
Professional Excel Development The Definitive Guide To Developing Applications Using Microsoft Excel And Vba

Excel University Volume 1 - Featuring Excel 2013 for Windows
Business Math Using Excel
The Definitive Guide to Windows Installer
How People Learn II
The Adult Learner
Professional Excel Services
Excel 2019 Bible
Introducing Microsoft Power BI
Statistics and Probability for Engineering Applications
The Impact Investor
Learning Python
Definitive Guide to Excel VBA
VBA for Modelers
Human Resource Management at Work
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Excel 2013 Power Programming with VBA
Professional Excel Development
The Crowdsourceress
Cybersecurity Career Guide
The Trader's Book of Volume: The Definitive Guide to Volume Trading
The Definitive Guide to MySQL 5
Excel 2000 VBA Programmer's Reference
Professl Excel Dev Safri
M Is for (Data) Monkey
Mastering Power Query in Power BI and Excel
Professional Excel Development: The Definitive Guide to Developing Applications
Using Microsoft Excel, VBA, and .NET, Second Edition
Secrets to Success
Excel 2019 Power Programming with VBA
The Growth Drivers
Developing Leadership Talent
Professional Excel Development
The Definitive Guide to DAX
Women in High Gear
80/20 Sales and Marketing

Getting started with Power Query in Power BI and Excel
Financial Applications using Excel Add-in Development in C / C++
The Self-Taught Programmer
Office VBA Macros You Can Use Today
High Performance Habits

*Professional
Excel
Development
The Definitive
Guide To
Developing
Applications
Using
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STEPHANIE AUGUSTUS

*Excel University Volume 1
- Featuring Excel 2013 for
Windows Apress*

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book.

Introducing Microsoft Power BI enables you to evaluate when and how to use Power BI. Get inspired to improve business processes in your company by leveraging the available analytical and collaborative features of this environment. Be sure to watch for the publication of Alberto Ferrari and Marco Russo's upcoming retail book, *Analyzing Data with Power BI and Power Pivot for Excel* (ISBN 9781509302765). Go to the book's page at the

Microsoft Press Store here for more details:<http://aka.ms/analyzingdata/details>. Learn more about Power BI at <https://powerbi.microsoft.com/>.

Business Math Using Excel

John Wiley & Sons
Microsoft Outlook Programming unleashes the power of Microsoft Outlook, allowing administrators and end users to customize Outlook in the same way that they've used macros and templates to customize other programs like Excel and Word.

Experienced developers will find the quick-start information they need to begin integrating Outlook into their applications. Microsoft Exchange administrators will get help automating common tasks such as announcing public folders and importing data to custom forms. Microsoft Outlook is the most widely used email program, and it offers the most programmability. This book introduces key concepts for programming both Outlook forms for storing and exchanging

data and Visual Basic for Applications modules that add new features to Outlook. Central to this new edition, which covers both Outlook 2000 and Outlook 2002, is awareness of tighter security in Outlook. Designed to prevent transmission of computer viruses, the security restrictions can also get in the way of legitimate programs, but this book offers workarounds within the reach of novice programmers. It also covers many of the new features of Outlook 2002, such as the integrated Outlook View Control and searching across multiple folders using SQL syntax and the Search object. · Building block procedures for the most common Outlook programming tasks · Jargon-free language and practical examples to make the material more accessible to new Outlook programmers · Coverage of Outlook Email Security Update · Coverage of the Office XP Web Services Toolkit

**The Definitive Guide to
Windows Installer**

Apres Any data analytics solution requires data population and preparation. With the rise of data analytics solutions these years, the need for this data preparation becomes even more essential. Power BI is a helpful data analytics tool that is used worldwide by many users. As a Power BI (or Microsoft BI) developer, it is essential to learn how to prepare the data in the right shape and format needed. You need to learn how to clean the data and build it in a structure that can be modeled easily and used high performant for visualization. Data preparation and transformation is the backend work. If you consider building a BI system as going to a restaurant and ordering food. The visualization is the food you see on the table nicely presented. The quality, the taste, and everything else come from the hard work in the kitchen. The part that you don't see or the backend in the world of Power BI is Power Query. You may already be familiar with other data preparation and transformation technologies, such as T-SQL, SSIS, Azure Data Factory, Informatica, etc.

Power Query is a data transformation engine capable of preparing the data in the format you need. The good news is that to learn Power Query; you don't need to know programming. Power Query is for citizen data engineers. However, this doesn't mean that Power Query is not capable of performing advanced transformation. Power Query exists in many Microsoft tools and services such as Power BI, Excel, Dataflows, Power Automate, Azure Data Factory, etc. Through the years, this engine became more powerful. These days, we can say this is essential learning for anyone who wants to do data analysis with Microsoft technology to learn Power Query and master it. We have been working with Power Query since the very early release of that in 2013, named Data Explorer, and wrote blog articles and published videos about it. The number of articles we published under this subject easily exceeds hundreds. Through those articles, some of the fundamentals and key learnings of Power Query are explained. We thought it is good to compile some of them in a book series. A good analytics solution

combines a good data model, good data preparation, and good analytics and calculations. Reza has written another book about the Basics of modeling in Power BI and a book on Power BI DAX Simplified. This book is covering the data preparation and transformations aspects of it. This book series is for you if you are building a Power BI solution. Even if you are just visualizing the data, preparation and transformations are an essential part of analytics. You do need to have the cleaned and prepared data ready before visualizing it. This book is compiled into a series of two books, which will be followed by a third book later; Getting started with Power Query in Power BI and Excel (already available to be purchased separately) Mastering Power Query in Power BI and Excel (This book) Power Query dataflows (will be published later) This book deeps dive into real-world challenges of data transformation. It starts with combining data sources and continues with aggregations and fuzzy operations. The book covers advanced usage of Power Query in scenarios such as error handling

and exception reports, custom functions and parameters, advanced analytics, and some helpful table and list functions. The book continues with some performance tuning tips and it also explains the Power Query formula language (M) and the structure of it and how to use it in practical solutions. Although this book is written for Power BI and all the examples are presented using the Power BI. However, the examples can be easily applied to Excel, Dataflows, and other tools and services using Power Query.

How People Learn II Wrox Professional Excel Services With this unique resource, you'll discover how to unlock the power behind Excel Services in order to effectively utilize server-side spreadsheet calculation and rendering. It walks you through all programming aspects of Excel Services, covering everything from APIs to UDFs (User Defined Functions). You'll quickly gain a strong understanding of what Excel Services is, how to work with it, and how to develop applications using its robust features. Written by the senior software development

engineer for Excel Services, this book first provides you with detailed explanations about the various programmability options Excel Services offers. You'll then gain an inside look into the problematic areas that you must avoid. And you'll find ideas for solutions that you can create using this server technology. This information will help you extend and work against Excel Services as you develop business-critical applications. What you will learn from this book Steps for streamlining work with the Excel Web Services API In-depth explanations about Excel Services UDFs, including various ways to make them work in Excel 2007 How to use Excel Models to extend your applications Various techniques used to employ both Excel and Excel Services in end-to-end solutions. How to streamline processes that rely on Excel spreadsheets, such as modeling, handling, and storing data Tools used for generating Excel Workbook-based custom Web services, RSS feeds, and more Hints for building your own mashups using Excel Services Who this book is for This book is for

developers who have built applications on Excel or have used a spreadsheet as a starting point for code. You should be comfortable working in the .NET environment. "More solutions are built on Microsoft Excel than any other Office tool. Excel Services extends Excel to the server and opens up a whole new world of applications. This book is a must read for developers looking to take advantage of this new server functionality." —PJ Hough, Director of Program Management, Microsoft Office, Microsoft Corporation "Excel is probably the most used end-user tool among our Microsoft customers, and Excel 2007 is emphasizing this trend even more. By adding Excel Services to the Microsoft Business Intelligence stack, our customers have the ground to create better and more manageable enterprise-oriented solutions while using Excel! This book helps you understand what Excel Services is, how it works, and how to develop solutions using the web services API it provides. It is a great resource for any serious developer looking to leverage the power of Excel in enterprise applications." —Stig

Torngaard Hammeken, VP of Consulting, Platon A/S Wrox Professional guides are planned and written by working programmers to meet the real-world needs of programmers, developers, and IT professionals. Focused and relevant, they address the issues technology professionals face every day. They provide examples, practical solutions, and expert education in new technologies, all designed to help programmers do a better job.

The Adult Learner

National Academies Press
The Growth Drivers is a practical guide to building marketing capabilities. It explains why it is critical that organizations invest in the capabilities needed to excel at customer-centric marketing to drive growth. The authors explain what world-class marketing means in practice and reveal the power of strategic marketing as a dynamic propeller of growth. Each chapter includes a summary, a separate in-depth case study, a range of illustrative real-life examples and some practical tools based on the work of leading practitioners in this pioneering field, as well as relevant diagrams and

pictures.

Professional Excel Services Simon and Schuster

Your money can change the world
The Impact Investor: Lessons in Leadership and Strategy for Collaborative Capitalism offers precise details on what, exactly, impact investing entails, embodied in the experiences and best and proven practices of some of the world's most successful impact investors, across asset classes, geographies and areas of impact. The book discusses the parameters of impact investing in unprecedented detail and clarity, providing both context and tools to those eager to engage in the generational shift in the way finance and business is being approached in the new era of Collaborative Capitalism. The book presents a simple thesis with clarity and conviction: "Impact investing can be done successfully. This is what success looks like, and this is what it requires." With much-needed lessons for practitioners, the authors view impact investing as a harbinger of a new, more "multilingual" (cross-sector), transparent, and accountable form of

economic leadership. The Impact Investor: Lessons in Leadership and Strategy for Collaborative Capitalism serves as a resource for a variety of players in finance and business, including: Investors: It demonstrates not only the types of investments which can be profitable and impactful, but also details best practices that, with roots in impact investing, will increasingly play a role in undergirding the success of all investment strategies. Wealth advisors/financial services professionals: With unprecedented detail on the innovative structures and strategies of impact investing funds, the book provides guidance to financial institutions on how to incorporate these investments in client portfolios. Foundations: The book explores the many catalytic and innovative ways for for-profit and non-profit investors to partner, amplifying the potential social and environmental impacts of philanthropic spending and market-rate endowment investment. Business students: By including strategies for making sound impact investments based on detailed case studies, it provides concrete lessons

and explores the skills required to enhance prospects for success as a finance and business professional. Policy makers: Reinforcing the urgency of creating a supportive and enabling environment for impact investing, the book demonstrates ways policy has already shaped the sector, and suggests new ways for policymakers to support it. Corporate leaders: The book includes essential advice on the way business is and must be responding to a new generation of Millennial clients and customers, with unique insights into a form of value creation that is inherently more collaborative and outcomes-driven.

Excel 2019 Bible Hay House, Inc

How do you tailor education to the learning needs of adults? Do they learn differently from children? How does their life experience inform their learning processes? These were the questions at the heart of Malcolm Knowles' pioneering theory of andragogy which transformed education theory in the 1970s. The resulting principles of a self-directed, experiential, problem-centred

approach to learning have been hugely influential and are still the basis of the learning practices we use today. Understanding these principles is the cornerstone of increasing motivation and enabling adult learners to achieve. The 9th edition of *The Adult Learner* has been revised to include: Updates to the book to reflect the very latest advancements in the field. The addition of two new chapters on diversity and inclusion in adult learning, and andragogy and the online adult learner. An updated supporting website. This website for the 9th edition of *The Adult Learner* will provide basic instructor aids. For each chapter, there will be a PowerPoint presentation, learning exercises, and added study questions. Revisions throughout to make it more readable and relevant to your practices. If you are a researcher, practitioner, or student in education, an adult learning practitioner, training manager, or involved in human resource development, this is the definitive book in adult learning you should not be without. *Introducing Microsoft Power BI Professional Excel Development*

Providing all the research, models and theory needed for an HR masters degree and the examples and context necessary to excel as an HR professional.

Statistics and Probability for Engineering Applications

Addison-Wesley Professional Prepare your students to meet the demands of today's business world with the proven, practical dual approach in Burton/Shelton's *BUSINESS MATH USING EXCEL*, 2nd Edition. This book equips readers to master the math concepts most useful in contemporary business by first teaching students the traditional methods of calculating. The authors then emphasize a second approach that teaches the same math concepts using the functions of Microsoft Excel. This edition of *BUSINESS MATH USING EXCEL* prepares students to use the latest version of Excel 2010. Your future business professionals learn to create formulas and master the functions of Excel while developing high level math skills and refining other skills that will prepare them to succeed in the workplace. This edition's new, full-

color design presents concepts in manageable sections to help build confidence for students at all levels of math proficiency. New profiles and new personal finance features emphasize the practicality of the book's content as they demonstrate how professionals use math daily and highlight common consumer issues. A new CourseMaster outcomes-based learning solution with homework tools and automatic grading saves you time while helping students focus on the concepts most important for business math success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Impact Investor

Microsoft Press

Maximize your Excel 2013 experience using VBA application development The new Excel 2013 boasts updated features, enhanced power, and new capabilities. Naturally, that means John Walkenbach returns with a new edition of his bestselling VBA Programming book and covers all the methods and tools you need to know in order to program

with Excel. With this comprehensive guide, "Mr. Spreadsheet" shows you how to maximize your Excel experience using professional spreadsheet application development tips from his own personal bookshelf. Featuring a complete introduction to Visual Basic for Applications and fully updated for the latest features of Excel 2013, this essential reference includes an analysis of Excel application development and is packed with procedures, tips, and ideas for expanding Excel's capabilities with VBA. Offers an analysis of Excel application development and a complete introduction to VBA Features invaluable advice from "Mr. Spreadsheet" himself, bestselling author John Walkenbach, who demonstrates all the techniques you need to create Excel applications, both large and small Covers navigating the Excel interface, formatting worksheets, interacting with other Office applications, working with collaboration tools, and using sample workbooks and John Walkenbach's award-winning Power Utility Pak to help enhance your

Excel skills Provides tips, tricks, and techniques for expanding Excel's capabilities with VBA that you won't find anywhere else Excel 2013 Power Programming with VBA is packed with procedures, tips, and ideas for achieving Excel excellence with VBA. *Learning Python* John Wiley & Sons Get a comprehensive, in-depth introduction to the core Python language with this hands-on book. Based on author Mark Lutz's popular training course, this updated fifth edition will help you quickly write efficient, high-quality code with Python. It's an ideal way to begin, whether you're new to programming or a professional developer versed in other languages. Complete with quizzes, exercises, and helpful illustrations, this easy-to-follow, self-paced tutorial gets you started with both Python 2.7 and 3.3—the latest releases in the 3.X and 2.X lines—plus all other releases in common use today. You'll also learn some advanced language features that recently have become more common in Python code. Explore Python's major built-in object types such as numbers, lists, and

dictionaries Create and process objects with Python statements, and learn Python's general syntax model Use functions to avoid code redundancy and package code for reuse Organize statements, functions, and other tools into larger components with modules Dive into classes: Python's object-oriented programming tool for structuring code Write large programs with Python's exception-handling model and development tools Learn advanced Python tools, including decorators, descriptors, metaclasses, and Unicode processing *Definitive Guide to Excel VBA* Robinson Financial Applications using Excel Add-in Development in C/C++ is a must-buy book for any serious Excel developer.Excel is the industry standard for financial modelling, providing a number of ways for users to extend the functionality of their own add-ins, including VBA and C/C++. This is the only complete how-to guide and reference book for the creation of high performance add-ins for Excel in C and C++ for users in the finance industry. Steve Dalton explains how to apply

Excel add-ins to financial applications with many examples given throughout the book. It also covers the relative strengths and weaknesses of developing add-ins for Excel in VBA versus C/C++, and provides comprehensive code, workbooks and example projects on the accompanying CD-ROM. The impact of Excel 2007's multi-threaded workbook calculations and large grids on add-in development are fully explored. Financial Applications using Excel Add-in Development in C/C++ features: Extensive example codes in VBA, C and C++, explaining all the ways in which a developer can achieve their objectives. Example projects that demonstrate, from start to finish, the potential of Excel when powerful add-ins can be easily developed. Develops the readers understanding of the relative strengths and weaknesses of developing add-ins for Excel in VBA versus C/C++. A CD-ROM with several thousand lines of example code, numerous workbooks, and a number of complete example projects. *VBA for Modelers* McGraw Hill Professional Statistics and Probability

for Engineering Applications provides a complete discussion of all the major topics typically covered in a college engineering statistics course. This textbook minimizes the derivations and mathematical theory, focusing instead on the information and techniques most needed and used in engineering applications. It is filled with practical techniques directly applicable on the job. Written by an experienced industry engineer and statistics professor, this book makes learning statistical methods easier for today's student. This book can be read sequentially like a normal textbook, but it is designed to be used as a handbook, pointing the reader to the topics and sections pertinent to a particular type of statistical problem. Each new concept is clearly and briefly described, whenever possible by relating it to previous topics. Then the student is given carefully chosen examples to deepen understanding of the basic ideas and how they are applied in engineering. The examples and case studies are taken from real-world engineering

problems and use real data. A number of practice problems are provided for each section, with answers in the back for selected problems. This book will appeal to engineers in the entire engineering spectrum (electronics/electrical, mechanical, chemical, and civil engineering); engineering students and students taking computer science/computer engineering graduate courses; scientists needing to use applied statistical methods; and engineering technicians and technologists. * Filled with practical techniques directly applicable on the job * Contains hundreds of solved problems and case studies, using real data sets * Avoids unnecessary theory

Human Resource Management at Work John Wiley & Sons

Office 2002 is the next version (after Office 2000) of Microsoft's program suite that includes Word, Access, Outlook and Excel. The aim of 2002 is to take advantage of Office's core position within most business systems and make it the interface to business processes and web services. One of the most significant advances is the XML capability that has

been added to Access and Excel, with the latter becoming the key to future Web Service integration and an essential part of any Office developer's skill set. -- Written by two active and popular members of the Excel community -- Includes coverage of all the new features including smart tags, pivot tables, and web components -- Examines all the new XML capabilities that 2002 brings to the Excel world
Executive Coaching for Results Cipd - Kogan Page
 - Kofler's book offers more up-to-date coverage than other books on the market
 - Provides in-depth coverage of topics normally overlooked, such as the File Scripting Objects, accessing external databases using the ADO library, automating data analysis with pivot tables, and automating diagrams.
Excel 2013 Power Programming with VBA John Wiley & Sons
 Kickstart a career in cybersecurity by adapting your existing technical and non-technical skills. Author Alyssa Miller has spent fifteen years in cybersecurity leadership and talent development, and shares her unique perspective in this

revealing industry guide. In *Cybersecurity Career Guide* you will learn: Self-analysis exercises to find your unique capabilities and help you excel in cybersecurity How to adapt your existing skills to fit a cybersecurity role Succeed at job searches, applications, and interviews to receive valuable offers Ways to leverage professional networking and mentoring for success and career growth Building a personal brand and strategy to stand out from other applicants Overcoming imposter syndrome and other personal roadblocks *Cybersecurity Career Guide* unlocks your pathway to becoming a great security practitioner. You'll learn how to reliably enter the security field and quickly grow into your new career, following clear, practical advice that's based on research and interviews with hundreds of hiring managers. Practical self-analysis exercises identify gaps in your resume, what makes you valuable to an employer, and what you want out of your career in cyber. You'll assess the benefits of all major professional qualifications, and get

practical advice on relationship building with mentors. About the technology Do you want a rewarding job in cybersecurity? Start here! This book highlights the full range of exciting security careers and shows you exactly how to find the role that's perfect for you. You'll go through all the steps—from building the right skills to acing the interview. Author and infosec expert Alyssa Miller shares insights from fifteen years in cybersecurity that will help you begin your new career with confidence. About the book Cybersecurity Career Guide shows you how to turn your existing technical skills into an awesome career in information security. In this practical guide, you'll explore popular cybersecurity jobs, from penetration testing to running a Security Operations Center. Actionable advice, self-analysis exercises, and concrete techniques for building skills in your chosen career path ensure you're always taking concrete steps towards getting hired. What's inside Succeed at job searches, applications, and interviews Building your professional

networking and finding mentors Developing your personal brand Overcoming imposter syndrome and other roadblocks About the reader For readers with general technical skills who want a job in cybersecurity. About the author Alyssa Miller has fifteen years of experience in the cybersecurity industry, including penetration testing, executive leadership, and talent development. Table of Contents PART 1 EXPLORING CYBERSECURITY CAREERS 1 This thing we call cybersecurity 2 The cybersecurity career landscape 3 Help wanted, skills in a hot market PART 2 PREPARING FOR AND MASTERING YOUR JOB SEARCH 4 Taking the less traveled path 5 Addressing your capabilities gap 6 Resumes, applications, and interviews PART 3 BUILDING FOR LONG-TERM SUCCESS 7 The power of networking and mentorship 8 The threat of impostor syndrome 9 Achieving success *Professional Excel Development* RADACAD Systems Limited Any data analytics solution requires data population and

preparation. With the rise of data analytics solutions these years, the need for this data preparation becomes even more essential. Power BI is a helpful data analytics tool that is used worldwide by many users. As a Power BI (or Microsoft BI) developer, it is essential to learn how to prepare the data in the right shape and format needed. You need to learn how to clean the data and build it in the structure that can be modeled easily and used high performant for visualization. Data preparation and transformation is the backend work. If you consider building a BI system as going to a restaurant and ordering food. The visualization is the food you see on the table nicely presented. The quality, the taste, and everything else comes from the hard work in the kitchen. The part that you don't see or the backend in the world of Power BI is Power Query. You may be already familiar with some other data preparation and data transformation technologies, such as T-SQL, SSIS, Azure Data Factory, Informatica, etc. Power Query is a data transformation engine capable of preparing the data in the format you

need. The good news is that to learn Power Query; you don't need to know programming. Power Query is for citizen data engineers. However, this doesn't mean that Power Query is not capable of performing advanced transformation. Unfortunately, because Power Query and data preparation is the kitchen work of the BI system, many Power BI users skip the learning of it and become aware of it somewhere along their BI project. Once they get familiar with it, they realize there are tons of things they could have implemented easier, faster, and in a much more maintainable way using Power Query. In other words, they learn mastering Power Query is the key skill toward mastering Power BI. We have been working with Power Query since the very early release of that in 2013, named Data Explorer, and wrote blog articles and published videos about it. The number of articles we published under this subject easily exceeds hundreds. Through those articles, some of the fundamentals and key learnings of Power Query are explained. We thought it is good to compile some

of them in a book. A good analytics solution combines a good data model, good data preparation, and good analytics and calculations. Reza has written another book about the Basics of modeling in Power BI and a book on Power BI DAX Simplified. This book is covering the data preparation and transformations aspects of it. This book is for you if you are building a Power BI solution. Even if you are just visualizing the data, preparation and transformations are an essential part of analytics. You do need to have the cleaned and prepared data ready before visualizing it. This book is compiled into a series of two books, which will be followed by a third book later; Getting started with Power Query in Power BI and Excel (this book) Mastering Power Query in Power BI and Excel (already available to be purchased separately) Power Query dataflows (will be published later) Although this book is written for Power BI and all the examples are presented using the Power BI. However, the examples can be easily applied to Excel, Dataflows, and other tools and services using Power

Query.

The Crowdsourceress

Entrepreneur Press

THESE HABITS WILL MAKE YOU EXTRAORDINARY.

Twenty years ago, author Brendon Burchard became obsessed with answering three questions: 1. Why do some individuals and teams succeed more quickly than others and sustain that success over the long term? 2. Of those who pull it off, why are some miserable and others consistently happy on their journey? 3. What motivates people to reach for higher levels of success in the first place, and what practices help them improve the most After extensive original research and a decade as the world's leading high performance coach, Burchard found the answers. It turns out that just six deliberate habits give you the edge. Anyone can practice these habits and, when they do, extraordinary things happen in their lives, relationships, and careers. Which habits can help you achieve long-term success and vibrant well-being no matter your age, career, strengths, or personality? To become a high performer, you must seek clarity, generate energy, raise necessity, increase

productivity, develop influence, and demonstrate courage. The art and science of how to do all this is what this book is about. Whether you want to get more done, lead others better, develop skill faster, or dramatically increase your sense of joy and confidence, the habits in this book will help you achieve it faster. Each of the six habits is illustrated by powerful vignettes, cutting-edge science, thought-provoking exercises, and real-world daily practices you can implement right now. If you've ever wanted a science-backed, heart-centered plan to living a better quality of life, it's in your hands. Best of all, you can measure your progress. A link to a free professional assessment is included in the book.

Cybersecurity Career

Guide PublicAffairs
A guide to programming the applications of Microsoft Office using VBA.
John Wiley & Sons
"Neil Young's Pono campaign was the third most successful hardware campaign of all time, and Alex deserves much of the credit, second only to Neil, of course. The Crowdsourceress will give you everything you need to make your campaign a success." --Phil Baker, COO, Pono
"Owning The Crowdsourceress is like having Alex Daly's 'special sauce' right at your fingertips."--Jesse Reed, cofounder, Standards Manual
In recent years, the crowdfunding industry has generated several billions in funding. But the harsh reality is that around 60 percent of Kickstarter campaigns fail.
Enter Alex Daly, a

crowdfunding expert who has raised over \$20 million for her clients' campaigns. She has run some of Kickstarter's biggest projects-TLC's newest album, Neil Young's audio player, and Joan Didion's documentary. In this book, Daly takes readers deep inside her most successful campaigns, showing you how to Get fans and influencers excited about your launch Build an appealing and powerfully designed campaign Access proven video tips, pitching tactics, press releases, and rewards ideas Avoid the most common headaches and pitfalls Here you'll get tangible tools to run your own crowdfunding campaigns and fully connect with the crowd, get people to pay attention, and inspire them to act.

Best Sellers - Books :

- [How To Win Friends & Influence People \(dale Carnegie Books\)](#)
- [The Democrat Party Hates America By Mark R. Levin](#)
- [I'm Glad My Mom Died By Jennette Mccurdy](#)
- [American Prometheus: The Triumph And Tragedy Of J. Robert Oppenheimer By Kai Bird](#)
- [Are You There God? It's Me, Margaret.](#)
- [The Housemaid's Secret: A Totally Gripping Psychological Thriller With A Shocking Twist](#)
- [The Going To Bed Book By Sandra Boynton](#)
- [The Alchemist, 25th Anniversary: A Fable About Following Your Dream](#)
- [The Inmate: A Gripping Psychological Thriller By Freida Mcfadden](#)
- [Adult Children Of Emotionally Immature Parents: How To Heal From Distant, Rejecting, Or Self-involved Parents By Lindsay C. Gibson Psyd](#)