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SUL855 - EDWARD JAYLEN

Four acknowledged experts in search engine optimization share guidelines and innovative techniques that will help you plan and execute a comprehensive SEO strategy. This second edition brings you up to date on recent changes in search engine behavior—such as new ranking methods involving user engagement and social media—with an array of effective tactics, from basic to advanced. Comprehend SEO's many intricacies and complexities Explore the underlying theory and inner workings of search engines Understand the role of social media, user data, and links Discover tools to track results and measure success Recognize how changes to your site can confuse search engines Learn to build a competent SEO team with defined roles Glimpse the future of search and the SEO industry Visit www.artofseobook.com for late-breaking updates, checklists, worksheets, templates, and guides. "SEO expertise is a core need for today's online businesses. Written by some of the top SEO practitioners out there, this book can teach you what you need to know for your online business." —Tony Hsieh, CEO of Zappos.com, Inc., author of New York Times bestseller *Delivering Happiness*

"This guidebook sets out the public health rationale for making it easier for adolescents to obtain the health services that they need to protect and improve their health and well-being, including sexual and reproductive health services. It defines 'adolescent-friendly health services' from the perspective of quality, and provides step-by-step guidance on developing quality standards for health service provision to adolescents. Drawing upon international experience, it is also tailored to national epidemiological, social, cultural and economic realities, and provides guidance on identifying what actions need to be taken to assess whether appropriate standards have been achieved."—Introduction, page v.

NEW YORK TIMES BESTSELLER • "A fascinating look at how consumers perceive logos, ads, commercials, brands, and products."—Time How much do we know about why we buy? What truly influences our decisions in today's message-cluttered world? In *Buyology*, Martin Lindstrom presents the astonishing findings from his groundbreaking three-year, seven-million-dollar neuro-marketing study—a cutting-edge experiment that peered inside the brains of 2,000 volunteers from all around the world as they encountered various ads, logos, commercials, brands, and products. His startling results shatter much of what we have long believed about what captures our interest—and drives us to buy. Among the questions he explores: • Does sex actually sell? • Does subliminal advertising still surround us? • Can "cool" brands trigger our mating instincts? • Can our other senses—smell, touch, and sound—be aroused when we see a product? *Buyology* is a fascinating and shocking journey into the mind of today's consumer that will captivate anyone who's been seduced—or turned off—by marketers' relentless attempts to win our loyalty, our money, and our minds.

The fourth edition of *CMOS Digital Integrated Circuits: Analysis and Design* continues the well-established tradition of the earlier editions by offering the most comprehensive coverage of digital CMOS circuit design, as well as addressing state-of-the-art technology issues highlighted by the widespread use of nanometer-scale CMOS technologies. In this latest edition, virtually all chapters have been re-written, the transistor model equations and device parameters have been revised to reflect the significant changes that must be taken into account for new technology generations, and the material has been reinforced with up-to-date examples. The broad-ranging coverage of this textbook starts with the fundamentals of CMOS process technology, and continues with MOS transistor models, basic CMOS gates, interconnect effects, dynamic circuits, memory circuits, arithmetic building blocks, clock and I/O circuits, low power design techniques, design for manufacturability and design for testability.

The 80/20 rule is one of the most helpful concepts for life and time management. Also known as the Pareto Principle, this rule suggests that 20 percent of your activities will account for 80 percent of your results. In this book, you will learn: - What is the 80/20 rule - How to apply it to goal setting - How to use it to increase your productivity - How to use it to achieve success in your life - And many more If you want to increase your productivity and achieve success in your life, this book is for you.

Includes a detachable folded poster of "The Matrix."

Powerful Earthquake Triggers Tsunami in Pacific. Hurricane Katrina Makes Landfall in the Gulf Coast. Avalanche Buries Highway in Denver. Tornado Touches Down in Georgia. These headlines not only have caught the attention of people around the world, they have had a significant effect on IT professionals as well. As technology continues to become more integral to corporate opera-

tions at every level of the organization, the job of IT has expanded to become almost all-encompassing. These days, it's difficult to find corners of a company that technology does not touch. As a result, the need to plan for potential disruptions to technology services has increased exponentially. That is what Business Continuity Planning (BCP) is: a methodology used to create a plan for how an organization will recover after a disaster of various types. It takes into account both security and corporate risk management tactics. There is a lot of movement around this initiative in the industry: the British Standards Institute is releasing a new standard for BCP this year. Trade shows are popping up covering the topic.

* Complete coverage of the 3 categories of disaster: natural hazards, human-caused hazards, and accidental and technical hazards. * Only published source of information on the new BCI standards and government requirements. * Up dated information on recovery from cyber attacks, rioting, protests, product tampering, bombs, explosions, and terrorism.

More than one million hardcovers sold Now available for the first time in paperback! The Classic Text Annotated to Update Graham's Timeless Wisdom for Today's Market Conditions The greatest investment advisor of the twentieth century, Benjamin Graham taught and inspired people worldwide. Graham's philosophy of "value investing" -- which shields investors from substantial error and teaches them to develop long-term strategies -- has made *The Intelligent Investor* the stock market bible ever since its original publication in 1949. Over the years, market developments have proven the wisdom of Graham's strategies. While preserving the integrity of Graham's original text, this revised edition includes updated commentary by noted financial journalist Jason Zweig, whose perspective incorporates the realities of today's market, draws parallels between Graham's examples and today's financial headlines, and gives readers a more thorough understanding of how to apply Graham's principles. Vital and indispensable, this HarperBusiness Essentials edition of *The Intelligent Investor* is the most important book you will ever read on how to reach your financial goals.

The Red Team Field Manual (RTFM) is a no fluff, but thorough reference guide for serious Red Team members who routinely find themselves on a mission without Google or the time to scan through a man page. The RTFM contains the basic syntax for commonly used Linux and Windows command line tools, but it also encapsulates unique use cases for powerful tools such as Python and Windows PowerShell. The RTFM will repeatedly save you time looking up the hard to remember Windows nuances such as Windows wmic and dsquery command line tools, key registry values, scheduled tasks syntax, startup locations and Windows scripting. More importantly, it should teach you some new red team techniques.

Since the properties of MMCs can be directly designed "into" the material, they can fulfill all the demands set by design engineers. This book surveys the latest results and development possibilities for MMCs as engineering and functional materials, making it of utmost value to all materials scientists and engineers seeking in-depth background information on the potentials these materials have to offer in research, development and design engineering.

Twelve Years a Slave (1853) is a memoir and slave narrative by Solomon Northup, as told to and edited by David Wilson. Northup, a black man who was born free in New York, details his kidnapping in Washington, D.C. and subsequent sale into slavery. After having been kept in bondage for 12 years in Louisiana by various masters, Northup was able to write to friends and family in New York, who were in turn able to secure his release. Northup's account provides extensive details on the slave markets in Washington, D.C. and New Orleans and describes at length cotton and sugar cultivation on major plantations in Louisiana.

The timeless and practical advice in *The Magic of Thinking Big* clearly demonstrates how you can: Sell more Manage better Lead fearlessly Earn more Enjoy a happier, more fulfilling life With applicable and easy-to-implement insights, you'll discover: Why believing you can succeed is essential How to quit making excuses The means to overcoming fear and finding confidence How to develop and use creative thinking and dreaming Why making (and getting) the most of your attitudes is critical How to think right towards others The best ways to make "action" a habit How to find victory in defeat Goals for growth, and How to think like a leader "Believe Big," says Schwartz. "The size of your success is determined by the size of your belief. Think little goals and expect little achievements. Think big goals and win big success. Remember this, too! Big ideas and big plans are often easier -- certainly no more difficult - than small ideas and small plans."

Series 7 Study Guide: Test Prep Manual & Practice Exam Ques-

tions for the FINRA Series 7 Licence Exam Developed for test takers trying to achieve a passing score on the Series 7 exam, this comprehensive study guide includes: -Quick Overview -Test-Taking Strategies -Introduction to the Series 7 Exam -Regulatory Requirements -Knowledge of Investor Profile -Opening and Maintaining Customer Accounts -Business Conduct Knowledge & Suitable Recommendations -Orders and Transactions in Customer Accounts -Professional Conduct and Ethical Considerations -Primary Marketplace -Secondary Marketplace -Principal Factors Affecting Securities, Markets, and Prices -Analysis of Securities and Markets -Equity Securities -Debt Securities -Packaged Securities and Managed Investments -Options -Retirement Plans -Custodial, Education, and Health Savings -Practice Questions -Detailed Answer Explanations Each section of the test has a comprehensive review that goes into detail to cover all of the content likely to appear on the Series 7 exam. The practice test questions are each followed by detailed answer explanations. If you miss a question, it's important that you are able to understand the nature of your mistake and how to avoid making it again in the future. The answer explanations will help you to learn from your mistakes and overcome them. Understanding the latest test-taking strategies is essential to preparing you for what you will expect on the exam. A test taker has to not only understand the material that is being covered on the test, but also must be familiar with the strategies that are necessary to properly utilize the time provided and get through the test without making any avoidable errors. Anyone planning to take the Series 7 exam should take advantage of the review material, practice test questions, and test-taking strategies contained in this study guide.

The New York Times and Wall Street Journal bestseller, based on the principle that little, everyday decisions will either take you to the life you desire or to disaster by default. No gimmicks. No Hyperbole. No Magic Bullet. The Compound Effect is a distillation of the fundamental principles that have guided the most phenomenal achievements in business, relationships, and beyond. This easy-to-use, step-by-step operating system allows you to multiply your success, chart your progress, and achieve any desire. If you're serious about living an extraordinary life, use the power of *The Compound Effect* to create the success you want. You will find strategies including: How to win--every time! The No. 1 strategy to achieve any goal and triumph over any competitor, even if they're smarter, more talented or more experienced. Eradicating your bad habits (some you might be unaware of!) that are derailing your progress. The real, lasting keys to motivation--how to get yourself to do things you don't feel like doing. Capturing the elusive, awesome force of momentum. Catch this, and you'll be unstoppable. The acceleration secrets of superachievers. Do they have an unfair advantage? Yes they do, and now you can too!

Neal Schaffer helped revolutionize the way professionals utilize LinkedIn with his award-winning book *Windmill Networking: Understanding, Leveraging & Maximizing LinkedIn*. He now does the same to enlighten companies how to develop business on LinkedIn with *Maximizing LinkedIn for Sales and Social Media Marketing*. Thought LinkedIn was just for job seekers? Think again. LinkedIn is the most important destination for your sales and social media marketing efforts if your company is selling products and services to other businesses. When looking at LinkedIn's extensive functionality from a sales and marketing perspective as presented in this book, you'll soon understand how you can create new business from your LinkedIn activities. After reading this book you'll learn how to master the LinkedIn platform to develop business, including how to create a sales-oriented profile and connections policy to attract more leads, become an industry thought leader by establishing your own community within the lucrative LinkedIn demographic, set up your LinkedIn Companies Page to improve your reputation--and drive more traffic to your website, and optimize your LinkedIn presence as part of your social media optimization efforts. This practical guide, supplemented by more than 15 case studies, will teach you and your employees everything you need to know on how to successfully develop leads and business on LinkedIn.

Three acknowledged experts in search engine optimization share guidelines and innovative techniques that will help you plan and execute a comprehensive SEO strategy. Complete with an array of effective tactics from basic to advanced, this third edition prepares digital marketers for 2016 with updates on SEO tools and new search engine optimization methods that have reshaped the SEO landscape Novices will receive a thorough SEO education, while experienced SEO practitioners get an extensive reference to support ongoing engagements. Comprehend SEO's many intricacies and complexities Explore the underlying theory and inner workings of search engines Understand the role of social media,

user data, and links Discover tools to track results and measure success Examine the effects of Google's Panda and Penguin algorithms Consider opportunities in mobile, local, and vertical SEO Build a competent SEO team with defined roles Glimpse the future of search and the SEO industry Visit the book website (<http://www.artofseobook.com>) for FAQs and to post your own burning questions. You'll have access to special offers and discounts on various SEO tools and services. You can also get exclusive access to instructional videos related to the concepts in the book by sending an email to bonuses@artofseobook.com.

In the "fast-paced, frightening" (The New York Times Book Review) sequel to *Bird Box*, the inspiration for the record-breaking Netflix film starring Sandra Bullock, bestselling author Josh Malerman brings unseen horrors to life. **NOMINATED FOR THE BRAM STOKER AWARD** • "Malorie is even more of a psychological thriller than *Bird Box*, and all the scarier for it."—The Wall Street Journal Twelve years after Malorie and her children rowed up the river to safety, a blindfold is still the only thing that stands between sanity and madness. One glimpse of the creatures that stalk the world will drive a person to unspeakable violence. There remains no explanation. No solution. All Malorie can do is survive—and impart her fierce will to do so on her children. Don't get lazy, she tells them. Don't take off your blindfold. **AND DON'T LOOK.** But then comes what feels like impossible news. And with it, the first time Malorie has allowed herself to hope. Someone very dear to her, someone she believed dead, may be alive. Malorie has already lost so much: her sister, a house full of people who meant everything, and any chance at an ordinary life. But getting her life back means returning to a world full of unknowable horrors—and risking the lives of her children again. Because the creatures are not the only thing Malorie fears: There are the people who claim to have caught and experimented on the creatures. Murmuring of monstrous inventions and dangerous new ideas. And rumors that the creatures themselves have changed into something even more frightening. Malorie has a harrowing choice to make: to live by the rules of survival that have served her so well, or to venture into the darkness and reach for hope once more.

Hundreds of online marketing books have been written about search engine optimization (SEO), search engine marketing (SEM) and pay-per-click advertising (PPC), this is the first to elaborate on the most fundamental marketing tactic of all: links and link building. The world's most recognized authority on link building, Eric Ward, clears the web today is comprised of trillions of links: links between websites, links within social media venues like Facebook and Twitter, and even links in email inboxes. Who links to a site and how they link to it is one of the most important factors that search engines rely on when ranking results. But how do marketers control this? Link building expert Eric Ward provides the answers. Sharing little-known techniques for link building via social media platforms, blogs, partnerships, public relations, articles, and more, Ward teaches marketers which link-building techniques will maximize the quality links that point to their site, allowing them to charm both search engines and customers and which methods to avoid. This one-of-a-kind guide details a variety of link building tools, tactics, and techniques illustrated by case studies, expert interviews, and resources. Ward leaves no opportunity unexplored, and no link-building questions unanswered.

Director Anthony Minghella (The English Patient, The Talented Mr Ripley) has produced a powerful adaptation for film of the best-selling debut novel by Charles Frazier. Set in the waning days of the American Civil War, *Cold Mountain* is the story of Inman, a wounded Confederate soldier (played by Jude Law) who struggles on a perilous journey to get back home to Cold Mountain, North Carolina - and to Ada (Nicole Kidman), the woman he left behind in going off to fight. In the course of his journey, Inman encounters a succession of extraordinary characters, while back at home, Ada is learning the ropes of managing her late father's farm with the assistance of a drifter named Ruby (Renee Zellweger), who teaches her a few things in turn. Translating Frazier's novel into the language of cinema, Minghella imparts to *Cold Mountain* the same level of emotional intensity that he conjured in his celebrated adaptation of *The English Patient*.

SOON TO BE A MAJOR MOTION PICTURE The stunning Booker Prize-winning novel from the author of *Amnesty* and *Selection Day* that critics have likened to Richard Wright's *Native Son*, *The White Tiger* follows a darkly comic Bangalore driver through the poverty and corruption of modern India's caste society. "This is the authentic voice of the Third World, like you've never heard it before" (John Burdett, *Bangkok 8*). The white tiger of this novel is Balram Halwai, a poor Indian villager whose great ambition leads him to the zenith of Indian business culture, the world of the Bangalore entrepreneur. On the occasion of the president of China's impending trip to Bangalore, Balram writes a letter to him describing his transformation and his experience as driver and servant to a wealthy Indian family, which he thinks exemplifies the contradictions and complications of Indian society. Recalling *The Death of Vishnu* and *Bangkok 8* in ambition, scope, *The White Tiger* is narrative genius with a mischief and personality all its own. Amoral, irreverent, deeply endearing, and utterly contemporary, this novel is an international publishing sensation—and a startling, provocative debut.

An up-to-date guide to creating your own fun and useful Raspberry PiTM programs This fully updated guide shows how to create inventive programs and fun games on your powerful Raspberry Pi—with no programming experience required. Programming the Raspberry PiTM: Getting Started with Python, Third Edition addresses physical changes and new setup procedures as well as OS updates to the current version 4. You will discover how to configure hardware and software, write Python scripts, create user-friendly GUIs, and control external electronics. Step-by-step projects include a digital clock prototype and a fully functioning Raspberry Pi robot. Configure your Raspberry Pi and explore its features Start writing and debugging Python programs Use strings, lists, functions, and dictionaries Work with modules, classes, and methods Apply object-oriented development methods Create user-friendly games using Pygame Build intuitive user interfaces with guizero Interface with hardware using the gpiozero library Attach external electronics through the GPIO port Add powerful Web features to your projects

School refusal affects up to 5% of children and is a complex and stressful issue for the child, their family and school. The more time a child is away from school, the more difficult it is for the child to resume normal school life. If school refusal becomes an ongoing issue it can negatively impact the child's social and educational development. Psychologist Joanne Garfi spends most of her working life assisting parents, teachers, school counsellors, caseworkers, and community policing officers on how best to deal with school refusal. Now her experiences and expertise are available in this easy-to-read practical book. *Overcoming School Refusal* helps readers understand this complex issue by explaining exactly what school refusal is and provides them with a range of strategies they can use to assist children in returning to school. Areas covered include: • types of school refusers • why children refuse to go to school • symptoms • short term and long term consequences • accurate assessment • treatment options • what parents can do • what schools can do • dealing with anxious high achievers • how to help children on the autism spectrum with school refusal

The Wiley Handbook of Sex Therapy is a comprehensive and empirically-based review of the latest theory and practice in the psychotherapeutic treatment of sexual problems across client populations. Structured in four sections covering specific sexual dysfunctions, theoretical approaches to sex therapy; working with client diversity; and future directions in sex therapy Advocates a holistic approach to sex therapy with a focus on using a range of psychotherapeutic theories and techniques rather than only the most popular behavioral strategies Includes case studies which highlight the broad spectrum of diverse conditions that clients can experience and which sex therapists can therefore encounter in the consulting room Includes contributions by more than 60 experts from a wide range of disciplines

Este valioso clásico se ha situado como el principal texto en su tipo durante 30 años. Ahora, en su octava edición, conserva el mismo nivel de excelencia y continúa ofreciendo la cobertura más actualizada y completa de la teoría sobre dispositivos electrónicos y circuitos. A continuación se presentan algunas de las características que se integran a lo largo de este texto excepcional: un enfoque de sistemas, que capacita al lector para conocer a profundidad la aplicación de los sistemas encapsulados; técnicas de localización de fallas, necesarias para un entendimiento completo de las situaciones que prevalecen en el mundo real; aplicaciones prácticas utilizando PSpice® y Electronics Workbench®; respaldo detallado de los conceptos básicos por medio de conjuntos de problemas y ejemplos para respaldar los conceptos básicos.

NEW YORK TIMES BESTSELLER WALL STREET JOURNAL BESTSELLER "Sprint offers a transformative formula for testing ideas that works whether you're at a startup or a large organization. Within five days, you'll move from idea to prototype to decision, saving you and your team countless hours and countless dollars. A must read for entrepreneurs of all stripes." --Eric Ries, author of *The Lean Startup* From three partners at Google Ventures, a unique five-day process for solving tough problems, proven at more than a hundred companies. Entrepreneurs and leaders face big questions every day: What's the most important place to focus your effort, and how do you start? What will your idea look like in real life? How many meetings and discussions does it take before you can be sure you have the right solution? Now there's a surefire way to answer these important questions: the sprint. Designer Jake Knapp created the five-day process at Google, where sprints were used on everything from Google Search to Google X. He joined Braden Kowitz and John Zeratsky at Google Ventures, and together they have completed more than a hundred sprints with companies in mobile, e-commerce, healthcare, finance, and more. A practical guide to answering critical business questions, *Sprint* is a book for teams of any size, from small startups to Fortune 100s, from teachers to nonprofits. It's for anyone with a big opportunity, problem, or idea who needs to get answers today.

"Foreword by Sam Feist, CNN Political Director"—Cover. Great leaders embrace a higher purpose to win. The Net Promoter System shines as their guiding star. Few management ideas have spread so far and wide as the Net Promoter System (NPS). Since its conception almost two decades ago by customer loyalty guru Fred Reichheld, thousands of companies around the world have

adopted it—from industrial titans such as Mercedes-Benz and Cummins to tech giants like Apple and Amazon to digital innovators such as Warby Parker and Peloton. Now, Reichheld has raised the bar yet again. In *Winning on Purpose*, he demonstrates that the primary purpose of a business should be to enrich the lives of its customers. Why? Because when customers feel this love, they come back for more and bring their friends—generating good profits. This is NPS 3.0 and it puts a new take on the age-old Golden Rule—treat customers the way you would want a loved one treated—at the heart of enduring business success. As the compelling examples in this book illustrate, companies with superior NPS consistently deliver higher returns to shareholders across a wide array of industries. But winning on purpose isn't easy. Reichheld also explains why many NPS practitioners achieve just a small fraction of the system's full potential, and he presents the newest thinking and best practices for doing NPS right. He unveils the Earned Growth Rate (EGR): the first reliable, complementary accounting measure that can truly leverage the power of NPS. With keen insight and moving personal stories, Reichheld advances the thinking and practice of NPS. *Winning on Purpose* is your indispensable guide for inspiring customer love within your own teams and using Net Promoter to achieve both personal and business success.

Today's strategic environment is dynamic and rapidly changing. Warfighting domains, including air, land, and sea, where the United States has dominated for almost one half-century, are increasingly being tested by traditional states, as well as non-state actors. Globalization has facilitated the ability of less capable nations to garner critical warfighting technology. The parity in technology between nations at war is no longer as great. This leveled the playing field and allowed for non-state actors to have dramatic influence on powerful nations, which has not been the case in the past. Fiscal limitations, unsustainable operations tempos, inadequate training, and current operational planning paradigms and processes have put the United States Military in a perilous situation and hindered its ability to conduct effective and efficient defense. The greatest calamity that could arise from these realities is the inability to address XDS in full-spectrum combat operations against a near-peer adversary.

"This volume sheds much-needed light on Iran's strikingly complex political system and foreign policy and its central role in the region. Suzanne Maloney systematically outlines Iran's sources of influence in the Muslim world, including its strategic ambitions and historical and cultural linkages. Maloney argues that although its leadership and rhetoric often appear stagnant, Iran is in reality one of the least static societies in the Muslim world. Maloney analyzes the social, economic, and regional forces that are driving Iran toward change and asks what these factors mean for U.S. foreign policy." --Book Jacket.

With fiercely detailed information and visuals provided by the U.S. Army, U.S. Army Special Forces Guide to Unconventional Warfare is meant for experienced soldiers and novices alike. With this guide, you will be able to apply its material to understand and create initiators, igniters, and incendiary materials. The vast table of contents includes coverage on napalm, gelled gasoline, fire fudge, silver nitrate, concentrated sulfuric acid, fuse cords, delay mechanisms, and spontaneous combustion. Filled with special forces secrets, U.S. Guide to Unconventional Warfare is an invaluable tool for any provocateur-in-training and an invitation to look at how our special forces are fighting our enemies overseas. Skyhorse Publishing is proud to publish a range of books for readers interested in military tactics and skills. We publish content provided by or of interest to the U.S. Army, Army Rangers, the U.S. Navy, Navy SEALs, the U.S. Air Force, the U.S. Marine Corps, and the Department of Defense. Our books cover topics such as survival, emergency medicine, weapons, guns, weapons systems, hand-to-hand combat, and more. While not every title we publish becomes a New York Times bestseller or a national bestseller, we are committed to publishing books on subjects that are sometimes overlooked by other publishers and to authors whose work might not otherwise find a home.

A hymnal featuring the greatest hymns of church history and today.

The issues, opportunities and challenges of aligning information technology more closely with an organization and effectively governing an organization's Information Technology (IT) investments, resources, major initiatives and superior uninterrupted service is becoming a major concern of the Board and executive management in enterprises on a global basis. An integrated and comprehensive approach to the alignment, planning, execution and governance of IT and its resources has become critical to more effectively align, integrate, invest, measure, deploy, service and sustain the strategic and tactical direction and value proposition of IT in support of organizations. Much has been written and documented about the individual components of IT Governance such as strategic planning, demand (portfolio investment) management, program and project management, IT service management and delivery, strategic sourcing and outsourcing, performance management and metrics, like the balanced scorecard, compliance and others. Much less has been written about a comprehensive and integrated IT/Business Alignment, Planning, Execution and Governance approach. This new title fills that need in the market-

place and gives readers a structured and practical solutions using the best of the best principles available today. The book is divided into nine chapters, which cover the three critical pillars necessary to develop, execute and sustain a robust and effective IT governance environment - leadership and proactive people and change

agents, flexible and scalable processes and enabling technology. Each of the chapters also covers one or more of the following action oriented topics: demand management and alignment (the why and what of IT - strategic planning, portfolio investment management, decision authority, etc.); execution management (in-

cludes the how - Program/Project Management, IT Service Management with IT Infrastructure Library (ITIL) and Strategic Sourcing and outsourcing); performance, risk and contingency management (e.g. includes COBIT, the balanced scorecard and other metrics and controls); and leadership, teams and people skills.