How To Write Seductive Web Copy An Easy Guide To Picking Up More Customers

A profile of the world's first known Internet serial killer seeks to demonstrate how mainstream Americans can become victims of cybercrime, explains the psychological factors of physically devoid online relationships, and how the case reflects a growing pattern of Internet sex and violence. Reprint.

The surge in the number of online training sites has created an unprecedented demand for experts who know all aspects of Web-based training (WBT) site design. Written by bestselling author William Horton, this book provides the hands-on and practical guidance that trainers demand. Packed with over 100 examples, this well-illustrated guide walks you through every phase of designing WBT, from analyzing your course requirements and assessing the needs of potential students to designing a course for a global audience. You'll find out how to combine elements into effective and interesting learning sequences, discover how to overcome any technical hurdle that may arise, how to offer materials that motivate learning, and how to use Web technologies to create 21st-century alternatives to traditional courses. Praise for Designing Web-Based Training "Horton has done it again! He's addressed the cutting-edge problem of Web-based training design with his pragmatic, research-based approach. His work is task-oriented and down-to-earth. He doesn't waste our time with excessive educational philosophy. In short-comprehensive overview, practical advice, engaging presentation."-Robert E. Horn, Author, Visual Language: Global Communication for the 21st Century "As each new media wave is adopted for instructional pur-poses, there is a lag in effective exploitation of the unique features the medium brings for supporting learning. Designing Web-Based Training bridges the gap by providing a rich and detailed reference."-Ruth Clark, EdD, President, Clark Training & Consulting "Designers have been seeking guidance on how to exploit the Web's distribution potential while combining it with powerful instructional programs. Horton provides structure, stimulation, and substance in this important book. Web-based training is definitely what is happening now. Designing Web-Based Training will be a de facto classic in the field." -Gloria Gery, Principal, Gery Associates, Author, Making CBT Happen The companion Web site at www.wiley.com/compbooks/horton/ features: * Design guidelines * Live versions of many examples from the book * A course shell and sample lessons * Links to helpful references

Religion Online provides an accessible and comprehensive introduction to this burgeoning new religious reality, from cyberpilgrimages to neo-pagan chatroom communities. A substantial introduction by the editors presenting the main themes and issues is followed by sixteen chapters addressing core issues of concern such as youth, religion and the internet, new religious movements and recruitment, propaganda and the countercult, and religious tradition and innovation.

Political web sites and e-mail lists were novelties in 1996. By 2000, they were a news trend. By 2004, they will be a part of every electoral and policy campaign. News-seekers, activists, and decision-makers increasingly turn to the Net as a matter of course. The Civic Web delineates the basic issues, opportunities, and dilemmas posed by the introduction of computer-networked communications into U.S. national politics. Leading scholars from several academic disciplines join pioneer practitioners of online advocacy, discussion, and law in considering how the Internet can host, and even advance, enlightened self-government by a free people in a constitutional republic. Visit our website for sample chapters!

Digital technology and the Internet have greatly affected the political realm in recent years, allowing citizens greater input and interaction in government processes. The mainstream media no longer holds all the power in political commentary. Transforming Politics and Policy in the Digital Age provides an updated assessment of the implications of technology for society and the realm of politics. The book covers issues presented by the technological changes on policy making and offers a wide array of perspectives. This publication will appeal to researchers, politicians, policy analysts, and academics working in e-government and politics.

Attract more patients and grow your dental practice with the ultimate dental marketing blueprint. Do you want to: Attract more patients? Boost your practice's revenue? Ensure your dental practice stands out from the crowd? There's a lot of competition in the dental industry for new patients. Every day new websites appear, offering to make it attractive for potential customers to switch to their practice. So, what's the secret to stand out from the crowd? The answer is compelling, engaging website content that makes you stand out from every other dental practice out there. In Dental Content Marketing Hacks, you get two books for the price of one with Dental Copywriting Hacks and Blogging Hacks For Dentistry, which will help you with: ? Understanding your market ? How to position practice in the marketplace ? Step-by-step action plans ? Developing a unique selling proposition ? Creating your homepage, team page, and service pages ? Keyword research ? Proven copywriting and blogging strategies ? Demonstrating your expertise ? Creating attention-grabbing headlines ? Optimizing your blog posts for Google ? How to make your blog posts go viral ? Plus, much more The first book focuses on how to create compelling content for your website, while the second book shows you how to create unique engaging blog posts that will attract the patients you need to make your practice a success. So, are you ready to take your dental practice to the next level? Get this audiobook now and start making a success of your dental business today!

Packed with ideas and instructional activities that cut across all content areas, this engaging book provides a comprehensive framework for promoting vital Web literacy skills in grades 3-8. Teacher-friendly special features include helpful graphics, sidebars, practical tips, and nearly 100 reproducibles. Using a research-based, classroom-tested model of Internet inquiry, the authors explain the "whats," "whys," and "how-tos" of helping diverse learners Locate useful information sources on the Web Navigate the contents of a website Critically evaluate what they read online Synthesize the results of an Internet inquiry Express new knowledge in their own words

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This volume teaches academics and graduate students how to write seductive academic prose by learning a literacy rarely taught in academic writing or style handbooks: to use literary devices and figures of speech to meet ideals of stylish communication; and how these ideals and supposed 'literary' techniques serve academic readers and writers. Part one explores the persistent problem of the bad academic writing style called 'academese' and argues stylish academic writers avoid it by writing with figures of speech. Part two teaches and illustrates figures of speech seductive writers write into academic prose to convey the music and rhythms of good speech, cohesion, coherence and storytelling, and the personality and passions of the author. Part three argues the academy will not heal itself of academese until academic writing pedagogies teach students to care enough for their readers to write with figures of speech that craft seductive academic writing.

This is the first and only book about developing online tutorial courses. It covers course organization, screen arrangement, writing style, test design, media selection, survey construction, and digital futures.

Examines and provides comments on language trends while tracing the origins of timely words and phrases that discuss such topics as technology, entertainment, and everyday life.

PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

Master the world of dental marketing with this cutting-edge collection! Do you want to discover the best strategies for kickstarting your dental marketing efforts? Looking for ways to build your client base, attract new patients, and master the online sphere? Want to learn first-hand from an expert copywriter and experienced dentist? Then this bundle is for you! Inside this brilliant 3-in-1 book collection, you'll join best-selling author and dental marketing expert Alex Wong as he shares his years of dental marketing expertise. Breaking down the principal strategies for creating an unforgettable online presence, driving traffic with a top-notch website, and writing viral blog content, this bundle is perfect for any orthodontist, endodontist, periodontist, or anyone in the oral health field looking to expand their dental clinic and build their business. Inside Dental Marketing Hacks, you'll uncover a powerful formula for mastering the art of online dental marketing, including: ? The Secret To Identifying Your Perfect Target Audience ? Step-By-Step Instructions For Building Your Online Presence (Even If You're Not a Tech-Y Person) ? Practical Ways To Get Your Dental Website Off The Ground For Less Than $200! ? Top Tips For Writing Emails That Sell ? And Ingenious Advertising Strategies To Kickstart Your Dental Practice! Inside Dental Copywriting Hacks, you'll find a complete blueprint for crafting engaging, effective content to help you stand out from the crowd, including: ? How To Build Your "Action Plan" and Position Yourself In The Market ? Surprisingly Simple Ways To Create Your Homepage, Team Page, Contact Page and More ? How To Do Keyword Research Like a Pro ? Proven Copywriting Techniques To Hook Readers and Demonstrate Your Expertise ? And Much More... And inside Blogging Hacks For Dentistry, you'll learn the essential steps for creating viral, must-read blog content to find more patients and grow your practice, including: ? Tips and Tricks For Finding - and Engaging With - Your Target Readership ? Simple Ways To Generate an Entire Year's Worth of Topics (So You Can Focus Less On Brainstorming and More On Dentistry) ? The Secret To Creating Attention-Grabbing Headlines ? Easy-To-Use Tools For Creating Profitable Keywords ? And How To Make Optimized, Shareable, and Viral Dental Blog Content! Whether you're setting up your brand-new dental office for the first time, or if you're a seasoned professional looking to expand your skillsets and find more patients, the ingenious lessons inside this bundle are specially designed to help you master your online presence, create compelling blog content, and build an unforgettable website. Ready to supercharge your dental practice? Scroll up and buy now to get started!

Seductive Academic WritingCambridge Scholars Publishing

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Michael Strangelove provides a broad overview of the world of amateur online videos and the people who make them. He describes how online digital video is both similar to and different from traditional home-movie-making and argues that we are moving into a post-television era characterized by mass participation. --from publisher description.

As editors of Books, Media, and the Internet, David Booth, Carol Jupiter, and Shelley S. Peterson present the work of colleagues from the conference "A Place for Children's Literature in the New Literacies Classrooms,' April 2008. Within these pages, teachers, librarians, and others concerned with literacy will find inspiration and strategies for melding technology and children's literature from practitioners who have found effective ways to engage young people with text, both in print and on screen. The contributors to this anthology include classroom teachers, librarians, university educators, and journalists. They speak not only to the technologically capable and media-savvy teachers but also to the curious, who seek starting points for using new technologies alongside traditional print media in their classrooms. They show how multimedia and digital technologies expand our approaches to literacy education -- and how to extend and enrich our use of stories, whatever the media, with all ages. Their articles cover a vast range of subjects arranged into 5 sections. This book provides current information, classroom examples, and anecdotes as practical tools to help teachers use digital, media, and print texts to extend students' learning. The helpful "Teaching Tools" section at the end of the book explains how to use a variety of digital tools in the classroom.

Copywriting is writing with purpose. It's about using words to reach people and change what they think, feel and do. This easy-to-read guide will teach you all the essentials of copywriting, from understanding products, readers and benefits to closing the sale. You'll learn how to... • Write clearly, simply and engagingly • Choose a killer headline and a strong structure• Use 20 proven strategies for creative copywriting• Harness the power of persuasion and psychology• Create a unique tone of voice for a brand Illustrated throughout and packed with real-life examples, Copywriting Made Simple is the perfect introduction to copywriting today. "Tom's put a lifetime of learning into this book… an incredibly thorough briefing on copywriting." – Dave Trott, Creative legend, agency founder, author and teacher. "Educational, entertaining and energetic… prepare to dig deep and enjoy!" – Katherine Wildman, Host, The Writing Desk.

"This book provides a comprehensive reference source on next generation Web technologies and their applications"--Provided by publisher.

Boost your confidence and grades with this step-by-step guide to tackling university writing assignments.

An all-in-one resource on writing, organizing, and delivering Web content After nearly a decade of experimentation, Web professionals now know that bells and whistles alone do not make a successful Web site. More than anything, strong and seamlessly integrated content attracts customers and keeps them coming back. Coauthored by a new media development expert and an award-winning writer, this book arms professionals with a complete blueprint and a set of best practices for writing, organizing, and delivering Web content. A one-stop resource for Webmasters, content developers, project managers, and editors, it covers all the bases-from key technical considerations to the principles of professional copywriting. Companion Web site includes resource listings and updates.

Attract More Patients and Grow Your Dental Practice with Compelling Website Content Are you a dentist who wants to attract more patients and boost revenue? Do you want to be able to create amazing web content? There's a lot of competition in the dental industry for new patients. Every day new websites appear, offering to make it attractive for potential customers to switch to their practice. So, what's the secret to standing out from the crowd? The answer is compelling, engaging website content that makes you stand out from every other dental practice out there. With Dental Copywriting Hacks: A Complete Blueprint to Marketing and Growing Your Online Dental Practice you will get help with: ? Understanding your market ? How to position yourself in the marketplace ? Action plans ? Developing a unique selling proposition ? Creating your homepage, team page, contact page & service pages ? Keyword research ? Proven copywriting strategies ? Demonstrating your expertise ? And much more… Your dental practice deserves to be seen among the crowd and positioned in exactly the right place to attract new customers. With Dental Copywriting Hacks you can do all that to make sure your business is ready to take the next step to become truly profitable.

--- Readers are saying... "This is a superb guide written on this subject." - Gena "A succinct, handy guide that actually has much wider application." - Zipporah "The author clearly understands the dental marketing profession and does an admirable job at helping dental practices to write better website copy and market themselves better online" - Robert Grayson

In this volume, Mark Waldo argues that writing across the curriculum (WAC) programs should be housed in writing centers and explains an innovative approach to enhancing their effectiveness: focus WAC on the writing agendas of the disciplines. He asserts that WAC operation should reflect an academy characterized by multiple language

communities--each with contextualized values, purposes, and forms for writing, and no single community's values superior to another's. Starting off with an examination of the core issue, that WAC should be promoting learning to write in the disciplines instead of writing to learn, Waldo proposes: *housing WAC in comprehensive writing centers independent of any other department; *using dialogue and inquiry rather than prescriptive techniques in the WAC program's interaction with faculty in other disciplines; and *phasing out writing assessment that depends on one test measuring the writing abilities of students from all disciplines. In the process of making his case, Waldo discusses tutor training, faculty consultancy, and multilayered assessment programs. In addition to presenting the theoretical and practical advantages of discipline-based WAC programs, he also offers clear and compelling evidence from his own institution that supports the success of this approach to writing instruction. Demythologizing Language Difference in the Academy: Establishing Discipline-Based Writing Programs will be of interest to writing program and WAC administrators; writing center administrators; graduate students studying composition; and educators and graduate students involved in WAC initiatives, research, and study.

TECHNICAL REPORT WRITING TODAY provides thorough coverage of technical writing basics, techniques, and applications. Through a practical focus with varied examples and exercises, students internalize the skills necessary to produce clear and effective documents and reports. Project worksheets help students organize their thoughts and prepare for assignments, and Focus boxes highlight key information and recent developments in technical communication. Extensive individual and collaborative exercises expose students to different kinds of technical writing problems and solutions. Annotated student examples--more than 100 in all--illustrate different writing styles and approaches to problems. Numerous short and long examples throughout the text demonstrate solutions for handling writing assignments in current career situations. The four-color artwork in the chapter on creating visuals keeps pace with contemporary workplace capabilities. The Tenth Edition offers the latest information on using electronic resumes and documenting electronic sources and Ethics and Globalization sidebars that highlight these two important topics in the technical communication field. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This book will show you how to design and write interactive online training courses that suit the needs of today's technology and users.

The Simplified Chinese edition of The Giver, a 1993 American young-adult utopian novel by Lois Lowry.

This book describes the technical architecture and components thatcan be integrated in order to provide a comprehensive and robustinfrastructure on which to build successful e-Business. It isessential reading for technical and functional team leaders andstrategists, who analyse the options, limitations and possibilitiesfor new technology and place them alongside the businessrequirements. Whyte intends to broaden the knowledge of specialistsin computing, telecommunications, internet and electronic business.He also introduces the underlying business and technical principalsof e business and how they interrelate to the undergraduates andpostgraduate level at technical business units. * Covers relevant and ever increasingly important issues such assecurity and business data processing. * Bridges the gap between the fundamentals and the broader businessmodels of e-business * Detailed coverage of the functional architectures andtechnology * Includes the technologies and techniques of on-line customerservice, support and maintenance The combination of both strategic and technical information in thistext make it a valuable reference resource for telecommunicationmanagers, e-business project leaders and final year andpostgraduate students in computer science, electrical engineeringand telecommunication courses and technical business units.

The popularization of the Internet has shepherded a revolution in business and personal communication. But how has online technology been used in mainstream American politics? In Politics Moves Online, Michael Cornfield provides a comprehensive guide to how the Internet has been used in political campaigns. He shows, for example, how candidates such as George Bush and John McCain in 2000 ?as well as political action committees and the media ?struggled to figure out how to fit the Internet into their ongoing operations. Through a series of insightful cases, he examines how candidates use the Web as a campaign tool and as a fund-raising mechanism, and how voters use the Internet to gather information and become more knowledgeable voters. He finds that while many political pundits have argued that the Internet can be a revolutionary force in politics, citizens and politicians alike have yet to find innovative uses that go beyond conventional political operations.

"Writing is an aspect often overlooked in the quest to provide students with the necessary skills to embark on a career in the increasingly important field of communication. For many students, putting one's thoughts and understanding of a topic onto paper can be a daunting task. Composing Research, Communicating Results: Writing the Communication Research Paper provides communication students with the knowledge and necessary tools to compose a variety of course-required papers that are scholarly, accessible, and well-written. Chapter coverage includes common myths associated with writing a research paper, brainstorming and researching topics, making and supporting arguments, style and formatting issues, writing the literature review, application and personal reaction papers, empirical research papers, presenting and publishing your work, and more. Each stage of the process is broken down into easy-to-follow steps supported by writing exercises and numerous examples drawn from published and student-written papers in the field. Composing Research, Communicating Results: Writing the Communication Research Paper fulfils an important and underserved niche in the classroom curricula, and is an essential resource for all students in communications-related courses"--

JOHN DOUGLAS -- THE BESTSELLING AUTHOR OF MINDHUNTER AND THE UNDISPUTED MASTER PROFILER OF SERIAL CRIMINALS -- TELLS THE CHILLING TRUE STORY OF JOHN ROBINSON, THE INTERNET'S FIRST SERIAL MURDERER. In Olathe, Kansas, a balding, pudgy father of four sits in prison convicted on three counts of homicide -- two of capital murder -- and suspected in at least five other disappearances. During the last half of the 1990s, John Robinson exploited the Internet's active world of sadomasochism with horrific results. By haunting chat rooms, he pinpointed vulnerable women who were looking for romance and stalked them on-line, nefariously convincing them of his maturity, sensitivity, and financial stability. He seemed like the perfect man. He enticed these women with offers of a solid relationship and a lucrative job, persuading them to move to his hometown. Once they arrived in Kansas, the women invariably disappeared. After a dramatic trial and days of intense jury deliberation, Robinson now faces the death penalty. Disturbing as his crimes may be, what's most alarming is how he selected and lured his victims and how willingly they responded. John Robinson expanded the hunting ground, the techniques, and the technology of the sexual predator. He is the world's first-known Internet serial killer. Law enforcement officers, prosecutors, and the coauthors of Anyone You Want Me to Be have struggled to unravel the enigma that is John Robinson. They reveal what can go wrong in a world where relationships are devoid of physical contact, showing how easily mainstream Americans can be drawn into the dark underground of cybercrime. The Internet has drastically expanded the realm of fantasy -- from the limited confines of physical reality to the worldwide stage of virtual reality -- and anyone can become involved in an on-line seduction. Erotic fantasies, which were once socially off-limits and extremely private, are now instantly accessible. This rapidly growing community masks a sinister truth: With

only a computer, an Internet connection, and a knack for creativity, criminals have the power to reach millions of unsuspecting victims while remaining in complete control of their own -- often false -- image. John Robinson was a true innovator in this variety of crime. Through interviews with law enforcement specialists, Web experts, and others, John Douglas and Stephen Singular illustrate, with this case, a much larger -- and more frightening -- pattern of Internet sex and violence. As technology proliferates in the twenty-first century, so do opportunities for enterprising criminals like John Robinson. No one is better equipped than John Douglas and Stephen Singular to expose the underworld of the Internet and to warn people about the dangers of cyberspace. A cautionary and educational tale about being wary of strangers and false intimacy, Anyone You Want Me to Be is also a terrifying, high-tech story of crime and punishment.

V10 VIXEN does not just give her funny yet amazing descriptions on Supercars but cars - that are closer to her heart , Classic Cars and practical cars.This first book as she is writing many more!Brings all her different Motoring Tastes together and gives WOMAN PETROL HEADS VIEW ON MOTORING - which is new because most books are written by men.

"Should I lower my price point? Give my new product away for free online? How do I compete when my goods, services, or business model might be duplicated?" In this candid, 21st-century-savvy guide, Dante Lee illustrates how passion can become profit by addressing the questions that every businessperson needs to ask. Black Business Secrets discusses the entrepreneurial skills that African-American business owners must master in order to compete in a world where most new companies fail within three years. Whether you're a weekend entrepreneur or a career-changing professional, Lee's motto—"don't be a worrier, be a warrior"—applies. From personal branding to best practices, this empowering blueprint offers surefire tips and strategies designed to ensure business survival and success.

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Arguing that the end of the eighteenth-century witnessed the emergence of an important female poetic tradition, Claire Knowles analyzes the poetry of several key women writing between 1780 and 1860. Knowles provides important context by demonstrating the influence of the Della Cruscans in exposing the constructed and performative nature of the trope of sensibility, a revelation that was met with critical hostility by a literary culture that valorised sincerity. This sets the stage for Charlotte Smith, who pioneers an autobiographical approach to poetic production that places increased emphasis on the connection between the poet's physical body and her body of work. Knowles shows the poets Susan Evance, Letitia Elizabeth Landon, and Elizabeth Barrett-Browning advancing Smith's poetic strategy as they seek to elicit a powerful sympathetic response from readers by highlighting a connection between their actual suffering and the production of poetry. From this environment, a specific tradition in female poetry arises that is identifiable in the work of twentieth-century writers like Sylvia Plath and continues to pertain today. Alongside this new understanding of poetic tradition, Knowles provides an innovative account of the central role of women writers to an emergent late eighteenth-century mass literary culture and traces a crucial discursive shift that takes place in poetic production during this period. She argues that the movement away from the passionate discourse of sensibility in the late eighteenth century to the more contained rhetoric of sentimentality in the early nineteenth had an enormous effect, not only on female poets but also on British literary culture as a whole.

Information technology is changing the way we write. Special features such as outliners, spelling checkers and graphic facilities have transformed word processors into document processors; document processors have, in turn, integrated with other electronic resources such as e-mail and the Internet to provide a complete writing environment. The New Writing Environment examines the knowledge that is needed in order to develop, use and evaluate computer-based writing environments. The emphasis is firmly on practical issues: tasks performed by writers at work, problems they encounter, and documents they actually produce. Writing is defined within a wide social and organisational context, in order to give an accurate assessment of how the new technology affects the social and cooperative aspects of authorship. The result is a wide-ranging and comprehensive assessment of the relationship between writing and computers.

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What makes genuine leather genuine? What makes real things real? In an age of virtual reality, veneers, synthetics, plastics, fakes, and knockoffs, it's hard to know. Over the centuries, men and women have devoted enormous energy to making fake things seem real. As early as the fourteenth century, fabric was treated with special oils to make it resemble leather. In the 1870s came Leatherette, a new bookbinding material. The twentieth century gave us Fabrikoid, Naugahyde, Corfam, and Ultrasuede. Each claims to transcend leather's limitations, to do better than nature itself—or at least to convince consumers that it does. Perhaps more than any other natural material, leather stands for the authentic and the genuine. Its animal roots etched in its pores and in the swirls of its grain, leather serves as cultural shorthand for the virtues of the real over the synthetic, the original over the copy, the luxurious over the shoddy and second-rate. From formica, vinyl siding, and particle board to cubic zirconium, knockoff designer bags, and genetically altered foods, inspired fakes of every description fly the polyester pennant of a brave new man-made world. Each represents a journey of scientific, technical, and entrepreneurial innovation. Faux Real explores this borderland of the almost-real, the ersatz, and the fake, illuminating a centuries-old culture war between the authentic and the imitative.

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