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## KEY=UX - HARRY CABRERA

## LEAN UX

## DESIGNING GREAT PRODUCTS WITH AGILE TEAMS

O'Reilly Media UX design has traditionally been deliverables-based. Wireframes, site maps, flow diagrams, content inventories, taxonomies, mockups helped define the practice in its infancy. Over time, however, this deliverables-heavy process has put UX designers in the deliverables business. Many are now measured and compensated for the depth and breadth of their deliverables instead of the quality and success of the experiences they design. Designers have become documentation subject matter experts, known for the quality of the documents they create instead of the end-state experiences being designed and developed. So what's to be done? This practical book provides a roadmap and set of practices and principles that will help you keep your focus on the the experience back, rather than the deliverables. Get a tactical understanding of how to successfully integrate Lean and UX/Design Find new material on business modeling and outcomes to help teams work more strategically Delve into the new chapter on experiment design Take advantage of updated examples and case studies

## LEAN UX

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## LEAN UX, 2ND EDITION

## LEAN UX

## APPLYING LEAN PRINCIPLES TO IMPROVE USER EXPERIENCE

"O'Reilly Media, Inc." User experience (UX) design has traditionally been a deliverables-based practice, with wireframes, site maps, flow diagrams, and mockups. But in today's web-driven reality, orchestrating the entire design from the get-go no longer works. This hands-on book demonstrates Lean UX, a deeply collaborative and cross-functional process that lets you strip away heavy deliverables in favor of building shared understanding with the rest of the product team. Lean UX is the evolution of product design; refined through the

real-world experiences of companies large and small, these practices and principles help you maintain daily, continuous engagement with your teammates, rather than work in isolation. This book shows you how to use Lean UX on your own projects. Get a tactical understanding of Lean UX—and how it changes the way teams work together Frame a vision of the problem you're solving and focus your team on the right outcomes Bring the designer's tool kit to the rest of your product team Break down the silos created by job titles and learn to trust your teammates Improve the quality and productivity of your teams, and focus on validated experiences as opposed to deliverables/documents Learn how Lean UX integrates with Agile UX

## LEAN VS. AGILE VS. DESIGN THINKING

## WHAT YOU REALLY NEED TO KNOW TO BUILD HIGH-PERFORMING DIGITAL PRODUCT TEAMS

Sense & Respond Press LLC As companies evolve to adopt, integrate, and leverage software as the defining element of their success in the 21st century, a rash of processes and methodologies are vying for their product teams' attention. In the worst of cases, each discipline on these teams -- product management, design, and software engineering -- learns a different model. This short, tactical book reconciles the perceived differences in Lean Startup, Design Thinking, and Agile software development by focusing not on rituals and practices but on the values that underpin all three methods. Written by Jeff Gothelf, the co-author of the award-winning Lean UX and Sense & Respond, the tactics in this book draw on Jeff's years of practice as a team leader and coach in companies ranging from small high-growth startups to large enterprises. Whether you're a product manager, software engineer, designer, or team leader, you'll find practical tools in this book immediately applicable to your team's daily methods.

## DESIGN FOR HACKERS

## REVERSE ENGINEERING BEAUTY

John Wiley & Sons Discover the techniques behind beautiful design by deconstructing designs to understand them The term 'hacker' has been redefined to consist of anyone who has an insatiable curiosity as to how things work—and how they can try to make them better. This book is aimed at hackers of all skill levels and explains the classical principles and techniques behind beautiful designs by deconstructing those designs in order to understand what makes them so remarkable. Author and designer David Kadavy provides you with the framework for understanding good design and places a special emphasis on interactive mediums. You'll explore color theory, the role of proportion and geometry in design, and the relationship between medium and form. Packed with unique reverse engineering design examples, this book inspires and encourages you to discover and create new beauty in a variety of formats. Breaks down and studies the classical principles and techniques behind the creation of beautiful design Illustrates cultural and contextual considerations in communicating to a specific audience Discusses why design is important, the purpose of design, the various constraints of design, and how today's fonts are designed with the screen in mind Dissects the elements of color, size, scale, proportion, medium, and form Features a unique range of examples, including the graffiti in the ancient city of Pompeii, the lack of the color black in Monet's art, the style and sleekness of the iPhone, and more By the end of this book, you'll be able to apply the featured design principles to your own web designs, mobile apps, or other digital work.

## DESIGN FOR LEAN SIX SIGMA

## A HOLISTIC APPROACH TO DESIGN AND INNOVATION

John Wiley & Sons Design for Lean Six Sigmais the only book that employs a "road-map" approach to DFSS, which allows corporate management to understand where they are in the process and to integrate DFSS methodology more fully into their overall business strategy. This is a similar approach to that used by Forrest Breyfogle in his successful book: "Implementing Six Sigma, 2E". This approach will allow corporate management to understand where they are in the process and to integrate DFSS methodology more fully into the overall business strategy. Another important aspect of this book is its coverage of DFSS implementation in a broad range of industries including service and manufacturing, plus the use of actual cases throughout.

## UX LIFECYCLE

Leverage the potential of UX to deliver value for business applicationsKey Features* Discover the soft skills necessary to develop impressive UX designs* Learn all that you need to

know to put in place a UX program* Delve deep into the UX Lifecycle - a methodology that was born out of real-life successesBook DescriptionAs the demand for real-time insights and actions grows, the need for software that provides the best experience also increases. This book focuses on UX, and why it matters to businesses, how it affects different people within the business, and how it impacts the experience of the end-user.The book begins by defining UX by discussing multiple disciplines involved and the key principles from which you can derive benefit. You'll explore the key value drivers of efficiency, effectiveness, and satisfaction that help to shape a business case. You'll look at how to identify the key stakeholders, and learn about the skills, roles, and tools that are needed to develop effective user experiences. As the book progresses, it delves into the central role that users play throughout any UX implementation. The later chapters of the book explain how UX Lifecycle provides a methodology framework that brings to life how UX can be delivered. The book concludes with two example case studies that provide a guide as to how UX adoption might look within large and medium-sized organizations. By the end of this book, you will have built the skills to put in place the business case, learning opportunities, processes, tools and philosophy to deliver great user experiences.What you will learn* Discover UX in the context of skills, steps, principles, and workflow* Understand the impact that UX has on a business application* Understand the various roles and associated skills needed in a UX team* Explore the best practices to achieve UX maturity in your organization* Discover best practices to realize the value that UX delivers to a business* Get an overview of how UX differ across various business modelsWho this book is forThis book is for business leaders looking to embark on the journey towards building software that creates better business outcomes through delivering great experiences. This book equips you with the knowledge to help you put in place a UX program. UX professionals looking for a methodology that operates at scale will find this book useful.

## LEAN CUSTOMER DEVELOPMENT

## BUILDING PRODUCTS YOUR CUSTOMERS WILL BUY

"O'Reilly Media, Inc." How do you develop products that people will actually use and buy? This practical guide shows you how to validate product and company ideas through customer development research—before you waste months and millions on a product or service that no one needs or wants. With a combination of open-ended interviewing and fast and flexible research techniques, you'll learn how your prospective customers behave, the problems they need to solve, and what frustrates and delights them. These insights may shake your assumptions, but they'll help you reach the "ah-ha!" moments that inspire truly great products. Validate or invalidate your hypothesis by talking to the right people Learn how to conduct successful customer interviews play-by-play Detect a customer's behaviors, pain points, and constraints Turn interview insights into Minimum Viable Products to validate what customers will use and buy Adapt customer development strategies for large companies, conservative industries, and existing products

## SENSE AND RESPOND

## HOW SUCCESSFUL ORGANIZATIONS LISTEN TO CUSTOMERS AND CREATE NEW PRODUCTS CONTINUOUSLY

Harvard Business Review Press The End of Assembly Line Management We're in the midst of a revolution. Quantum leaps in technology are enabling organizations to observe and measure people's behavior in real time, communicate internally at extraordinary speed, and innovate continuously. These new, software-driven technologies are transforming the way companies interact with their customers, employees, and other stakeholders. This is no mere tech issue. The transformation requires a complete rethinking of the way we organize and manage work. And, as software becomes ever more integrated into every product and service, making this big shift is quickly becoming the key operational challenge for businesses of all kinds. We need a management model that doesn't merely account for, but actually embraces, continuous change. Yet the truth is, most organizations continue to rely on outmoded, industrial-era operational models. They structure their teams, manage their people, and evolve their organizational cultures the way they always have. Now, organizations are emerging, and thriving, based on their capacity to sense and respond instantly to customer and employee behaviors. In Sense and Respond, Jeff Gothelf and Josh Seiden, leading tech experts and founders of the global Lean UX movement, vividly show how these companies operate, highlighting the new mindset and skills needed to lead and manage them—and to continuously innovate within them. In illuminating and instructive business examples, you'll see organizations with distinctively new operating principles: shifting from managing outputs to what the authors call "outcome-focused management"; forming self-guided teams that can read and react to a fast-changing environment; creating a learning-all-the-time culture that can understand and respond to new customer behaviors and the data they generate; and finally, developing in everyone at the company the new universal skills of customer listening, assessment, and response. This engaging and practical book provides the crucial new operational and management model to help you and your organization win in a world of continuous change.

## FOREVER EMPLOYABLE

## HOW TO STOP LOOKING FOR WORK AND LET YOUR NEXT JOB FIND YOU

After spending the first 10 years of his career climbing the corporate ladder, Jeff Gothelf decided to change his approach to staying employed. Instead of looking for jobs, they would find him. Jeff spent the next 15 years building his personal brand to become a recognized expert, consultant, author and public speaker. In this highly tactical, practical book, Jeff Gothelf shares the tips, tricks, techniques and learnings that helped him become Forever Employable. Using the timeline from his own career and anecdotes, stories and case studies from other successful recognized experts Jeff provides a step-by-step guide to building a foundation based on your current expertise ensuring that no matter what happens in your industry you'll remain Forever Employable. This handy guide to your career and professional development shows you how to create your own content, use it to build your expertise and credentials and then scale it to build a continuous stream of income, interaction and community. As organizations seek to reduce costs, automate tasks and increase efficiency, how do you ensure you don't end up outside of those plans? Forever Employable shows you how so that you're always ready for the next step in your career. Reduce your stress, build your community, monetize your platform -- that's being Forever Employable.

## UNIVERSAL PRINCIPLES OF DESIGN, REVISED AND UPDATED

## 125 WAYS TO ENHANCE USABILITY, INFLUENCE PERCEPTION, INCREASE APPEAL, MAKE BETTER DESIGN DECISIONS, AND TEACH THROUGH DESIGN

Rockport Pub Universal Principles of Design is the first comprehensive, cross-disciplinary encyclopedia of design.

## DESIGNING FOR INTERACTION

## CREATING INNOVATIVE APPLICATIONS AND DEVICES

New Riders Describes effective approaches to interaction design, with information on developing a design strategy, conducting research, analyzing the data, creating concepts, and testing and deployment.

## UX RESEARCH

## PRACTICAL TECHNIQUES FOR DESIGNING BETTER PRODUCTS

"O'Reilly Media, Inc." One key responsibility of product designers and UX practitioners is to conduct formal and informal research to clarify design decisions and business needs. But there's often mystery around product research, with the feeling that you need to be a research Zen master to gather anything useful. Fact is, anyone can conduct product research. With this quick reference guide, you'll learn a common language and set of tools to help you carry out research in an informed and productive manner. This book contains four sections, including a brief introduction to UX research, planning and preparation, facilitating research, and analysis and reporting. Each chapter includes a short exercise so you can quickly apply what you've learned. Learn what it takes to ask good research questions Know when to use quantitative and qualitative research methods Explore the logistics and details of coordinating a research session Use softer skills to make research seem natural to participants Learn tools and approaches to uncover meaning in your raw data Communicate your findings with a framework and structure

## PROJECT MANAGEMENT THE AGILE WAY, SECOND EDITION

## MAKING IT WORK IN THE ENTERPRISE

J. Ross Publishing "...a well written and content rich book. From a teacher's perspective, using this book in an advanced project management seminar challenges students to understand the application of these concepts." —Alexander Walton, PMP, IT consultant to the University of California at Berkeley Widely acclaimed as one of the top agile books in its first edition, Project Management the Agile Way has now been updated and redesigned by popular demand. This second edition is in a modular format to facilitate training and

advanced course instruction, and provides new coverage of agile, such as hybrid agile methods, the latest public sector practices, and a chapter dedicated to transitioning to agile. It discusses the "grand bargain" between project management and business; the shift in dominance from plans to product and from input to output; and introduces new concepts such as return on benefit. Experienced practitioners and students that want to learn how to make agile work effectively in the enterprise should read this book. Individuals preparing for the PMI Agile Certified Practitioner (PMI-ACP)®examination, and training providers developing courses, will find this second edition quite helpful.

## UX FOR LEAN STARTUPS

## FASTER, SMARTER USER EXPERIENCE RESEARCH AND DESIGN

O'Reilly Media p>Great user experiences (UX) are essential for products today, but designing one can be a lengthy and expensive process. With this practical, hands-on book, you'll learn how to do it faster and smarter using Lean UX techniques. UX expert Laura Klein shows you what it takes to gather valuable input from customers, build something they'll truly love, and reduce the time it takes to get your product to market. No prior experience in UX or design is necessary to get started. If you're an entrepreneur or an innovator, this book puts you right to work with proven tips and tools for researching, identifying, and designing an intuitive, easy-to-use product. Determine whether people will buy your product before you build it Listen to your customers throughout the product's lifecycle Understand why you should design a test before you design a product Get nine tools that are critical to designing your product Discern the difference between necessary features and nice-to-haves Learn how a Minimum Viable Product affects your UX decisions Use A/B testing in conjunction with good UX practices Speed up your product development process without sacrificing quality

## MENTAL MODELS

## ALIGNING DESIGN STRATEGY WITH HUMAN BEHAVIOR

Rosenfeld Media There is no single methodology for creating the perfect product—but you can increase your odds. One of the best ways is to understand users' reasons for doing things. Mental Models gives you the tools to help you grasp, and design for, those reasons. Adaptive Path co-founder Indi Young has written a roll-up-your-sleeves book for designers, managers, and anyone else interested in making design strategic, and successful.

## 802.11 WIRELESS NETWORKS: THE DEFINITIVE GUIDE

## THE DEFINITIVE GUIDE

"O'Reilly Media, Inc." As we all know by now, wireless networks offer many advantages over fixed (or wired) networks. Foremost on that list is mobility, since going wireless frees you from the tether of an Ethernet cable at a desk. But that's just the tip of the cable-free iceberg. Wireless networks are also more flexible, faster and easier for you to use, and more affordable to deploy and maintain.The de facto standard for wireless networking is the 802.11 protocol, which includes Wi-Fi (the wireless standard known as 802.11b) and its faster cousin, 802.11g. With easy-to-install 802.11 network hardware available everywhere you turn, the choice seems simple, and many people dive into wireless computing with less thought and planning than they'd give to a wired network. But it's wise to be familiar with both the capabilities and risks associated with the 802.11 protocols. And 802.11 Wireless Networks: The Definitive Guide, 2nd Edition is the perfect place to start.This updated edition covers everything you'll ever need to know about wireless technology. Designed with the system administrator or serious home user in mind, it's a no-nonsense guide for setting up 802.11 on Windows and Linux. Among the wide range of topics covered are discussions on: deployment considerations network monitoring and performance tuning wireless security issues how to use and select access points network monitoring essentials wireless card configuration security issues unique to wireless networks With wireless technology, the advantages to its users are indeed plentiful. Companies no longer have to deal with the hassle and expense of wiring buildings, and households with several computers can avoid fights over who's online. And now, with 802.11 Wireless Networks: The Definitive Guide, 2nd Edition, you can integrate wireless technology into your current infrastructure with the utmost confidence.

## THE DEVOPS HANDBOOK

## HOW TO CREATE WORLD-CLASS AGILITY, RELIABILITY, AND SECURITY IN TECHNOLOGY ORGANIZATIONS

IT Revolution Increase profitability, elevate work culture, and exceed productivity goals through DevOps practices. More than ever, the effective management of technology is critical for business competitiveness. For decades, technology leaders have struggled to balance agility, reliability, and security. The consequences of failure have never been greater—whether it's the healthcare.gov debacle, cardholder data breaches, or missing the boat with Big Data in the cloud. And yet, high performers using DevOps principles, such as Google, Amazon, Facebook, Etsy, and Netflix, are routinely and reliably deploying code into production hundreds, or even thousands, of times per day. Following in the footsteps of The Phoenix Project, The DevOps Handbook shows leaders how to replicate these incredible outcomes, by showing how to integrate Product Management, Development, QA, IT Operations, and Information Security to elevate your company and win in the marketplace.

## INTERNATIONAL BUSINESS NEGOTIATIONS

Emerald Group Publishing Provides an understanding about the impact of culture and communication on international business negotiations. This work explores the problems faced by Western managers while doing business abroad and offers guidelines for international business negotiations. It also focuses on an important aspect of international business: negotiations.

## JUST ENOUGH RESEARCH

## INFORMATION ARCHITECTURE FOR THE WORLD WIDE WEB

"O'Reilly Media, Inc." Discusses Web site hierarchy, usability, navigation systems, content labeling, configuring search systems, and managing the information architecture development process.

## LOGIC IN COMPUTER SCIENCE

## MODELLING AND REASONING ABOUT SYSTEMS

Cambridge University Press Recent years have seen the development of powerful tools for verifying hardware and software systems, as companies worldwide realise the need for improved means of validating their products. There is increasing demand for training in basic methods in formal reasoning so that students can gain proficiency in logic-based verification methods. The second edition of this successful textbook addresses both those requirements, by continuing to provide a clear introduction to formal reasoning which is both relevant to the needs of modern computer science and rigorous enough for practical application. Improvements to the first edition have been made throughout, with extra and expanded sections on SAT solvers, existential/universal second-order logic, micro-models, programming by contract and total correctness. The coverage of model-checking has been substantially updated. Further exercises have been added. Internet support for the book includes worked solutions for all exercises for teachers, and model solutions to some exercises for students.

## THE UX BOOK

## AGILE UX DESIGN FOR A QUALITY USER EXPERIENCE

Morgan Kaufmann The discipline of user experience (UX) design has matured into a confident practice and this edition reflects, and in some areas accelerates, that evolution. Technically this is the second edition of The UX Book, but so much of it is new, it is more like a sequel. One of the major positive trends in UX is the continued emphasis on design—a kind of design that highlights the designer's creative skills and insights and embodies a synthesis of technology with usability, usefulness, aesthetics, and meaningfulness to the user. In this edition a new conceptual top-down design framework is introduced to help readers with this evolution. This entire edition is oriented toward an agile UX lifecycle process, explained in the funnel model of agile UX, as a better match to the now de facto standard agile approach to software engineering. To reflect these trends, even the subtitle of the book is changed to "Agile UX design for a quality user experience . Designed as a how-to-do-it handbook and field guide for UX professionals and a textbook for aspiring students, the book is accompanied by in-class exercises and team projects. The approach is practical rather than formal or theoretical. The primary goal is still to imbue an

understanding of what a good user experience is and how to achieve it. To better serve this, processes, methods, and techniques are introduced early to establish process-related concepts as context for discussion in later chapters. Winner of a 2020 Textbook Excellence Award (College) (Texty) from the Textbook and Academic Authors Association A comprehensive textbook for UX/HCI/Interaction Design students readymade for the classroom, complete with instructors' manual, dedicated web site, sample syllabus, examples, exercises, and lecture slides Features HCI theory, process, practice, and a host of real world stories and contributions from industry luminaries to prepare students for working in the field The only HCI textbook to cover agile methodology, design approaches, and a full, modern suite of classroom material (stemming from tried and tested classroom use by the authors)

## WEB DEVELOPMENT WITH NODE AND EXPRESS

## LEVERAGING THE JAVASCRIPT STACK

"O'Reilly Media, Inc." Learn how to build dynamic web applications with Express, a key component of the Node/JavaScript development stack. In this hands-on guide, author Ethan Brown teaches you the fundamentals through the development of a fictional application that exposes a public website and a RESTful API. You'll also learn web architecture best practices to help you build single-page, multi-page, and hybrid web apps with Express. Express strikes a balance between a robust framework and no framework at all, allowing you a free hand in your architecture choices. With this book, frontend and backend engineers familiar with JavaScript will discover new ways of looking at web development. Create webpage templating system for rendering dynamic data Dive into request and response objects, middleware, and URL routing Simulate a production environment for testing and development Focus on persistence with document databases, particularly MongoDB Make your resources available to other programs with RESTful APIs Build secure apps with authentication, authorization, and HTTPS Integrate with social media, geolocation, and other third-party services Implement a plan for launching and maintaining your app Learn critical debugging skills This book covers Express 4.0.

## A PROJECT GUIDE TO UX DESIGN

## FOR USER EXPERIENCE DESIGNERS IN THE FIELD OR IN THE MAKING

Pearson Education "If you are a young designer entering or contemplating entering the UX field this is a canonical book. If you are an organization that really needs to start grokking UX this book is also for you. " -- Chris Bernard, User Experience Evangelist, Microsoft User experience design is the discipline of creating a useful and usable Web site or application—one that's easily navigated and meets the needs of both the site owner and its users. But there's a lot more to successful UX design than knowing the latest Web technologies or design trends: It takes diplomacy, project management skills, and business savvy. That's where this book comes in. Authors Russ Unger and Carolyn Chandler show you how to integrate UX principles into your project from start to finish. • Understand the various roles in UX design, identify stakeholders, and enlist their support • Obtain consensus from your team on project objectives • Define the scope of your project and avoid mission creep • Conduct user research and document your findings • Understand and communicate user behavior with personas • Design and prototype your application or site • Make your product findable with search engine optimization • Plan for development, product rollout, and ongoing quality assurance

## UX STRATEGY

## HOW TO DEVISE INNOVATIVE DIGITAL PRODUCTS THAT PEOPLE WANT

User experience (UX) strategy requires a careful blend of business strategy and UX design, and this hands-on guide offers an easy-to-apply framework for executing it. This updated edition introduces strategy tools and techniques to help you and your team craft innovative products that people want to use. You'll find new chapters on growth design and digital transformation. Whether you're an entrepreneur, UX/UI designer, product manager, or part of an intrapreneurial team, this book teaches simple to advanced strategies that you can use in your work right away. Along with business cases, historical context, and real-world examples throughout, you'll also gain different perspectives on the subject through cases studies and up-to-date interviews with top strategists. Define and validate target users through provisional personas and customer discovery techniques Conduct competitive research and analysis to explore a crowded marketplace and create unique value Focus your team on the primary utility and business model of your product by running structured experiments using efficient prototyping tools Learn how to conduct guerrilla user research online to get valuable insights on a small budget Devise UX funnels that increase

customer engagement by mapping desired user actions to meaningful metrics

## ENTERPRISE RISK MANAGEMENT

## FROM INCENTIVES TO CONTROLS

John Wiley & Sons A fully revised second edition focused on the best practices of enterprise risk management Since the first edition of Enterprise Risk Management: From Incentives to Controls was published a decade ago, much has changed in the worlds of business and finance. That's why James Lam has returned with a new edition of this essential guide. Written to reflect today's dynamic market conditions, the Second Edition of Enterprise Risk Management: From Incentives to Controls clearly puts this discipline in perspective. Engaging and informative, it skillfully examines both the art as well as the science of effective enterprise risk management practices. Along the way, it addresses the key concepts, processes, and tools underlying risk management, and lays out clear strategies to manage what is often a highly complex issue. Offers in-depth insights, practical advice, and real-world case studies that explore the various aspects of ERM Based on risk management expert James Lam's thirty years of experience in this field Discusses how a company should strive for balance between risk and return Failure to properly manage risk continues to plague corporations around the world. Don't let it hurt your organization. Pick up the Second Edition of Enterprise Risk Management: From Incentives to Controls and learn how to meet the enterprise-wide risk management challenge head on, and succeed.

## VR UX

Recently updated for 2017! If you're looking to get into VR design, UX or storytelling, this is your first stop. It's a lean 100+page approach to the roots of a VR experience based on the current technology stack. You'll learn the basics, some advanced tips, and the problems that are still pending in the VR UX community. Top 50 book in Product Design in 2016 Featured on the list of VR UX resources provided by uxofvr.com

## THE PRODUCT BOOK: HOW TO BECOME A GREAT PRODUCT MANAGER

"Nobody asked you to show up." Every experienced product manager has heard some version of those words at some point in their career. Think about a company. Engineers build the product. Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What more does a company need? What does a product manager do? Based upon Product School's curriculum, which has helped thousands of students become great product managers, The Product Book answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed!

## PROBABILITY, STATISTICS, AND STOCHASTIC PROCESSES

John Wiley & Sons Praise for the First Edition ". . . an excellent textbook . . . well organized and neatly written." —Mathematical Reviews ". . . amazingly interesting . . ." —Technometrics Thoroughly updated to showcase the interrelationships between probability, statistics, and stochastic processes, Probability, Statistics, and Stochastic Processes, Second Edition prepares readers to collect, analyze, and characterize data in their chosen fields. Beginning with three chapters that develop probability theory and introduce the axioms of probability, random variables, and joint distributions, the book goes on to present limit theorems and simulation. The authors combine a rigorous, calculus-based development of theory with an intuitive approach that appeals to readers' sense of reason and logic. Including more than 400 examples that help illustrate concepts and theory, the Second Edition features new material on statistical inference and a wealth of newly added topics, including: Consistency of point estimators Large sample theory Bootstrap simulation Multiple hypothesis testing Fisher's exact test and Kolmogorov-Smirnov test Martingales, renewal processes, and Brownian motion One-way analysis of variance and the general linear model Extensively class-tested to ensure an accessible presentation, Probability, Statistics, and Stochastic Processes, Second Edition is an excellent book for courses on probability and statistics at the upper-undergraduate level. The book is also an ideal resource for scientists and engineers in the fields of statistics, mathematics, industrial management, and engineering.

## LINUX SERVER SECURITY

"O'Reilly Media, Inc." Provides advice on ways to ensure network security, covering such topics as DNS, Apache web server, OpenLDAP, email encryption, Cyrus IMAP service, and

FTP server.

## APPLIED STOCHASTIC DIFFERENTIAL EQUATIONS

Cambridge University Press With this hands-on introduction readers will learn what SDEs are all about and how they should use them in practice.

## EXPERIMENT-DRIVEN PRODUCT DEVELOPMENT

## HOW TO USE A DATA-INFORMED APPROACH TO LEARN, ITERATE, AND SUCCEED FASTER

Apress Improving your craft is a key skill for product and user experience professionals working in the digital era. There are many established methods of product development to inspire and focus teams—Sprint, Lean, Agile, Kanban—all of which focus on solutions to customer and business problems. Enter XDPD, or Experiment-Driven Product Development—a new approach that turns the spotlight on questions to be answered, rather than on solutions. Within XDPD, discovery is a mindset, not a project phase. In Experiment-Driven Product Development, author Paul Rissen introduces a philosophy of product development that will hone your skills in discovery, research and learning. By guiding you through a practical, immediately applicable framework, you can learn to ask, and answer, questions which will supercharge your product development, making teams smarter and better at developing products and services that deliver for users and businesses alike. When applying the XDPD framework within your organization, the concept of an experiment—a structured way of asking, and answering, questions—becomes the foundation of almost everything you do, instilling a constant sense of discovery that keeps your team inspired. All types of activities, from data analysis to writing software, are seen through the lens of research. Rather than treating research as a separate task from the rest of product development, this book approaches the entire practice as one of research and continuous discovery. Designing successful experiments takes practice. That's where Rissen's years of industry expertise come in. In this book, you are given step-by-step tools to ensure that meaningful, efficient progress is made with each experiment. This approach will prove beneficial to your team, your users, and most importantly, to your product's lasting success. Experiment-Driven Product Development offers a greater appreciation of the craft of experimentation and helps you adapt it in your own context. In our modern age of innovation, XDPD can put you ahead. Go forth and experiment! What You Will LearnKnow how to approach product development in a leaner, more efficient wayUnderstand where and when experiments can be useful, and how they fit into pre-existing organization environments and processesRealize why you should be thinking about the simplest, useful thing rather than the minimum, viable productDiscover how to break down feature and design ideas into the assumptions and the premises that lie behind themAppreciate the importance of designing your experiments, and the statistical concepts that underpin their successMaster the art of communicating the results of experiments back to stakeholders, and help the results guide what happens next Who This Book is For Professionals working in digital product design and development, user experience, and service design. This book is best suited for those who work on digital products every day and want to adopt better approaches to gaining knowledge about their users, what works, and what does not work.

## PRODUCT MANAGEMENT FOR DUMMIES

John Wiley & Sons Your one-stop guide to becoming a product management prodigy Product management plays a pivotal role in organizations. In fact, it's now considered the fourth most important title in corporate America—yet only a tiny fraction of product managers have been trained for this vital position. If you're one of the hundreds of thousands of people who hold this essential job—or simply aspire to break into a new role—Product Management For Dummies gives you the tools to increase your skill level and manage products like a pro. From defining what product management is—and isn't—to exploring the rising importance of product management in the corporate world, this friendly and accessible guide quickly gets you up to speed on everything it takes to thrive in this growing field. It offers plain-English explanations of the product life cycle, market research, competitive analysis, market and pricing strategy, product roadmaps, the people skills it takes to effectively influence and negotiate, and so much more. Create a winning strategy for your product Gather and analyze customer and market feedback Prioritize and convey requirements to engineering teams effectively Maximize revenues and profitability Product managers are responsible for so much more than meets the eye—and this friendly, authoritative guide lifts the curtain on what it takes to succeed.

## THE FRAGILITY OF GOODNESS

## LUCK AND ETHICS IN GREEK TRAGEDY AND PHILOSOPHY

Cambridge University Press This book is a study of ancient views about 'moral luck'. It examines the fundamental ethical problem that many of the valued constituents of a well-lived

life are vulnerable to factors outside a person's control, and asks how this affects our appraisal of persons and their lives. The Greeks made a profound contribution to these questions, yet neither the problems nor the Greek views of them have received the attention they deserve. This book thus recovers a central dimension of Greek thought and addresses major issues in contemporary ethical theory. One of its most original aspects is its interrelated treatment of both literary and philosophical texts. The Fragility of Goodness has proven to be important reading for philosophers and classicists, and its non-technical style makes it accessible to any educated person interested in the difficult problems it tackles. This edition, first published in 2001, features a preface by Martha Nussbaum.

## TRADING OPTIONS GREEKS

## HOW TIME, VOLATILITY, AND OTHER PRICING FACTORS DRIVE PROFITS

John Wiley & Sons A top options trader details a practical approach for pricing and trading options in any market condition The options market is always changing, and in order to keep up with it you need the greeks—delta, gamma, theta, vega, and rho—which are the best techniques for valuing options and executing trades regardless of market conditions. In the Second Edition of Trading Options Greeks, veteran options trader Dan Pasarelli puts these tools in perspective by offering fresh insights on option trading and valuation. An essential guide for both professional and aspiring traders, this book explains the greeks in a straightforward and accessible style. It skillfully shows how they can be used to facilitate trading strategies that seek to profit from volatility, time decay, or changes in interest rates. Along the way, it makes use of new charts and examples, and discusses how the proper application of the greeks can lead to more accurate pricing and trading as well as alert you to a range of other opportunities. Completely updated with new material Information on spreads, put-call parity and synthetic options, trading volatility, and advanced option trading is also included Explores how to exploit the dynamics of option pricing to improve your trading Having a comprehensive understanding of the greeks is essential to long-term options trading success. Trading Options Greeks, Second Edition shows you how to use the greeks to find better trades, effectively manage them, and ultimately, become more profitable.

## OBSERVING THE USER EXPERIENCE

## A PRACTITIONER'S GUIDE TO USER RESEARCH

Morgan Kaufmann Table of contents

## DESIGNING UX: PROTOTYPING

## BECAUSE MODERN DESIGN IS NEVER STATIC

SitePoint It's well known that identifying and fixing problems in design is easier and cheaper if it can be done earlier in the process of design and build. That's because as the fidelity of the project we're working on increases, the effort involved in making changes increases. If we can test out early ideas to see if they work, in small chunks, then we can identify whether those ideas are going to work. To do this, we need to build prototypes. With easy-to-follow, practical advice, this book will show you how to use a number of different prototyping techniques to improve UX. It covers: The prototyping process Paper prototyping Interactive wireframing tools, such as Balsamiq and Axure Dedicated prototyping tools, including Marvel, Invision, and Adobe XD HTML prototypes How to use prototypes in your project workflow

## DISCOVER TO DELIVER

## AGILE PRODUCT PLANNING AND ANALYSIS