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in share retweet repeat john hlinko shows readers how to take their ideas causes and products and craft marketing campaigns around them that create buzz in the world of constant communication the average consumer of information has transformed into a publisher of information as well with easy to follow steps hlinko teaches readers how to create spreadable messages to optimize return on investment on any communications budget this book is for anyone who wants to learn how to stand out be noticed and get others talking about them

strategies for advocacy fundraising and engaging the community social change anytime everywhere was written for nonprofit staff who say themselves or are asked by others email communications social media and mobile are important but how will they help our nonprofit and the issues we work on most importantly how the heck do we integrate and utilize these tools successfully the book will help answer these questions and is organized to guide readers through the planning and implementation of online multi channel strategies that will spark advocacy raise money and promote deeper community engagement in order to achieve social change in real time it also serves as a resource to help nonprofit staff and their

boards quickly understand the evolving online landscape and identify and implement the best online channels strategies tools and tactics to help their organizations achieve their missions

a public policy leader addresses how artificial intelligence is transforming the future of labor and what we can do to protect the role of workers as computer technology advances with dizzying speed human workers face an ever increasing threat of obsolescence in human work in the age of smart machines jamie merisotis argues that we can and must rise to this challenge by preparing to work alongside smart machines doing that which only humans can thinking critically reasoning ethically interacting interpersonally and serving others with empathy the president and ceo of lumina foundation merisotis offers a roadmap for the large scale radical changes we must make in order to find abundant and meaningful work for ourselves in the 21st century his vision centers on developing our unique capabilities as humans through learning opportunities that deliver fair results and offer a broad range of credentials by challenging long held assumptions and expanding our concept of work merisotis argues that we can harness the population s potential encourage a deeper sense of community and erase a centuries long system of inequality

a fully updated new edition of the fun and easy guide to getting up and running on twitter with more than half a billion registered users twitter continues to grow by leaps and bounds this handy guide from one of the first marketers to discover the power of twitter covers all the new features it explains all the nuts and bolts how to make good connections and why and how twitter can benefit you and your business fully updated to cover all the latest features and changes to twitter written by a twitter pioneer who was one of the first marketers to fully tap into twitter s business applications ideal for beginners whether they want to use twitter to stay in touch with friends or to market their products and services explains how to incorporate twitter into other social media and how to use third party tools to improve and simplify twitter

there are many different social media platforms that provide a wide array of services exploring the results yielded by these platforms can enhance their usefulness and impact on society s advancement social media performance evaluation and success measurements is a pivotal reference source for the latest scholarly research on social networking participation expectations and values to examine individual performance in digital communication activities featuring coverage across a range of topics such as crisis communication social networking engagement and return on investments this publication is ideally designed for academicians practitioners and researchers seeking current research on the benefits of utilizing the social network environment of today

oggi tutti parlano di social network ma quanti li sanno utilizzare in modo veramente incisivo condividi ritwitta diffondi grazie a passaggi semplici e chiari insegna come creare una campagna di marketing virale in grado di trasmettere messaggi nel modo più proficuo ed economico oggi è possibile avviare una campagna di comunicazione senza bisogno di grossi budget grazie ai social network È però indispensabile conoscerne a fondo i meccanismi di funzionamento per utilizzarli al meglio in queste operazioni costruire un messaggio che sappia colpire il lettore attraverso la comicità l'orgoglio l'emozione individuare gli interlocutori capaci di moltiplicare il messaggio utilizzare la piattaforma adatta al tipo di messaggio

this book brings together scientists researchers practitioners and students from academia and industry to present recent and ongoing research activities concerning the latest advances techniques and applications of natural language processing systems and to promote the exchange of new ideas and lessons learned taken together the chapters of this book provide a collection of high quality research works that address broad challenges in both theoretical and applied aspects of intelligent natural language processing the book presents the state of the art in research on natural language processing computational linguistics applied arabic linguistics and related areas new trends in natural language processing systems are rapidly emerging and finding application in various domains including education travel and tourism and healthcare among others many issues encountered during the development of these applications can be resolved by incorporating language technology solutions the topics covered by the book include character and speech recognition morphological syntactic and semantic processing information extraction information retrieval and question answering text classification and text mining text summarization sentiment analysis machine translation building and evaluating linguistic resources and intelligent language tutoring systems

from a techcrunch founder and award winning strategist comes the most comprehensive guide to the newest fundraising options for today's entrepreneurs fundraising for startups has changed dramatically in the past decade there was a time when vcs were rock stars and a founder with a big idea and a little drive could raise a few hundred thousand dollars to build a business but those days are gone in the aftermath of the great recession and a massive drop in tech investments it's become harder and harder for founders to raise money the good news today's entrepreneurs have more options than ever before with greater opportunities to get the ball rolling get investors excited and get funded a comprehensive cutting edge guide from tech journalist and entrepreneur john biggs and communication strategist eric villines get funded will enable you to create a solid business plan and a powerful story that investors respond to explore a wide range of funding options and find the

ones that are right for you understand valuation and dilution plan prepare and deliver the perfect pitch raise money through grants micro loans micro donations and crowdfunding take advantage of the latest online resources and financial tools filled with step by step strategies ready to use resources and on the ground insights this is a must read for every entrepreneur even if you ve started a business before you ll discover a whole new funding landscape with exciting tech driven models including crowdfunding platforms like gofundme and patreon cryptocurrencies like bitcoin ieos initial exchange offerings micro loans and micro donations as well as more traditional tried and true methods beyond a road map to the current world of funding get funded provides proven strategies for pitching marketing bootstrapping and more it s a complete 360 degree tool with easy to follow worksheets and online resources that will help you build a sustainable funding strategy that s right for your business and crucial to your success whether you re starting a food truck or a biotech startup get funded has got you covered

although before the dawn is the story of the author s family and of the meiji restoration it is much more than that the aftermath of the events that form its context have fundamentally altered the nature of the world we live in its author was a man of sophistication and erudition even though he was not given to virtuoso displays of either quality he created this novel out of his personal and artistic needs and out of his sense of the need of japan and the world community to know the story he tells in it japan has been richly served by the original but toson had a worldwide as well as a japanese audience in mind when he wrote before the dawn this translation has been done in the hope of contributing to that undertaking before the dawn looks back on the adventure turmoil and tragedy of the mid nineteenth century with a clear and unsentimental vision but it speaks of those times in tones of tact humility and deference it is a celebration of the humanity of its characters and the richness complexity and diversity of the lives they lived during the final years of the tokugawa shogunate and the first two decades of the meiji era for all the weight of its historical concerns it maintains its lyrical tone even when the subject is external threat internal political turmoil the grinding hardship of maintaining the old post system or the bitter disappointments that the new age brought so many of those who had worked hardest and sacrificed most to bring it into being it has been followed not only by scholarly studies but also by an immense outpouring of historical fiction family and local histories and other publications drawing on the rich store of old diaries and official records preserved throughout the country these later works often illuminate the period from points of view that were not accessible to any of toson s characters but before the dawn remains the standard against which all others are measured from the introduction

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Introduction

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