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KEY=DIGITAL - KERR AUGUST

Billboard

In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

Electronics Buying Guide 2008

A consumer guide integrates shopping suggestions and handy user tips as it describes and rates dozens of digital electronic products, including cell phones, digital cameras, televisions, computers, and home theater products.

Walker's Manual of Far Western Corporations & Securities

Educational Screen & Audio-visual Guide

The Savvy Guide to Home Theater

Indy Tech Publishing Assists the reader with the purchase, upgrade, and installation of his or her home theatre system. This guide helps the reader in identifying movies, or enjoying music. After reading this book the reader is able to make educated choices in the purchase of components and cabling, whether building a system from scratch or adding one piece at a time.

Electronics Buyers' Guide

Stereo Review

Computer Buyer's Guide and Handbook

Sound & Vision

Practical Recording Techniques

Butterworth-Heinemann Practical Recording Techniques, Second Edition is a hands-on, practical guide for beginning and intermediate recording engineers, producers, musicians, and audio enthusiasts-- anyone who wants to make better recordings by understanding recording equipment and techniques. The book prepares the reader for work in a home studio, small professional studio, or an on-location recording session. The book offers up-to-date information on the latest recording technology, such as digital tape recording, hard-disk recording, keyboard and digital workstations, SMPTE, and MIDI. It also guides the beginner through the basics, showing how to make quality recordings with the new breed of inexpensive home-studio equipment. Other topics include: Choosing and operating recorder mixers based on cassette, Mini-Disc, and hard disk; Hum prevention; The latest monitoring methods; Microphone selection and placement; Audio-for-video techniques; Troubleshooting bad sound; guidelines for good sound. With its step-by-step approach and easy-to-read format, this is the ideal book for anyone who wants to create professional sound recordings.

PC Magazine

The Independent Guide to IBM-standard Personal Computing

Electronics Buying Guide

Exporters Directory/U.S. Buying Guide

Techno-Ready Marketing

How and Why Customers Adopt Technology

Simon and Schuster Conventional techniques for marketing technology products fail primarily because marketers do not truly understand their customers. Do you know what customers really think about your technology? Now, drawing on their award-winning research and case studies ranging from America Online to the Discovery Channel, marketing experts A. Parasuraman and Charles L. Colby demonstrate how the adoption of technology is influenced by unique beliefs that do not apply to conventional products and services. In the context of a general set of powerful techno-marketing strategies, Parasuraman and Colby introduce "Technology Readiness" (TR), a groundbreaking concept that enables you to measure and assess a customer's predisposition to adopt new technologies. Employing their TR construct -- a psychological amalgam of fears, hopes, desires, and frustrations about technology -- the authors identify five types of technology customers: the highly optimistic and innovative "Explorers," the innovative yet cautious "Pioneers," the uncertain "Skeptics" who need the benefits of technology proved, the insecure "Paranoids," and the resistant "Laggards." Using this typology, you can customize your technology strategies by combining insights from your context-specific assessments with general marketing strategies presented in the book. Essential reading in technology companies will be the chapter devoted to Parasuraman's Pyramid Model, which explains the critical role technology plays in a marketing organization as a link between employees, the organization, and the customer. Finally, the authors have included a self-administered quiz so you can score your own Technology Readiness and a chapter on the "Techno-Ready Marketing Audit" to provide a framework for taking immediate action based on the precepts in this book.

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Computerworld

For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

Popular Electronics

Broadcast Engineering

Popular Mechanics

Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle.

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Popular Science

Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

SMPTE Journal

Publication of the Society of Motion Picture and Television Engineers

Audio

High Fidelity

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High Fidelity/Musical America

Consumers Index to Product Evaluations and Information Sources

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The EBay Price Guide

What Sells for what (in Every Category!)

Provides lists of selling prices of items found on eBay in such categories as antiques, boats, books, cameras, coins, collectibles, dolls, DVDs, real estate, stamps, tickets, and video games.

Byte

Television Digest, with Consumer Electronics

Popular Mechanics

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JCPenney [catalog].

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Hi-fi News

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Popular Photography

The Secret Guide to Computers, 2003
The Top-Rated Computer Tutorial