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2006-06-05 Implement bulletproof e-business security the proven Hacking Exposed way Defend against the latest Web-based attacks by looking at your Web applications through the eyes of a malicious intruder. Fully revised and updated to cover the latest Web exploitation techniques, Hacking Exposed Web Applications, Second Edition shows you, step-by-step, how cyber-criminals target vulnerable sites, gain access, steal critical data, and execute devastating attacks. All of the cutting-edge threats and vulnerabilities are covered in full detail alongside real-world examples, case studies, and battle-tested countermeasures from the authors' experiences as gray hat security professionals. Find out how hackers use infrastructure and application profiling to perform reconnaissance and enter vulnerable systems Get details on exploits, evasion techniques, and countermeasures for the most popular Web platforms, including IIS, Apache, PHP, and ASP.NET Learn the strengths and weaknesses of common Web authentication mechanisms, including password-based, multifactor, and single sign-on mechanisms like Passport See how to excise the heart of any Web application's access controls through advanced session analysis, hijacking, and fixation techniques Find and fix input validation flaws, including cross-site scripting (XSS), SQL injection, HTTP response splitting, encoding, and special character abuse Get an in-depth presentation of the newest SQL injection techniques, including blind attacks, advanced exploitation through subqueries, Oracle exploits, and improved countermeasures Learn about the latest XML Web Services hacks, Web management attacks, and DDoS attacks, including click fraud Tour Firefox and IE exploits, as well as

the newest socially-driven client attacks like phishing and adware Fully revised and updated to cover the latest Web exploitation techniques Hacking Exposed Web Applications Second Edition shows you step by step how cyber criminals target vulnerable sites gain access steal critical data and execute

2009-05-01 This book offers an advanced breakthrough formula to build, implement, maintain, and cultivate an authentic, distinctive, relevant, and memorable Personal and Corporate Brand, which forms the key to enduring personal and business success. The new Personal Branding blueprint entails a systematic and integrated journey towards self-awareness, happiness, and enduring marketing success. If you are branded in this holistic way you will automatically attract success and the people and opportunities that are a perfect fit for you. Hubert Rampersad has introduced an advanced authentic Personal Branding model and practical related tools, that provide an excellent framework and roadmap for building a strong authentic Personal Brand, which is in harmony with your dreams, life purpose, values, genius, passion, and with things what you love doing. This new blueprint has been proven in practice to produce sustainable results, not only for individuals but also for companies. By aligning employee's Personal Brand with their Corporate Brand you can realize the 'best fit' between employee and company,

which creates a highly engaged and happy workforce. This book offers an advanced breakthrough formula to build implement maintain and cultivate an authentic distinctive relevant and memorable Personal and Corporate Brand which forms the key to enduring personal and business success

2011-05-24 The story of a small-town, fifth-generation, Irish-Australian Catholic family struggling to reach the first rung of the social ladder. Their lives are forged by the ''the four fires'' - passion, religion, warfare and fire itself. The story of a small town fifth generation Irish Australian Catholic family struggling to reach the first rung of the social ladder Their lives are forged by the the four fires passion religion warfare and fire itself

2006-01-08 Get the book that shows you not only what to study, but how to study. The only classroom-based integrated study system for professional certification gives you complete coverage of all objectives for the Sun Certified Programmer for Java 5 exam, hundreds of practice exam questions, and hands-on exercises. The CD-ROM features full practice exam software plus an adaptive test engine. Get the book that shows you not only what to study but how to study

2012-02-01 Thoroughly updated by James Beard Award-winning chef Jeremiah Tower, this is the Le Cordon Bleu founder's

classic cookbook and guide to French cuisine. In the nineteenth century, Henri-Paul Pellaprat founded Le Cordon Bleu. In the twentieth century, his landmark cookbook, L'Art Culinaire Moderne, wastranslated into English and acclaimed as the most comprehensive and authoritative book on French cooking and gastronomy ever written. This complete revision and updating by James Beard Award-winning chef Jeremiah Tower is a reference cookbook that continues to shape great chefs and great cooking in the twenty-first century. Pellaprat was the first chef to give the vast subject of French cuisine a logical and comprehensive underpinning by offering a complete education in the four basic subdivisions of French cooking, la haute cuisine, la cuisine bourgeoise, la cuisine régionale, and la cuisine impromptue, the inspired cooking that creates memorable dishes with easily available ingredients. Included are 2,000 recipes covering every aspect of gastronomy from sauces, soups, fish, grillades, and salads, to soufflés, cakes, and traditional French desserts. This new edition includes more than 600 easy-to-follow techniques and timesaving tips, and a complete lexicon of French cooking terms. Unparalleled in its scope and the authenticity of its information, The Great Book of French Cuisine remains a definitive work, the perfect reference for both amateurs and professional chefs, to be treasured and consulted throughout a lifetime of cooking. Thoroughly updated by James Beard Award winning chef Jeremiah

Tower this is the Le Cordon Bleu founder s classic cookbook and guide to French cuisine In the nineteenth century Henri Paul Pellaprat founded Le Cordon Bleu

2000 This second edition covers additional security features in Acrobat 4.0 that were previously available only to Windows users, but are now available for Macintosh as well. The authors focus on Web Capture (the ability to create PDF files from Web sites), Digital Signatures (allows for electronic sign-off of shared files), Compare Pages, (the ability to open more than one file in separate windows), Send Mail (the ability to automatically attach a PDF file to an email document) and Web Buy, a new tool for sharing files that require a key to access them. This second edition covers additional security features in Acrobat 4 0 that were previously available only to Windows users but are now available for Macintosh as well

2004-10-25 Using research in neurobiology, cognitive science and learning theory, this text loads patterns into your brain in a way that lets you put them to work immediately, makes you better at solving software design problems, and improves your ability to speak the language of patterns with others on your team. Using research in neurobiology cognitive science and learning theory this text loads patterns into your brain in a way that lets you put them to work immediately makes you better at solving software design problems and

improves your

2006 On 8 January 2003 lightning strikes in the ACT and surrounding area caused four fires known as the McIntyres Hut fire the Bendora fire the Stockyard Spur fire and the Mount Gingera fire

2006-02-20 All the Documentation You Need for Successfully Deploying Exchange Server 2003 Author Barry Gerber shares his extensive real-world experience in easy-to-understand language in this comprehensive guide to Microsoft's messaging and collaboration server. Mastering Exchange Server 2003 systematically and sequentially walks you through all the essential concepts of planning and design, installation, deployment, administration and management, maintenance, and troubleshooting. With detailed background information, clear step-by-step, hands-on instructions, and realistic examples, Gerber teaches you how to devise and implement a system that is just right for your environment. He then leads you to the next level with advanced coverage on reliability and availability, disaster recovery, security solutions, wireless access, and building custom e-mail forms for Outlook. Coverage Includes: Designing a new Exchange 2003 system Upgrading to Windows Server 2003 and Exchange Server 2003 Installing and configuring Exchange Server 2003, Windows Server 2003 as a domain controller, and Outlook 2003 from a customized server

image Organizing Exchange users, distribution groups, and contacts Managing the Exchange Server hierarchy and core components Managing Exchange 2003 Internet services and services for Internet clients Installing and administrating additional Exchange Servers Performing advanced administration and management Ensuring Exchange Server reliability and availability Building Exchange Server system security Configuring wireless access to Exchange Server 2003 Creating and managing Outlook forms designer applications Exploring third-party applications for Exchange/Outlook clients and Exchange Server All the Documentation You Need for Successfully Deploying Exchange Server 2003 Author Barry Gerber shares his extensive real world experience in easy to understand language in this comprehensive guide to Microsofts messaging and

2009-01-16 Are you an employee stuck in a career rut? Are you a student looking to get the right start? Or do you just want to create a better you? In The 10Ks of Personal Branding, author Kaplan Mobray offers ten must-know insights to building your personal brand. In this inspiring guide, learn how to focus your life's goals with your life's actions to create a powerful package called "you." Filled with easy-to-follow instructions and valuable tips on developing your personal brand, this guide explains the 10Ks of personal branding: • Know thyself • Know

what you want to be known for • Know how to be consistent • Know how to accept failure as part of building your personal brand • Know how to communicate your personal brand attributes • Know how to create your own opportunities • Know and master the art of connection • Know that silence is not an option • Know your expectations, not your limitations • Know why you are doing what you are doing today and how it will shape where you are headed tomorrow These principles can change your life, give you focus, propel your career, and take you to a much greater place. In this inspiring guide learn how to focus your life s goals with your life s actions to create a powerful package called you Filled with easy to follow instructions and valuable tips on developing your personal brand this

2022-09-27 "A near-future layering of East and West, of religion and technology . . . and of love and its loss—all woven into an intriguing tapestry." —Diana Gabaldon, bestselling author of the Outlander series Winner of the Homer Award for Best Science Fiction Novel A renowned prima ballerina, Lucia del Mar is far more comfortable expressing herself through dance than with words. Shy and introverted, she spends most of her spare time on her laptop. Still, Lucia's job forces her out of her comfort zone, which is how she winds up at a White House reception where she meets Rashid al-Jazari, the wealthy CEO of a multinational corporation. Although attracted to him, Lucia can't help but feel awkward and shrugs off their encounter as a one-time event. Not realizing he feels a similar attraction, she never imagines Rashid will seek out her performances; he is the last person she expects to see when her dance company travels to Italy. Their reunion takes an even more unexpected turn when they're both drugged and kidnapped. Although they overcome their abductors, it leaves them stranded in North Africa. For her own safety, Lucia agrees to marry Rashid, at least for the time being. As she recovers at his family compound in Morocco, reeling from their brush with danger, she struggles to fit into a culture she knows nothing about—and to deal with her growing feelings for Rashid. At the same time, at his secret office there, Rashid is developing a dramatic leap forward in artificial intelligence combined with virtual reality. He finds himself plunged into a fight for control of his work against powerful international forces, and caught in the middle, Lucia is swept into that battle . . . "A terrific novel, ripping a path from today's headlines to tomorrow's realities." —Robert J. Sawyer, Nebula Award–winning author A near future layering of East and West of religion and technology and of love and its loss all woven into an intriguing tapestry Diana Gabaldon bestselling author of the Outlander series Winner of the Homer Award for

2020-04-15 This book is the definitive resource for understanding the phenomena and process of personal brand management

as it becomes increasingly valued in a global economy. By providing a research-based, theoretical framework, the author distills the concept of personal branding as it is applicable to individuals throughout all stages of career development as well as across industries and disciplines. Extensively researched with numerous case studies, this book clearly outlines the strategic process of evaluating the economic value of a personal brand to manage and scale it accordingly. The author, an expert in the field of personal brand strategy and management, argues that a business is what a person or organization does, but the brand is what people expect from that person or organization. The two must align, and the book's conceptual framework explains the theory and practice behind personal branding to accomplish this synergism. The consequence of the digital age is unprecedented visibility for individuals and businesses. As they engage with one another in more and more virtual spaces, the need for understanding and managing the evolving complexity of this 'personal' engagement is an economic reality. For this reason, the framework in this title provides insight and perspective on all phases of a brand in its recursive life cycle both on and offline. By providing clarity and structure to the topic as well as practical theory for its application, this title is the ultimate primer on personal branding in theory and practice. This book is the definitive resource for understanding the phenomena and process

of personal brand management as it becomes increasingly valued in a global economy

2006-11-28 This is the eBook version of the printed book. This digtial Short Cut provides a concise and supremely useful guide to the emerging trend of User Acceptance Testing (UAT). The ultimate goal of UAT is to validate that a system of products is of sufficient quality to be accepted by the users and, ultimately, the sponsors. This Short Cut is unique in that it views UAT through the concept that the user should be represented in every step of the software delivery lifecycle--including requirements, designs, testing, and maintenance--so that the user community is prepared, and even eager, to accept the software once it is completed. Rob Cimperman offers an informal explanation of testing, software development, and project management to equip business testers with both theory and practical examples, without the overwhelming details often associated with books written for professional testers. Rather than simply explaining what to do, this resource is the only one that explains why and how to do it by addressing this market segment in simple, actionable language. Throughout the author's considerable experience coordinating UAT and guiding business testers, he has learned precisely what testers do and do not intuitively understand about the software development process. UAT Defined informs

the reader about the unfamiliar political landscape they will encounter. Giving the UAT team the tools they need to comprehend the process on their own saves the IT staff from having to explain test management from the beginning. The result is a practice that increases productivity and eliminates the costs associated with unnecessary mistakes, tedious rework, and avoidable delays. Chapter 1 Introduction Chapter 2 Defining UAT–What It Is...and What It Is Not Chapter 3 Test Planning–Setting the Stage for UAT Success Chapter 4 Building the Team–Transforming Users into Testers Chapter 5 Executing UAT–Tracking and Reporting Chapter 6 Mitigating Risk–Your Primary Responsibility This is the eBook version of the printed book

2018-09-23 Discover the Secrets of Professional Personal Branding Establishing a professional presence with a clear and concise image, reputation, and status is a must, whether you're a new grad or an accomplished executive. Personal marketing has never been more important, and your personal brand should communicate the best you have to offer. Personal Branding Benefits Your Business by: Establishing Credibility & Thought Leadership Growing Your Network Helping you Market Yourself Attracting New Opportunities Increasing Sales Helping You Reach Your Business Goals In Personal Branding Secrets, you are going to learn how to put the social back into social media and use networking as one of your best secrets,

alongside - How to incorporate a unique selling proposition into your branding The best methods for selling products to customers as a small business How to access opportunities that can take your brand to the next level How to use business storytelling to sell products in both physical and online marketplaces Each of the chapters in this book is illustrated by real-life stories, case studies, expert tips, thought-provoking exercises and action steps you can implement right now. You are also going to discover how to master the four key social media platforms to build your personal brand: Facebook, Instagram, Twitter, and YouTube. Each of these platforms is essential in helping you identify yourself, set yourself apart, and get your name out there. With the right strategies in place, you will find yourself rapidly climbing the ladder of recognition and eventually success in 2019, making you one of the best-known personal brands out there. If you are ready to play amongst the best and be considered as one of the greats, you need to get your hands on a copy of Personal Branding Secrets today. {Whether you're just starting out or you're ready for bigger campaigns, Personal Branding Secrets guides you through core influencer principles.} Click add to cart and start enforcing your new strategies so that you can experience massive success in your personal brand! Personal Branding Benefits Your Business by Establishing Credibility Thought Leadership Growing Your Network Helping you Market Yourself Attracting New Opportunities

Increasing Sales Helping You Reach Your Business Goals In Personal

2019-10-28 When it comes to building a personal brand, some people dismiss the process as being too time-consuming, or not that important. To be honest, you will have to devote time and energy to self-branding properly. Consistency and quality are key to getting the best out of your branding exercise. But the idea that building a personal brand is not essential is just false, and here's why: People are Googling you at every stage of your career. Regardless of your age or professional stage, someone is screening you online. What they find can have significant implications for your professional (and personal) well-being. Personal branding gives you the chance to control how clients and prospects see you. It gives you the opportunity to ensure that no one but you manipulate and control the narrative. This book discusses all about personal branding and marketing. It gives you the opportunity to ensure that no one but you manipulate and control the narrative This book discusses all about personal branding and marketing

2008-05-30 In just 24 lessons of one hour or less, you will learn professional techniques to design and build efficient databases and query them to extract useful information. Using a straightforward, step-by-step approach, each lesson builds on the previous one, allowing you to learn the essentials of ANSI SQL from the ground up. Example code demonstrates the authors' professional techniques, while exercises written for MySQL offer the reader hands-on learning with an open-source database. Included are advanced techniques for using views, managing transactions, database administration, and extending SQL. Step-by-step instructions carefully walk you through the most common SQL tasks. Q&As, Quizzes, and Exercises at the end of each chapter help you test your knowledge. Notes and Tips point out shortcuts and solutions. New terms are clearly defined and explained. Learn how to… Use SQL-2003, the latest standard for the Structured Query Language Design and deploy efficient, secure databases Build advanced queries for information retrieval Sort, group, and summarize information for best presentation Tune databases and queries for maximum performance Understand database administration and security techniques For more than ten years the authors have studied, applied, and documented the SQL standard and its application to critical database systems. Ryan Stephens and Ron Plew are entrepreneurs, speakers, and cofounders of Perpetual Technologies, Inc. (PTI), a fast-growing IT management and consulting firm which specializes in database technologies. They taught database courses for Indiana University–Purdue University in Indianapolis for five years and have authored more than a dozen books on Oracle, SQL, database design, and the high availability of

critical systems. Arie D. Jones is Senior SQL Server database administrator and analyst for PTI. He is a regular speaker at technical events and has authored several books and articles. Category: Database Covers: ANSI SQL User Level: Beginning–Intermediate Register your book at informit.com/title/9780672330186 for convenient access to updates and corrections as they become available. Ryan Stephens and Ron Plew are entrepreneurs speakers and cofounders of Perpetual Technologies Inc PTI a fast growing IT management and consulting firm which specializes in database technologies

2021-11-01 It's a concept that has been around since before civilization began. A concept powerful enough to start movements, religions, and wars. Always at the forefront of our society we are but now coming to understand it. This very concept, known as personal branding, is broken down in an untypical way in Isaac Mashman's work. Explaining its significance to your previous, present, and future successes, by the time you are done reading you will come to understand the power your personal brand has and why you should be building it. Always at the forefront of our society we are but now coming to understand it This very concept known as personal branding is broken down in an untypical way in Isaac Mashmans work

2014-06-25 The simple guide to managing your personal brand, a vital element of success in the professional world Personal Branding For Dummies, 2nd Edition, is your guide to creating and maintaining a personal trademark by equating self-impression with other people's perceptions. This updated edition includes new information on expanding your brand through social media, online job boards, and communities, using the tried and true methods that are the foundation of personal branding. Marketing your skills and personality, and showing the rest of the world who you are, gives you a competitive edge. Whether you're looking for your first job, considering changing careers, or just want to be more viable and successful in your current career, this guide provides the step-by-step information you need to develop your personal brand. Distinguishing yourself from the competition is important in any facet of business, and the rise of personal branding has evolved specifically to help candidates stand out from the global talent pool. Establishing a professional presence with a clear and concise image, reputation, and status is a must, whether you're a new grad or an accomplished executive. Personal marketing has never been more important, and your personal brand should communicate the best you have to offer. Personal Branding For Dummies, 2nd Edition, leads you step by step through the self-branding process. Includes information on how to know the real you Explains how to develop a target market

positioning statement Helps you make plans for your personal brand communications Instructs you with ways to make your mark on your brand environment The book also discusses continued brand building, demonstrating your brand, and the 10 things that can sink your brand. A personal brand is more than just a business card and a resume. It should be exquisitely crafted to capture exactly the image you wish to project. Personal Branding For Dummies, 2nd Edition provides the information, tips, tricks, and techniques you need to do it right. The simple guide to managing your personal brand a vital element of success in the professional world Personal Branding For Dummies 2nd Edition is your guide to creating and maintaining a personal trademark by equating self impression

2015

2004