

## Canon Powershot S60 Camera Guide

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### Howling at the Moon

There is one simple way to exponentially increase the amount of traffic coming to your website and the number of people aware of your product or service: through the use of Google AdWords and related marketing technologies. The Definitive Guide to Google AdWords will walk you through every step needed to maximize your marketing and advertising power. Everything related to the platforms are covered in detail—account setup, campaign creation, reporting, optimization, analytics, ad creation, mobile advertising, and much more. Learn to take full advantage of all of the marketing options available through AdWords, including: Geo-targeting, distribution, and placement of ads Advanced account management and budget strategies Keywords, metrics, and ROI management Tools such as Keywords Editor, Website Optimizer, and Conversion Optimizer Mobile marketing implementations and strategies Working with the various APIs available for developers With The Definitive Guide to Google AdWords, you will learn how AdWords works and how you can harness its power to increase your visibility and dramatically impact your potential for increased revenue.

### Light It, Shoot It, Retouch It

Explains the holistic Bates method for improving eyesight naturally at any age and regardless of heredity.

### How Cancer Works

"Faster Smarter Digital Photography" shows you how to produce high-quality digital stills -- faster, smarter, and easier! You

get practical, concise guidance for selecting the right digital camera for your needs; composing better shots; editing and manipulating your photos; using the digital media capabilities in the Microsoft "RM" Windows "RM" XP operating system; and preparing images for print or online delivery. "Faster Smarter Digital Photography" delivers accurate, how-to information that's easy to absorb and apply. The language is friendly and down-to-earth, with no jargon or silly chatter. Use the concise explanations, easy numbered steps, and visual examples that help you get great-looking results for home or office.

### **Bitter Almonds**

At the age of eleven, the daughter of a Sicilian sharecropper, Maria Grammatico, entered the San Carlo Institute in the mountaintop town of Erice, an orphanage run by nuns who were famous throughout Sicily for their almond pastries, but who were less adept at dealing with young girls. After ten years of hard work and harsh discipline, Maria emerged with the secrets of the nuns' pastries hidden inside her head. This is the story of her carefree country childhood—her Dickensian life in the orphanage with no heat, no running water, and only wood-burning ovens—and her triumphs as an entrepreneur and a world-famous pastry chef. Bitter Almonds includes 46 of the recipes that she 'stole' from the nuns, committed to writing for the first time in these pages.

### **The Art of SEO**

These are the guitars so famous that their names are often household words: B. B. King's Lucille, Eric Clapton's Blackie, Stevie Ray Vaughan's First Wife, Billy F Gibbons' Pearly Gates, Neil Young's Old Black, and many more. Here's the first-ever illustrated history of the actual guitars of the stars that made the music. Other best-selling guitar histories look at the rank-and-file models, but this book is unique in profiling the actual "star guitars"--the million-dollar babies, such as the 1968 Stratocaster that Jimi Hendrix burned at Woodstock, which sold at Sotheby's auction house in 1993 for \$1,300,000. Amateurs buy guitars to emulate the stars--Clapton's Strat, Slash's Les Paul--and this book explains the stars' modifications, thus showing how others can recreate those famous tones.

### **Consumer Reports**

Show biz memoir at its name-dropping, bridge-burning, profane best: the music industry's most outspoken, outrageous, and phenomenally successful executive delivers a rollicking memoir of pop music's heyday. During the 1970s and '80s the music business was dominated by a few major labels and artists such as Michael Jackson, Bruce Springsteen, the Rolling Stones, Bob Dylan, Billy Joel, Paul Simon, Barbra Streisand and James Taylor. They were all under contract to CBS Records,

making it the most successful label of the era. And, as the company's president, Walter Yetnikoff was the ruling monarch. He was also the most flamboyant, volatile and controversial personality to emerge from an industry and era defined by sex, drugs and debauchery. Having risen from working-class Brooklyn and the legal department of CBS, Yetnikoff, who freely admitted to being tone deaf, was an unlikely label head. But he had an uncanny knack for fostering talent and intimidating rivals with his appalling behavior—usually fueled by an explosive combination of cocaine and alcohol. His tantrums, appetite for mind-altering substances and sexual exploits were legendary. In Japan to meet the Sony executives who acquired CBS during his tenure, Walter was assigned a minder who confined him to a hotel room. True to form, Walter raided the minibar, got blasted and, seeing no other means of escape, opened a hotel window and vented his rage by literally howling at the moon. In *Howling at the Moon*, Yetnikoff traces his journey as he climbed the corporate mountain, danced on its summit and crashed and burned. We see how Walter became the father-confessor to Michael Jackson as the King of Pop reconstructed his face and agonized over his image while constructing *Thriller* (and how, after it won seven Grammys, Jackson made the preposterous demand that Walter take producer Quincy Jones's name off the album); we see Walter, in maniacal pursuit of a contract, chase the Rolling Stones around the world and nearly come to blows with Mick Jagger in the process; we get the tale of how Walter and Marvin Gaye—fresh from the success of "Sexual Healing"—share the same woman, and of how Walter bonds with Bob Dylan because of their mutual Jewishness. At the same time we witness Yetnikoff's clashes with Barry Diller, David Geffen, Tommy Mottola, Allen Grubman and a host of others. Seemingly, the more Yetnikoff feeds his cravings for power, sex, liquor and cocaine, the more profitable CBS becomes—from \$485 million to well over \$2 billion—until he finally succumbs, ironically, not to substances, but to a corporate coup. Reflecting on the sinister cycle that left his career in tatters and CBS flush with cash, Yetnikoff emerges with a hunger for redemption and a new reverence for his working-class Brooklyn roots. Ruthlessly candid, uproariously hilarious and compulsively readable, *Howling at the Moon* is a blistering *You'll Never Eat Lunch in this Town Again* of the music industry.

## **Lighting for Digital Photography**

## **Electronics Buying Guide 2006**

Ansel Adams (1902-1984) produced some of the 20th century's most iconic photographic images and helped nurture the art of photography through his creative innovations and peerless technical mastery. *The Camera*--the first volume in Adams' celebrated series of books on photographic techniques--has taught generations of photographers how to harness the camera's artistic potential. This time-honored handbook distills the knowledge gained through a lifetime in photography and remains as vital today as when it was first published. Along with visualization, image management, Adams' famous Zone System, and other keys to photographic artistry, *The Camera* covers 35mm, medium-format, and large-format view

cameras, while offering detailed advice on camera components such as lenses, shutters, and light meters. Beautifully illustrated with photographs as well as instructive line drawings, this classic manual belongs on every serious photographer's bookshelf. "Adams is a clear-thinking writer whose concepts cannot but help the serious photographer." - New York Times "A master-class kind of guide from an undisputed master." - Publishers Weekly Over 1 million copies sold. Publisher's Note: This ebook of The Camera works best as a digital companion to the print edition. The ebook was produced by electronically scanning and digitizing a print edition, and as a result, your reading device may display images with halftone or moiré patterns.

### **Homemade Pasta Made Simple**

The 650th anniversary of the foundation of Wingfield College was the occasion for a special two-day symposium marking the culmination of a three-year UEA-funded research project into the college and castle. The building projects of the late medieval aristocracy focused on their homes and the monasteries, churches or chantry foundations under their patronage where their family were buried and commemorated. This commemoration allowed a visual celebration of their achievements, status and lineage, the scale and prestige of which reflected on the fortunes of the family as a whole. Wingfield is explored in the context of both the actual building of the castle, chantry chapel and the college, and that of the symbolic function of these as a demonstration of aristocratic status. The contributions to this book examine many topics which have hitherto been neglected, such as the archaeology of the castle, which had never been excavated, the complex history of the college's architecture, and the detailed study of the monuments in the church. The latest techniques are used to reconstruct the college and castle, with a DVD to demonstrate these. And the context of the family and its fortunes are explored in chapters on the place of the de la Poles in fifteenth century history, as soldiers, administrators and potential claimants to the throne.

### **Before Monsters Were Made**

With its easy accessibility, low cost, and ability to deliver essential bedside information about the cardiac structure and function, echocardiography has become one of the most relied-upon diagnostic tools in clinical medicine. As a result, more clinicians than ever before must be able to accurately interpret echocardiographic information in order to administer appropriate treatment. Based on the authors' experience teaching echocardiography in busy clinical settings, this new pocketbook provides reliable guidance on everyday clinical cardiac ultrasound and the interpretation of echocardiographic images. It has been designed to help readers develop a stepwise approach to the interpretation of a standard transthoracic echocardiographic study and teach how to methodically gather and assemble the most important information from each of the standard echocardiographic views in order to generate a complete final report of the study performed. What's included:

- A summary of TTE examination protocol and a comprehensive listing of useful formulas and normal values
- Atrial and ventricular dimensions, LV and RV systolic function, LV diastolic patterns
- Echocardiographic findings in the most commonly encountered cardiac diseases and disorders, including various cardiomyopathies, cardiac tamponade, constrictive pericarditis, valvular heart disease, pulmonary hypertension, infective endocarditis, and congenital heart disease
- Companion website with video clips and over 70 self-assessment questions

Packed with essential information and designed for quick look-up, this pocketbook will be of great assistance for anyone who works in busy clinical settings and who needs a ready and reliable guide to interpreting echocardiographic information to help deliver optimal patient care.

### **General Chemistry**

An introduction to the Canon EOS dSLR provides information on the camera's basic controls, their function, and how and why they should be used, covering everything from focus zones and zoom settings to exposure modes, while offering tips on shooting basics, downloading, and editing.

### **The British Journal of Photography**

### **Light Science and Magic**

Four acknowledged experts in search engine optimization share guidelines and innovative techniques that will help you plan and execute a comprehensive SEO strategy. This second edition brings you up to date on recent changes in search engine behavior—such as new ranking methods involving user engagement and social media—with an array of effective tactics, from basic to advanced. Comprehend SEO's many intricacies and complexities. Explore the underlying theory and inner workings of search engines. Understand the role of social media, user data, and links. Discover tools to track results and measure success. Recognize how changes to your site can confuse search engines. Learn to build a competent SEO team with defined roles. Glimpse the future of search and the SEO industry. Visit [www.artofseobook.com](http://www.artofseobook.com) for late-breaking updates, checklists, worksheets, templates, and guides.

### **Avedon**

Handbook of Low Carbon Concrete brings together the latest breakthroughs in the design, production, and application of low carbon concrete. In this handbook, the editors and contributors have paid extra attention to the emissions generated by coarse aggregates, emissions due to fine aggregates, and emissions due to cement, fly ash, GGBFS, and admixtures. In

addition, the book provides expert coverage on emissions due to concrete batching, transport and placement, and emissions generated by typical commercially produced concretes. Includes the tools and methods for reducing the emissions of greenhouse gases Explores technologies, such as carbon capture, storage, and substitute cements Provides essential data that helps determine the unique factors involved in designing large, new green cement plants

### **Relearning to See**

"Atoms First seems to be the flavor of the year in chemistry textbooks, but many of them seem to be little more than rearrangement of the chapters. It takes a master like McQuarrie to go back to the drawing board and create a logical development from smallest to largest that makes sense to students."---Hal Harris, University of Missouri-St. Louis  
"McQuarrie's book is extremely well written, the order of topics is logical, and it does a great job with both introductory material and more advanced concepts. Students of all skill levels will be able to learn from this book."---Mark Kearley, Florida State University This new fourth edition of General Chemistry takes an atoms-first approach from beginning to end. In the tradition of McQuarrie's many previous works, it promises to be another ground-breaking text. This superb new book combines the clear writing and wonderful problems that have made McQuarrie famous among chemistry professors and students worldwide. Presented in an elegant design with all-new illustrations, it is available in a soft-cover edition to offer professors a fresh choice at an outstanding value. Student supplements include an online series of descriptive chemistry Interchapters, a Student Solutions Manual, and an optional state-of-the-art Online Homework program. For adopting professors, an Instructor's Manual and a CD of the art are also available.

### **Mac 911**

"If you've ever had the desire to learn to make pasta from scratch, now is your chance. This cookbook is destined to become the only book on homemade pasta that you need, and it is sure to have you rolling pasta with the confidence and skill of an Italian grandmother in no time!"-Sarah Ozimek, founder of CuriousCuisiniere.com From fresh lasagna sheets to decadently stuffed ravioli, there is nothing better than eating homemade pasta. Homemade Pasta Made Simple is your all-in-one pasta cookbook for truly easy, stress-free pasta making at home. If you want to learn to make pasta for your family any night of the week-and have fun while doing it-then Homemade Pasta Made Simple is the pasta cookbook for you. Say Ciao! to the infinite pleasures of pasta with this fun, beginner-friendly pasta cookbook that offers: 65 Pasta Recipes for choosing from a variety of simple, foolproof pastas 30 Sauce Recipes for mixing and matching with your freshly made pasta Helpful Tips for getting you up and running with the proper techniques and fundamental equipment make this more than just a pasta cookbook Recipes in this pasta cookbook include: Farfalle, Walnut and Gorgonzola Tortelloni, Pumpkin Gnocchi, Tortellini Bolognesi, Ricotta Gnocchi, Creamy Mushroom Sauce, Pesto Alla Genovese, Arrabbiata Sauce, and more makes

this the only pasta cookbook your pantry needs! Whether you prefer your pasta hand-shaped, ribbon-cut, or stuffed, Homemade Pasta Made Simple is your go-to pasta cookbook for mastering the perfect pasta and so much more.

## **Consumers Index to Product Evaluations and Information Sources**

### **Warta ekonomi**

FOR THE FIRST TIME EVER, YOU'LL LEARN ALL THREE ASPECTS OF WHAT IT TAKES TO CREATE STUNNING PORTRAITS (HINT: IT'S NOT JUST THE LIGHTING) Scott Kelby, the world's #1 best-selling author of photography books, Editor-in-Chief and Publisher of Photoshop User magazine, and Publisher of the just-released Light It magazine, has reinvented how lighting books are written by finally revealing the entire process from start to finish. You see everything from the complete lighting setup (and all the gear used), to the shoot (including all the camera settings and a contact sheet of the progression of the shoot), to the all-important part that most books don't dare include—the post-processing and retouching in Photoshop. This book also breaks new ground in the visual way it teaches you the lighting setup. There aren't any sketches or 3D models—you see the lighting layout in a full-page photo, taken from above during the live shoot, so you can see exactly where everything's positioned (the subject, the photographer, the lighting, the background—you name it—you see it all). Plus, you'll see side, over-the-shoulder, and more behind-the-scenes views, so you can absolutely nail the lighting every time. LEARN THE LIGHTING SETUPS THE PROS USE Each year, Scott trains thousands of professional photographers during his Light It. Shoot It. Retouch It. LIVE! seminar tour and now, for the first time ever, he's taken that incredibly popular style of learning and put in into book form. Now everyone can have a real-world reference for getting the same looks today's clients are clamoring for. You'll learn: The step-by-step layouts for creating the most-requested and sought-after lighting looks How to get more out of one light than you ever thought you could (this is worth it alone!) How to control and shape your light without breaking the bank The camera settings, gear, and power settings for every shot The retouching techniques the pros really use to make their subjects look their very best How to retouch hair, eyes, lips, skin, and lots of other little retouching tricks that make a really big difference How to create high-contrast portrait effects without buying expensive plug-ins A host of insider tricks, invaluable shortcuts, and kick-butt special effects to give you a real advantage over the competition Plus, Scott includes a special bonus chapter that shows how to create these same studio looks using off-camera hot shoe flashes and the modifiers made for them. There's never been a book like it.

### **The Definitive Guide to Google AdWords**

Now that you've had your DSLR for a while, are you ready to take a much closer look at what creating a great image is all

about? It's all about light! The ability to see, influence, modify, control, and create light will take your images from snapshots to great shots! In *Lighting for Digital Photography: From Snapshots to Great Shots*, photographer and bestselling author Syl Arena begins with a primer on light itself—how to see its direction, intensity, color, contrast, and hardness—and quickly moves on to discussions of shooting both indoors and outdoors in the many different conditions of natural or man-made light. Then the book digs in to begin creating light with photographic lights, whether that's small flash or big strobe, the pop-up flash on your DSLR or continuous lights. Follow along with Syl and you will: Learn the basics (and beyond) of light modifiers that make light bigger and softer, such as umbrellas, softboxes, beauty dishes, and diffusion panels Understand how to control and shape the light itself with flags, grids, snoots, and the zoom function on your flash Appreciate the color temperature of light (whether that's the sun, a light bulb, or a flash), and how to influence it with white balance settings on your camera and colored gels on your flash Learn how to take great pictures across many different genres, from product and still life images, to simple (and not so simple) portraits and group shots With *Lighting for Digital Photography: From Snapshots to Great Shots*, you'll learn not only how light behaves—you'll learn all you need to know to get started on the journey of creating and controlling light in order to make great shots. And once you've got the shot, show it off! Join the book's Flickr group, share your photos, and discuss how you get great shots at [flickr.com/groups/lightingfromsnapshotsstogreatshots](http://flickr.com/groups/lightingfromsnapshotsstogreatshots).

### **Handbook of Low Carbon Concrete**

Taking the Enlightenment and the feminist tradition to which it gave rise as its historical and philosophical coordinates, *Feminism and the Politics of Travel After the Enlightenment* explores the coincidence of feminist vindications and travel in the late eighteenth and nineteenth centuries, the way travel's utopian dimension and feminism's utopian ideals have intermittently fed off each other in productive ways. Travel's gender politics is analyzed in the works of J.-J. Rousseau, Mary Wollstonecraft, Stéphanie-Félicité de Genlis, Germaine de Staël, Frances Burney, Flora Tristan, Suzanne Voilquin, Gustave Flaubert George Sand, Robyn Davidson, and Sara Wheeler.

### **Lettering & Type: Creating Letters and Designing Typefaces**

### **Building Bamboo Fences**

*Mastering the Nikon D810* by Darrell Young provides a wealth of experience-based information and insights for owners of the new D810 camera. Darrell is determined to help the user navigate past the confusion that often comes with complex and powerful professional camera equipment. This book explores the features and capabilities of the camera in a way that

far surpasses the user's manual. It guides readers through the camera features with step-by-step setting adjustments; color illustrations; and detailed how, when, and why explanations for each option. Every button, dial, switch, and menu configuration setting is explored in a user-friendly manner, with suggestions for setup according to various shooting styles. Darrell's friendly and informative writing style allows readers to easily follow directions, while feeling as if a friend dropped in to share his knowledge. The information in this book goes beyond the camera itself and also covers basic photography technique.

### **A Slice of the Pie**

This book is renowned for being the book to own to understand lighting! This is better than all the other how to books on the market which just provide set examples for photographers to follow. Light Science and Magic provides photographers with a comprehensive theory of the nature and principles of light to allow individual photographers to use lighting to express their own creativity. It will show you in-depth how to light the most difficult subjects such as surfaces, metal, glass, liquids, extremes (black-on-black and white-on-white), and people. With more information specific for digital photographers, a brand new chapter on equipment, much more information on location lighting, and more on photographing people, you'll see why this is one of the only recommended books by [www.strobist.com](http://www.strobist.com).

### **Star Guitars**

Now you can get the wisdom of one full year of "Consumer Reports" in one place. We've assembled all twelve 2006 issues of "Consumer Reports "magazine and put them in a single bound collection. "Consumer Reports "magazine is the source you can trust for ratings and recommendations of consumer products and services. Whether you're buying a car, a TV, or a new cell phone plan, our unbiased reports will help you get the best value for your money.

### **Troubleshooting Your PC**

This book is the essential cancer primer! Following the model of his successful previous books, How the Immune System Works and How Pathogenic Viruses Work, Lauren Sompayrac here explains the basics of cancer: what it is, what it does, and what is being done to try to cure it. In nine clear and concise "Lectures," Dr. Sompayrac conveys the essentials of what we know about human malignancies, using his trademark style of every day example, metaphor, anecdote and humor. Focusing on ten of the most common cancers, the book shows -- step by step -- what conditions and events are necessary for tumors to form and grow and what has been learned about stopping that process. This brief book, which can be read in a few sittings, will provide you with a broad basic understanding of our most feared disease. The ideal text for science,

medical, and nursing students, practicing physicians and nurses, and all others who need a readable overview of this complex topic.

### **Faster Smarter Digital Photography**

This easy-to-use guide covers troubleshooting tips and tricks for Mac hardware and software, written by the well-known Macworld columnist and Macintosh guru Chris Breen. The book contains troubleshooting tips and techniques for both Mac OS 9 and OS X, and additional projects for making a Macintosh more productive-sharing files, making Mac OS X work more like Mac OS 9, and more.

### **Inside Lightroom 2**

Aims to show its readers how to fix problems related to the hardware components of their Intel-compatible personal computers, relies on troubleshooting trees similar to those that have long appeared in automotive handbooks. Intended for users who don't know anything beyond the basics. Softcover.

### **The Complete Raw Workflow Guide**

One of the most important technologies a photographer can master is shooting and working with raw images. However, figuring out the best way to work with raw files can be confusing and overwhelming. What's the advantage to working in raw? How do you manage, organize, and store raw files? What's the best way to process your files to meet your photographic needs? How do Photoshop, Lightroom and Adobe Camera Raw work together? Is it possible to keep your photos in the raw format and still enhance them extensively? Philip Andrews answers these questions and more in his all-new essential raw workflow guide. Whether you are a beginner just starting to explore the intricacies of shooting raw, or a seasoned pro looking for a better workflow, this book provides all of the information you need to know to create stunning images from your raw files. As well as covering the most popular raw software packages such as Adobe Camera Raw and Lightroom, it provides general information that you will find useful no matter which software you prefer. Clear, precise step-by-step instructions will help you get from start to finish with essential tips and tricks along the way. Packed with inspirational images and clearly marked screenshots pointing out the exact information you need, you'll be on your way to creating a better, faster, and more efficient raw workflow in no time.

### **The Print**

A practical consumer handbook integrates shopping suggestions, set-up guidelines, and handy user tips as it describes and rates dozens of digital electronic products, including cell phones, digital cameras, televisions, computers, DVD players, home theater products, video games, computer accessories, and more. Original.

### **Canon EOS Digital Rebel XT Guide to Digital SLR Photography**

Ansel Adams (1902-1984) produced some of the 20th century's most iconic photographic images and helped nurture the art of photography through his creative innovations and peerless technical mastery. The Print--the third volume in Adams' celebrated series of books on photographic techniques--has taught generations of photographers how to explore the artistic possibilities of printmaking. Examples of Adams' own work clarify the principles discussed. This classic handbook distills the knowledge gained through a lifetime in photography and remains as vital today as when it was first published. The Print takes you step-by-step--from designing and furnishing a darkroom to mounting and displaying your photographs, from making your first print to mastering advanced techniques, such as developer modifications, toning and bleaching, and burning and dodging. Filled with indispensable darkroom techniques and tips, this amply illustrated guide shows how printmaking--the culmination of photography's creative process--can be used expressively to enhance an image. "Adams is a clear-thinking writer whose concepts cannot but help the serious photographer." - New York Times "A master-class kind of guide from an undisputed master." - Publishers Weekly Over 1 million copies sold. Publisher's Note: This ebook of The Print works best as a digital companion to the print edition. The ebook was produced by electronically scanning and digitizing a print edition, and as a result, your reading device may display images with halftone or moiré patterns.

### **PC Mag**

You see, people forever say history is written by the victors. It's not. It's written by those who can shape the simplest narrative. David is a man struggling to hold together his marriage when the small town he lives in is rocked by the sudden, untimely death of a local girl. As details are uncovered, rumours and talk take hold of the town, and start to force David to revisit old memories. Set in 1960s Ireland, *Before Monsters Were Made* tells the story of how a few small words can have a very big impact. When suspicion and old stories start to spread like a virus, how well do we know the people we trust the most? Can we ever know what goes on inside other people's lives? And do we really want to? *Before Monsters Were Made* is an unnerving and moving thriller about loyalty, lies and love.

### **Electronics Buying Guide**

## **Pocket Guide to Echocardiography**

A guide to type design and lettering that includes relevant theory, history, explanatory diagrams, exercises, photographs, and illustrations, and features interviews with various designers, artists, and illustrators.

## **The Camera**

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.

## **Feminism and the Politics of Travel After the Enlightenment**

Getting your Canon Speedlite to produce the light you need can be a real challenge. For those new to flash photography—or for anyone who has previously given up out of frustration—Speedlites Handbook is a revelation. Photographer Syl Arena takes you on a journey that begins with an exploration of light and color, moves through a comprehensive discussion of the Canon Speedlite family and all of the accessories and equipment available to the Speedlite, then settles down to crafting great light in one photo shoot after another. Whether you want to create a classical portrait, shoot an event, or simply add a little fill light to a product shot, Speedlites Handbook shows you how. A fantastic in-depth resource illustrated with over 500 images, Speedlites Handbook covers: how to see the various characteristics and properties of light itself, as well as the differences between how your camera sees versus how you see all the buttons and dials of the entire Canon Speedlite family the basics of on-camera flash...and the necessity of getting your flash off the camera how to beautifully balance flash with the existing ambient light all the equipment necessary for great Speedlite shots how to get amazing shots with just one Speedlite how and when to use E-TTL versus manual flash the use of color gels to balance color, as well as create dramatic effects how to tame the sun—or any really bright light—with hi-speed sync and much, much more Whether you're shooting portraits, events, or sports, Speedlites Handbook is an essential resource that teaches you how to craft the light you need for any type of shot you want.

## **Mastering the Nikon**

This book includes designs of traditional Japanese bamboo fences, as well as diagrams illustrating the basic techniques of creating a fence including splitting bending, joining and tying bamboo. Paired with step-by-step instructions, these designs will prove the perfect starting point for those who aspire to become a professional garden designer.

## Wingfield College and Its Patrons

### PC Magazine

An intimate biography of Richard Avedon, the legendary fashion and portrait photographer who “helped define America’s image of style, beauty and culture” (The New York Times), by his longtime collaborator and business partner Norma Stevens and award-winning author Steven M. L. Aronson. Richard Avedon was arguably the world’s most famous photographer—as artistically influential as he was commercially successful. Over six richly productive decades, he created landmark advertising campaigns, iconic fashion photographs (as the star photographer for Harper’s Bazaar and then Vogue), groundbreaking books, and unforgettable portraits of everyone who was anyone. He also went on the road to find and photograph remarkable uncelebrated faces, with an eye toward constructing a grand composite picture of America. Avedon dazzled even his most dazzling subjects. He possessed a mystique so unique it was itself a kind of genius—everyone fell under his spell. But the Richard Avedon the world saw was perhaps his greatest creation: he relentlessly curated his reputation and controlled his image, managing to remain, for all his exposure, among the most private of celebrities. No one knew him better than did Norma Stevens, who for thirty years was his business partner and closest confidant. In *Avedon: Something Personal*—equal parts memoir, biography, and oral history, including an intimate portrait of the legendary Avedon studio—Stevens and co-author Steven M. L. Aronson masterfully trace Avedon’s life from his birth to his death, in 2004, at the age of eighty-one, while at work in Texas for The New Yorker (whose first-ever staff photographer he had become in 1992). The book contains startlingly candid reminiscences by Mike Nichols, Calvin Klein, Claude Picasso, Renata Adler, Brooke Shields, David Remnick, Naomi Campbell, Twyla Tharp, Jerry Hall, Mikhail Baryshnikov, Bruce Weber, Cindy Crawford, Donatella Versace, Jann Wenner, and Isabella Rossellini, among dozens of others. *Avedon: Something Personal* is the confiding, compelling full story of a man who for half a century was an enormous influence on both high and popular culture, on both fashion and art—to this day he remains the only artist to have had not one but two retrospectives at the Metropolitan Museum of Art during his lifetime. Not unlike Richard Avedon’s own defining portraits, the book delivers the person beneath the surface, with all his contradictions and complexities, and in all his touching humanity.

### Speedlitter's Handbook

If you're comfortable using the basic features of Lightroom, but really want to push the envelope with this powerful software, then this is the book for you. Lightroom expert Richard Earney bypasses the obvious features you already know and focuses on the ones you don't. Inside you will learn how to use presets to automate the way Lightroom deals with

photos, customize Lightroom to suit your workflow and optimize the software for your own hardware and preferences.

### **UAV Photogrammetry**

How does a suburban pizza joint end up profiled on national magazine covers and network TV news? (Hint: The secret is not in the sauce.) When Nick Sarillo decided to open a family-friendly pizza restaurant in the suburbs of Chicago, people thought he was nuts. Having worked as a carpenter for much of his adult life, he lacked any formal experience in restaurants or in managing a small business. Everyone told him no one else would ever care about his place the way he did. They warned he'd have to work 20-hour-days and monitor every employee just to stay in business. But Sarillo saw things differently, and set out to run his business in a radically different way. Today Nick's Pizza & Pub is one of the top ten busiest independent pizza restaurants in the country, with two locations that gross about six times the revenue of the typical pizza restaurant. And in an industry where most employees leave within less than a year, Nick's annual turnover rate is less than 20 percent. How did he do it? The secret lies in Nick's purpose-driven culture, in which every employee—from the waiters to the chefs to the managers—is equipped with the tools necessary to do their jobs while also advancing the company's overall mission. The result is higher sales, a dedicated team, and a big little business that is beloved by the entire community. In *A Slice of the Pie* Sarillo tells the story of how he built his extraordinary culture and shows how anyone can follow his methods. For instance, Nick's managers engage the staff by tracking and rewarding unusual metrics, such as how many guests request a particular server or the average check amount of each carryout host. Likewise, team members of all ages and levels of experience are encouraged to express themselves, acquire new skills, and suggest ideas to help the business grow. *A Slice of the Pie* will help transform even the smallest, simplest, and most ordinary business into a successful, high-performance organization.

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