-to-use examples starting with a simple guess book and ending with a fully-functional e-commerce site with a shopping cart. Inexperienced users will learn the essentials of working with PHP4 and MySQL so they can start building and customizing database applications for the web right away!

**Characters in Fictional Worlds** Jens Eder 2010 Although fictional characters have long dominated the reception of literature, films, television programs, comics, and other media products, only recently have they begun to attract their due attention in literary and media theory. The book systematically surveys todays diverse and at times conflicting theoretical perspectives on fictional character, spanning research on topics such as the differences between fictional characters and real persons, the ontological status of characters, the strategies of their representation and characterization, the psychology of their reception, as well as their specific forms and constellations in - and across - different media, from the book to the internet."

*Shady Characters: The Secret Life of Punctuation, Symbols, and Other Typographical Marks* Keith Houston 2013-09-24 "An absolutely fascinating blend of history, design, sociology, and cultural poetics—highly recommended."—Maria Popova, Brain Pickings A charming and indispensable tour of two thousand years of the written word, Shady Characters weaves a fascinating trail across the parallel histories of language and typography. Whether investigating the asterisk (*) and dagger (†)—which alternately illuminated and skewered heretical verses of the early Bible—or the at sign (@), which languished in obscurity for centuries until rescued by the Internet, Keith Houston draws on myriad sources to chart the life and times of these enigmatic squiggles, both exotic (¶) and everyday (¢). From the Library of Alexandria to the halls of Bell Labs, figures as diverse as Charlemagne, Vladimir Nabokov, and George W. Bush cross paths with marks as obscure as the interrobang (‽) and as divisive as the dash (—). Ancient Roman graffiti, Venetian trading shorthand, Cold War double agents, and Madison Avenue round out an ever more diverse set of episodes, characters, and artifacts. Richly illustrated, ranging across time, typographies, and countries, Shady Characters will delight and entertain all who cherish the unpredictable and surprising in the writing life.

*100 Greatest Video Game Characters* Jaime Banks 2017-06-23 Though in existence for only a few decades, video games are now firmly established in mainstream culture all around the planet. Every year new games are produced, and every year new favorites emerge. But certain characters have become so iconic that they withstand both time and the shifting interests of players. Such creations permeate other elements of popular culture—from graphic novels to film—and are known not only to dedicated gamers but to the general public as well. In 100 Greatest Video Game Characters, readers can learn about some of the most popular and influential figures that have leapt from computer monitors and television screens and into the public consciousness. The entries in this volume provide general facts about the characters as well as explore their cultural significance. The entries include the following information: Game developer Year character was established Video game franchise In addition, the book examines the commonalities of various video game characters to help readers better understand their popularity and how they operate within the video games and the industry itself. Whether casually looking up information on video game characters or researching what these icons says about society, readers will enjoy this entertaining and informative volume. Comprehensive and engaging, 100 Greatest Video Game Characters will appeal to fans and scholars alike.

**Intelligent Communication Technologies and Virtual Mobile Networks** G. Rajakumar

Characters and Characterization in Luke-Acts Frank Dicken 2016-10-20 Like all skilful authors, the composer of the biblical books of Luke and Acts understood that a good story requires more than a gripping plot - a persuasive narrative also needs well-portrayed, plot-enhancing characters. This book brings together a set of new essays examining characters and characterization in those books from a variety of methodological perspectives. The essays illustrate how narratological, sociolinguistic, reader-response, feminist, redaction, reception historical, and comparative literature approaches can be fruitfully applied to the question of Luke's techniques of characterization. Theoretical and methodological discussions are complemented with case studies of specific Lukan characters. Together, the essays reflect the understanding that while many of the literary techniques involved in characterization attest a certain universality, each writer also brings his or her own unique perspective and talent to the portrayal and use of characters, with the result that analysis of a writer's characters and style of characterization can enhance appreciation of that writer's work.

Professional LAMP Jason Gerner 2005-12-13 The combination of Linux, Apache, MySQL, and PHP is popular because of interaction, flexibility, customization, and-most importantly-the cost effectiveness of its components Helps LAMP professionals take their skills to the next level with in-depth discussions of OOP; extensions of PHP such as PEAR, GD, XML, and CURL; improving site security; and advanced tools available to the coder Those proficient in other languages such as Java, C++, Perl and ASP will find this guide invaluable when transitioning to the LAMP environment The Web site includes sample scripts created in the course of each chapter, and several applications that can be modified and reused

The Narratology of Comic Art Kai Mikkonen 2017-05-08 By placing comics in a lively dialogue with contemporary narrative theory, The Narratology of Comic Art builds a systematic theory of narrative comics, going beyond the typical focus on the Anglophone tradition. This involves not just the exploration of those properties in comics that can be meaningfully investigated with existing narrative theory, but an interpretive study of the potential in narratological concepts and analytical procedures that has hitherto been overlooked. This research monograph is, then, not an application of narratology in the medium and art of comics, but a revision of narratological concepts and approaches through the study of narrative comics. Thus, while narratology is brought to bear on comics, equally comics are brought to bear on narratology.

**Joomla! Templates** Angie Radtke 2012-08-01 Provides information on template design, development, and customization using Joomla!, covering such topics as usability, CSS, PHP, accessability, and HTML5.

**Superman**

*PHP, MySQL, JavaScript & HTML5 All-in-One For Dummies* Steve Suehring 2013-03-15 Get the basics on four key web programming tools in one great book! PHP, JavaScript, and HTML5 are essential programming languages for creating dynamic websites that work with the MySQL database. PHP and MySQL provide a robust, easy-to-learn, open-source solution for creating superb e-commerce sites and content management. JavaScript and HTML5 add support for the most current multimedia effects. This one-stop guide gives you what you need to know about all four! Seven self-contained minibooks cover web technologies, HTML5 and CSS3, PHP programming, MySQL databases, JavaScript, PHP with templates, and web applications. Addresses how PHP, MySQL, JavaScript, and HTML5 are vital tools for creating dynamic, database-driven websites and are especially important for e-commerce sites Serves as essential reading for web designers who are new to these technologies, offering a crash course covering all of these powerful technologies in this handy volume of seven self-contained minibooks Covers how to program in PHP and how to create and administer a MySQL database as well as how to manipulate MySQL data via a web interface Shows how to create a secure website and how to code popular e-business applications such as login programs and shopping carts With seven books in one, PHP, MySQL, JavaScript & HTML5 All-in-One For Dummies will turn your website into the center of attention in no time at all.

**PHP Reference: Beginner to Intermediate PHP5** Mario Lurig 2008-04 A collection of over 250 PHP functions with clear explanations in language anyone can understand, followed with as many examples as it takes to understand what the function does and how it works. This book includes numerous additional tips, the basics of PHP, MySQL query examples, regular expressions syntax, and two indexes to help you find information faster: a common language index and a function index. When the internet is not around or you want a simpler explanation along with all the technical details, this book has all of that and more.

**Optical Character Recognition Systems for Different Languages with Soft Computing** Arindam Chaudhuri 2016-12-23 The book offers a comprehensive survey of soft-computing models for optical character recognition systems. The various techniques, including fuzzy and rough sets, artificial neural networks and genetic algorithms, are tested using real texts written in different languages, such as English, French, German, Latin, Hindi and Gujrati, which have been extracted by publicly available datasets. The simulation studies, which are reported in details here, show that soft-computing based modeling of OCR systems performs consistently better than traditional models. Mainly intended as state-of-the-art survey for postgraduates and researchers in pattern recognition, optical character recognition and soft computing, this book will be useful for professionals in computer vision and image processing alike, dealing with different issues related to optical character recognition.

**Advances and Trends in Artificial Intelligence. From Theory to Practice** Hamido Fujita 2021 This two-volume set of LNAI 12798 and 12799 constitutes the thoroughly refereed proceedings of the 34th International Conference on Industrial, Engineering and Other Applications of Applied Intelligent Systems, IEA/AIE 2021, held virtually and in Kuala Lumpur, Malaysia, in July 2021. The 87 full papers and 19 short papers presented were carefully reviewed and selected from 145 submissions. The IEA/AIE 2021 conference will continue the tradition of emphasizing on applications of applied intelligent systems to solve real-life problems in all areas. These areas include the following: Part I, Artificial Intelligence Practices: Knowledge discovery and pattern mining; artificial intelligence and machine learning; sematic, topology, and ontology models; medical and health-related applications; graphic and social network analysis; signal and bioinformatics processing; evolutionary computation; attack security; natural language and text processing; fuzzy inference and theory; and sensor and communication networks Part II, From Theory to Practice: Prediction and recommendation; data management, clustering and classification; robotics; knowledge based and decision support systems; multimedia applications; innovative applications of intelligent systems; CPS and industrial applications; defect, anomaly and intrusion detection; financial and supply chain applications; Bayesian networks; BigData and time series processing; and information retrieval and relation extraction.

**Secure Development for Mobile Apps** J. D. Glaser 2014-10-13 The world is becoming increasingly mobile. Smartphones and tablets have become more powerful and popular, with many of these devices now containing confidential business, financial, and personal information. This has led to a greater focus on mobile software security. Establishing mobile software security should be of primary concern to every mobile application developer. This book explains how you can create mobile social applications that incorporate security throughout the development process. Although there are many books that address security issues, most do not explain how to incorporate security into the building process. Secure Development for Mobile Apps does exactly that. Its step-by-step guidance shows you how to integrate security measures into social apps running on mobile platforms. You'll learn how to design and code apps with security as part of the process and not an afterthought. The author outlines best practices and tools, project layout templates, PHP and PDO, PHP encryption, and guidelines for secure session management, form validation, and file uploading. The book also demonstrates how to develop secure mobile apps using the APIs for Google Maps, YouTube, jQuery Mobile, Twitter, and Facebook. While this is not a beginner's guide to programming, you should have no problem following along if you've spent some time developing with PHP and MySQL.

*Mapping Smallville* Cory Barker 2014-07-25 One of the first full-length academic projects on the television series Smallville, this collection of new essays explains why the WB/CW series is important to understanding contemporary popular culture. The essays are presented in four sections covering broad categories: Clark Kent's metamorphosis to Superman and the influence of his parents and the home; the role of the series' noteworthy female characters; the series' representations of the Other, explorations of identity, and the ways in which characters speak to Clark's own struggles; and audience reception of the series and its position within the Superman narrative universe.

**PHP 6 and MySQL 5 for Dynamic Web Sites** Larry Edward Ullman 2008 Explains how to access and create MySQL databases through PHP scripting, including discussion of authentication, network connectivity, sessions, and content management.

PHP Bible Tim Converse 2002-10-03 * Covers why users need PHP, how to get started, how to add PHP to HTML, and how to connect HTML Web pages to MySQL or Oracle databases. * Authors have extensive experience using PHP and provide case studies of how and where to use PHP. * Covers advanced topics, such as HTTP, cookies, Web services, redirection, building graphics, and sessions.

Crafting Characters Koen De Temmerman 2014-02-27 The oldest European novels were written in ancient Greek during the first few centuries of the Common Era. Despite the gold rush towards these novels in the last two decades and the resurgence of interest in representations of character in literary studies, and Classical studies in particular, no volume has yet been devoted to exploring character and characterization in the ancient Greek novels. This study analyses the characterization of the protagonists in the five extant, so-called 'ideal' Greek novels (those of Chariton, Xenophon of Ephesus, Achilles Tatius, Longus, and Heliodorus). De Temmerman offers close readings of techniques of characterization used in each novel and combines modern—mainly, but not exclusively, structuralist—narratology and ancient rhetoric. He argues that three conceptual couples central to ancient theory of character, typification/individuation, idealistic/realistic characterization, and static/dynamic character, construct character in these narratives more ambiguously, more elusively, and in more complex ways than has so far been realized. Throughout the different chapters, it also becomes clear how intimately presentations of character are intertwined with self-portrayal and performance of the self.

PHP 4 Bible Tim Converse 2000-08-31 Demonstrates the latest version of the server-side HTML-embedded language, explaining how to connect Web pages to backend databases, design relational databases, connect PHP code to e-mail programs, and avoid common problems.

**DC Comics Encyclopedia**

Sadao Kajikawa 2018-09-17 In his moving memoir, Sadao Kajikawa tells the story of two generations of second-born sons, or jinans, who rode waves of hope, despair, and success across two rival countries and one world war. At age eighteen, with only five dollars in his pocket, little formal education, and no command of the English language, Sadao left Hiroshima. He boarded the Tatsuta Maru alone in 1936 and set sail for his birthplace-an otherwise foreign and faraway country he had left when he was three. In Los Angeles, Sadao would join his older brother, Tadashi. Once reunited in LA, an unstoppable entrepreneurial drive would awaken within the Kajikawa brothers and lead to undreamed-of success. This fraternal force, born from unwavering filial piety and an invincible survival instinct, would sustain them throughout World War II, allow them to thrive once the Allies had declared victory, and withstand the virulently anti-Japanese climate of their native land. Despite the injustice of Executive Order 9066 and the loss of loved ones when the nuclear bomb razed Hiroshima to the ground, Sadao maintained his determined humility, having sworn his family would never know the hunger and desperation he experienced as an impoverished child in Japan. Blurring definitions of homeland, in Jinan, Sadao describes how unbreakable family ties spanning two warring countries separated by the mighty Pacific allowed him to triumph over seemingly insurmountable odds. Sadao provides one man's intimate, cross-cultural account that breaks the model minority mold and reflects the diverse and quiet-but-indomitable voices of the Greatest Generation. His book is an inspiring and timeless testament to the power, promise, and potential of the immigrant experience.

*Jinan* Kathryn Seifert, PhD 2011-10-07 Print+CourseSmart

*Youth Violence* Jason Lengstorf 2009-12-05 Get started in web development using PHP. Even if you've never programmed before, author Jason Lengstorf introduces you to PHP by showing you how to build a PHP-based blogging site while covering all the good coding practices and skills that you'll need when you start your own projects. *PHP for Absolute Beginners* Create web content with version 5.3 of PHP Learn good coding practices from the very beginning Learn how systems like WordPress work Jason Lengstorf takes a practical approach to teaching you how to build a content management system. You'll dive into writing web applications and be guided by the author's supportive explanations, rather than learning elements of the PHP language and viewing examples after. PHP for Absolute Beginners starts slowly and covers everything you need to know about beginning web development using PHP. Even the most inexperienced web developer will find this book accessible.

*Video Games and the Global South* Phillip Penix-Tadsen 2019 "Redefines games and game culture from south to north, analyzing the social impact of video games, the growth of game development and the vitality of game cultures across Africa, the Middle East, Central and South America, the Indian subcontinent, Oceania and Asia."--Back cover.

**Professional Wikis** Mark S. Choate 2008-01-07

**Educating for a Characterful Society** James Arthur 2020-09-09 The UK National Curriculum states that schools should reaffirm commitment to the virtues of truth, justice, honesty, trust and a sense of duty. This aim, loosely defined as 'character' education, is widely agreed to be critical to healthy development and a fair, just and democratic society. But what exactly is 'character' and how best to educate for it? This vitally important book, written by five internationally prominent figures and government advisers, aims to answer that question. Accessibly written and brimming with inspirational ideas, it looks at questions of research, education, government policy and societal engagement with character, including in the light of COVID-19 and the huge debt owed to the public services frontline. This book is a fascinating and vital read for parents, teachers and anyone concerned with social justice, developing the energy and passion of young people and working towards a better, stronger, fairer society. This could very well be the most important book you read all year!

Youth Violence Rafay Baloch 2017-09-29 Requiring no prior hacking experience, Ethical Hacking and Penetration Testing Guide supplies a complete introduction to the steps required to complete a penetration test, or ethical hack, from beginning to end. You will learn how to properly utilize and interpret the results of modern-day hacking tools, which are required to complete a penetration test. The book covers a wide range of tools, including Backtrack Linux, Google reconnaissance, MetaGooFil, dig, Nmap, Nessus, Metasploit, Fast Track Autopwn, Netcat, and Hacker Defender rootkit. Supplying a simple and clean explanation of how to effectively utilize these tools, it details a four-step methodology for conducting an effective penetration test or hack.Providing an accessible introduction to penetration testing and hacking, the book supplies you with a fundamental understanding of offensive security. After completing the book you will be prepared to take on in-depth and advanced topics in hacking and penetration testing. The book walks you through each of the steps and tools in a structured, orderly manner allowing you to understand how the output from each tool can be fully utilized in the subsequent phases of the penetration test. This process will allow you to clearly see how the various tools and phases relate to each other. An ideal resource for those who want to learn about ethical hacking but don?t know where to start, this book will help take your hacking skills to the next level. The topics described in this book comply with international standards and with what is being taught in international certifications.

*PHP for Absolute Beginners* **Beginning PHP and MySQL E-Commerce** Cristian Darie 2008-03-28 * PHP is an open-source server-side scripting language, with millions of users worldwide. It is more popular than Microsoft's ASP and ASP.NET. Version 5, out before the end of Q2 of 2004, features new OO-programming capabilities. * MySQL is the most popular open source RDBMS. * There are a lot of E-commerce elements, such as credit card transaction processing, that are not easy to learn. This book will provide solid e-commerce solutions for PHP and MySQL developers. * This will be a good companion book to Apress' 1893115518 Beginning PHP 5 and MySQL: From Novice to Professional by W.J. Gilmore.

**The JavaScript Pocket Guide** Lenny Burdette 2010-04-26 JavaScript is an object-oriented scripting language that enables you to modify a document's structure, styling, and content in response to user actions. This handy pocket serves as both a quick introduction to the language and acts a valuable reference. It's packed with tips as well as JavaScript syntax, methods, and properties. Concise and inexpensive, it's exactly the guide many web designers and developers need.

Eloquent JavaScript, 3rd Edition Marijn Haverbeke 2018-12-04 Completely revised and updated, this best-selling introduction to programming in JavaScript focuses on writing real applications. JavaScript lies at the heart of almost every modern web application, from social apps like Twitter to browser-based game frameworks like Phaser and Babylon. Though simple for beginners to pick up and play with, JavaScript is a flexible, complex language that you can use to build full-scale applications. This much anticipated and thoroughly revised third edition of Eloquent JavaScript dives deep into the JavaScript language to show you how to write beautiful, effective code. It has been updated to reflect the current state of Java¬Script and web browsers and includes brand-new material on features like class notation, arrow functions, iterators, async functions, template strings, and block scope. A host of new exercises have also been added to test your skills and keep you on track. As with previous editions, Haverbeke continues to teach through extensive examples and immerses you in code from the start, while exercises and full-chapter projects give you hands-on experience with writing your own programs. You start by learning the basic structure of the JavaScript language as well as control structures, functions, and data structures to help you write basic programs. Then you'll learn about error handling and bug fixing, modularity, and asynchronous programming before moving on to web browsers and how JavaScript is used to program them. As you build projects such as an artificial life simulation, a simple programming language, and a paint program, you'll learn how to: - Understand the essential elements of programming, including syntax, control, and data - Organize and clarify your code with object-oriented and functional programming techniques - Script the browser and make basic web applications - Use the DOM effectively to interact with browsers - Harness Node.js to build servers and utilities Isn't it time you became fluent in the language of the Web? * All source code is available online in an inter¬active sandbox, where you can edit the code, run it, and see its output instantly.

Tony Mullen 2011-06-09

Religious Authority and the State in Africa Jennifer G. Cooke 2015-11-10 Two important dynamics have driven political and social change in sub-Saharan Africa during the past 25 years. New religious trends have emerged within the main faiths of Islam and Christianity, in particular the emergence of more charismatic, assertive forms of religious expression. Meanwhile, political space has opened in scores of countries as one-party rule has given way to a process of democratization, yet to be completed. Based on their field work in each country, the authors examine the various ways in which religious actors have chosen to engage with the state. They also consider how governments and political actors respond to, and seek to manage, these interactions.

Todd Perkins 2009-03-10 Some people believe that because search engines can't index all of the content in SWF files, Flash-based websites and Rich Internet Applications don't show up in web searches. This breakthrough book dispels that myth by demonstrating precisely what you can do to make your site fully searchable no matter how much Flash it contains. You'll learn best practices for using HTML, CSS, and JavaScript to build sites with Flash that will stand tall in search rankings. Search Engine Optimization for Flash shows you how search engines work, what constitutes a search-engine-optimized (SEO) site, and what to watch out for in the way of SEO pitfalls. With this concise book, you will: Know what content is searchable, and why metadata, keywords, and links are so important Learn how to place HTML content in your Flash applications Create an SEO website by connecting Flash to JavaScript and CSS Work effectively with SWFObject by understanding its capabilities and limitations Discover the advantages of using the Adobe Flex framework for SEO The first and most authoritative book on how to optimize Flash content for search engines, Search Engine Optimization for Flash is an invaluable resource if you develop with Flash and want to be sure your audience can easily find your site.

**Handbook of Research on Consumption, Media, and Popular Culture in the Global Age** Ozgen, Ozlen 2019-05-15 The mass production and diversification of media have accelerated the development of popular culture. This has started a new trend in consumerism of desiring new consumption objects and devaluing those consumption objects once acquired, thus creating a constant demand for new items. Pop culture now canalizes consumerism both with advertising and the marketing of consumerist lifestyles, which are disseminated in the mass media. The Handbook of Research on Consumption, Media, and Popular Culture in the Global Age discusses interdisciplinary perspectives on media influence and consumer impacts in a globalizing world due to modern communication technology. Featuring research on topics such as consumer culture, communication ethics, and social media, this book is ideally designed for managers, marketers, researchers, academicians, and students.

**WordPress 2** Maria Langer 2006-06-29 WordPress is an open-source personal publishing platform that is easy to use, flexible, and highly customizable. Although used primarily for publishing blogs, WordPress can easily be used to create and maintain complete Web sites. Taking the average blogger further than blogspot can, WordPress allows bloggers to create more complicated sites with their open-source technology, rather than blogger which is limited by HTML changes to their templates. This easy-to-follow, step-by-step guide shows you how to install, use, and customize WordPress to get the most from the software. Includes tips that explain why certain techniques are better than others, how to watch for potential problems, and where readers can find more information.


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