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realizzato e curato da Nando Ruggiero

Dicembre 2011

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Introduzione



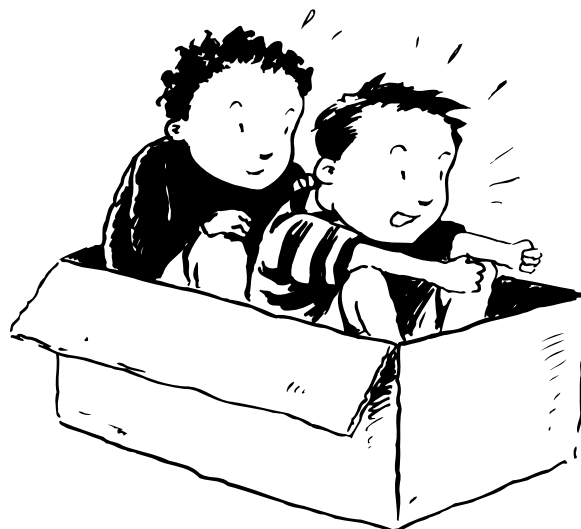
“150 eBook liberi” è un piccolo progetto personale (poco originale ma molto digitale) che coglie l’occasione di ricordare un importante anniversario (1861 - 2011) per raccogliere in un unico documento molte delle letture di questi ultimi anni. Lo stimolo viene da eBookit.org il sito che dal 2004 mi ha accompagnato nel veder crescere anche nel nostro paese (anche se molto ma molto lentamente), l’interesse per gli ebook.

Non so se per il prossimo anno scorderò ancora un’occasione per organizzare una nuova raccolta, in ogni caso sentiti libero di segnalarmi un ebook che valga la pena ricordare e includere in un progetto simile a questo.

Buona lettura

Nando
nando@ebookit.org

Accessibilità



1. AAA Accessibilità Cercasi

di Patrizia Bertini

Fare Accessibilità significa avere delle conoscenze tecniche, avere dimestichezza con Standard e Raccomandazioni del W3C. Ma non solo. Significa conoscere il target dell'Accessibilità, erroneamente ed ingenuamente precluso ai soli disabili. Significa conoscere chi sono le persone disabili, che prima di essere disabili, sono Persone. Sono coloro che vivono sulla propria pelle ogni giorno le conseguenze di scelte strategiche sbagliate di coloro che hanno il potere, con un sì o con un no, di creare o abbattere le barriere tecnologiche che ostacolano il libero accesso alle informazioni ed ai servizi online.

Scheda e download: <http://bit.ly/rOESsG>

Formati disponibili: PDF

2. Access by Design

by Sarah Horton

Con grande chiarezza Sarah Horton esplora tutti gli aspetti del buon web design ovvero di quello che si pone sempre nella prospettiva della usabilità universale. Un obiettivo preciso: rendere i siti Web accessibili a tutti e quindi migliorare l'esperienza Web di tutti gli utenti, compresi quelli con disabilità fisiche o altre

limitazioni. In ogni capitolo l'autrice mostra esempi molto chiari di buono e cattivo design, analizzandone la struttura, il testo, le immagini, le tabelle e i form. Fornisce quindi linee guida ed ampi consigli: le sue analisi sono sempre molto sottili, ma i suoi consigli sempre chiari e facilmente applicabili.

Scheda e download: <http://bit.ly/tOUSPP>
Formati disponibili: HTML

3. User Interfaces

by Rita Matrai

It is important that user can apply the interface easily and technical parts do not distract their attentions from their work. Proper design of user interface can prevent users from several inconveniences in which this book is a great help.

Scheda e download: <http://bit.ly/vc7oCE>
Formati disponibili: PDF

4. Search User Interfaces

by Marti Hearst

This book focuses on the human users of search engines and the tool they use to interact with them: the search user interface. The truly worldwide reach of the Web has brought with it a new realization among computer scientists and laypeople of the enormous importance of usability and user interface design. In the last ten years, much has become understood about what works in search interfaces from a usability perspective, and what does not. Researchers and practitioners have developed a wide range of innovative interface ideas, but only the most broadly acceptable make their way into major web search engines.

Scheda e download: <http://bit.ly/uwmNAH>
Formati disponibili: HTML

5. Web Style Guide 3rd edition

by Patrick J. Lynch and Sarah Horton

Written for web site designers in corporations, government, nonprofit organizations, and academic institutions, the book explains established design principles and covers all aspects of web design—from planning to production to maintenance. The guide also shows how these principles apply in web design projects whose primary concerns are information design, interface design, and efficient search and navigation. Beginning and advanced designers will find this to be the most practical guide available.

Scheda e download: <http://bit.ly/sAJtO9>

Formati disponibili

6. Creare siti Web di qualità

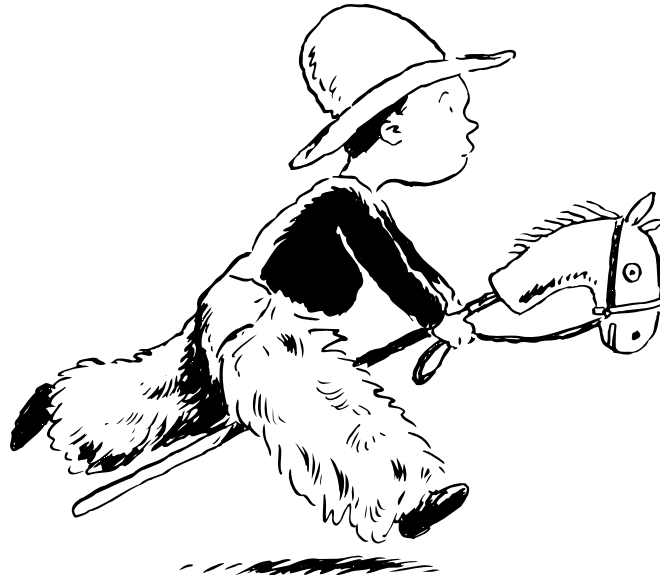
di Salvatore Romagnolo

Come concepire, sviluppare e testare siti Web che sappiano rispondere alle esigenze degli utenti e realizzare i propri obiettivi. Temi trattati: L'importanza della User Experience; Raggiungere i propri obiettivi; I test per veri utenti, unico strumento affidabile per misurare la qualità dell'esperienza utente; Cosa fanno gli utenti quando arrivano su un sito Internet? Informare: la prima garanzia di fiducia; Le informazioni rassicuranti; Impegnarsi per creare fiducia; I marchi di qualità.

Scheda e download: <http://bit.ly/vFLhof>

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Advertising e Marketing



7. Self-Promotion for Introverts: Get Heard More. Even If You Talk Less (ChangeThis Manifesto)

By Nancy Ancowitz

Introverts. The world needs us, can't live without us, and often doesn't quite get us. However, we persist, mostly behind the scenes, quietly contributing to society—writing, creating, designing, researching, solving problems, and digging for treasures ancient and new. Are you one of us?

Scheda e download: <http://bit.ly/vMF2lo>

Formati disponibili: PDF

8. [mini]marketing, 91 discutibili tesi per un marketing diverso

di Gianluca Diegoli

[dall'introduzione] Solamente ventiduemila caratteri: non è un manuale di business ma un generatore di dubbi sul marketing e la comunicazione aziendale ai tempi della conversazione globale dei forum, delle community, dei blog, dei social network e delle forme fluide di dialogo online che con un rassicurante nome definiamo social media. Non ci troverete ricette segrete, liste di cose da fare, storie di casi di successo, ma qualche idea che mette in discussione tic e riflessi automatici del marketing che conosciamo. È anche e soprattutto un

tentativo di far sedimentare quattro anni di conversazione online intorno a [mini]marketing: queste tesi non esisterebbero senza il contributo determinante della comunità di blogger, lettori, amici, commentatori, contatti che ho avuto l'onore di incontrare sul mio blog e nella parte abitata della rete. Grazie, davvero

Scheda e download: <http://bit.ly/sVUoNx>
Formati disponibili: PDF, EPUB, STANZA (iPhone)

9. Guerrilla Marketing (ChangeThis Manifesto)

By Jay Conrad Levinson

The Guerrilla Marketing Guru, Jay Conrad Levinson, serves up 93 (yes, 93) examples of unusual, quirky, and downright effective ways you can catch people's attention. Marketing your business or yourself doesn't have to be boring, and if you're a guerrilla marketer, it better not be! You're guaranteed to leave this one with some ideas of your own.

Scheda e download: <http://bit.ly/rpqYqw>
Formati disponibili: PDF

10. How To Be Creative (ChangeThis Manifesto)

By Hugh MacLeod

MacLeod, an advertising executive and popular blogger with a flair for the creative, gives his 26 tried-and-true tips for being truly creative. Each point illustrated by a cartoon drawn by the author himself. If you've ever felt the draw to do something creative but just haven't been able to pull it together, you'll love this manifesto.

Scheda e download: <http://bit.ly/vBOxzk>
Formati disponibili: PDF

11. The Art of the Start (ChangeThis Manifesto)

By Guy Kawasaki Published

A former Apple Fellow and entrepreneur extraordinaire, Guy talks about up-starting a start-up. A sneak preview from his upcoming book, "The Art of the Start." Guy encourages entrepreneurs to make meaning, make mantra, and get going. According to Kawasaki, some examples of making 'meaning' are: make the world a better place, increase the quality of life, right a terrible wrong, and prevent the end of something good. Plus, his brilliant FAQ's (frequently avoided questions) will answer almost all your fears about starting a new business.

Scheda e download: <http://bit.ly/tPmRWi>

Formati disponibili: PDF

12. Guida pratica AdSense

di Geweb

Argomenti trattati: AdSense per piccoli e grandi siti; Come iniziare partendo da Google; AdSense n° 7 (la strategia); Come utilizzare i Criteri di AdSense e Monitorare i risultati; L' Importanza della grafica in AdSense.

Scheda e download: <http://bit.ly/vZNcdg>

Formati disponibili: PDF

13. Twitter Begins. Ebook su Twitter per principianti e non solo

di Geweb

Argomenti trattati: Che Cos'è Twitter: Twitter vs. Facebook; Twitter per siti internazionali e nazionali; Come creare un account nel modo corretto; Le azioni che possiamo compiere appena iscritti; Come creare post efficaci, Twitter keywords e Hashtags; Twitter e Utility da conoscere.

Scheda e download: <http://bit.ly/uo3slG>

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14. Strategic Marketing Process

by Marketing M.O.

Most small to medium-sized businesses struggle with marketing. The marketing function is often treated as a cost center--ad hoc activities that don't produce measurable results that are tracked to the top and bottom line. This e-book defines a marketing process that businesses can use to put structure around their daily, monthly and annual revenue-generating activities. It covers more than just "traditional" marketing and ties together all go-to-market business activities: strategic planning, financial planning and measurement, creative development, marketing execution and sales.

Scheda e download: <http://bit.ly/tqy0P6>

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15. The New Rules of Viral Marketing

by David Meerman Scott

One of the coolest things about the Web is that when an idea takes off, it can propel a brand or company to seemingly instant fame and fortune. For free. Whatever you call it—viral, buzz, word-of-mouth, or word-of-blog marketing—having other people tell your story drives action. One person sends it to another, then that person sends it to yet another, and on and on. The challenge for marketers is to harness the amazing power of word-of-mouth. I hope this e-book helps you learn about other people's success so you can apply some of their ideas and lessons in your own word-of-mouth efforts.

Download diretto: <http://bit.ly/toxg5W>

Formati disponibili: PDF

16. How Marketing & PR at Speed Drives Measurable Success

by David Meerman Scott

This ebook is about real-time business. And it is about success. In these pages, you will read about how people in the 100 largest companies in America engage in real-time (or not). You will discover the identities of the 28 companies that engage in real-time. And those that do not. A comparison of 2010 stock prices reveals that on average the publicly traded Fortune 100 companies that engage in real-time communications beat the S&P 500 stock index while the others, on average, underperformed the index. During the period I measured – closing price on December 31, 2009 through closing price on September 3, 2010 (when my book Real-Time Marketing & PR went to print) – the stock prices of 67% of

companies that operate in real-time were up while only 42% of those that do not were up 2010 year-to-date.

Download diretto: <http://bit.ly/vS1s69>

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17. B2B Blogging eBook

By Mark W. Schaefer

Basics, Best Practices... and Blunders. If you're reading this eBook, you're probably working on a blog for your company, or perhaps considering one. And it's very likely that at some point in this process you've asked yourself, "Hmm... tell me again why we're doing this!" There are lots of good reasons – and you've probably heard them all – but we contend it all gets back to one thing...

Scheda e download: <http://bit.ly/sTmY3x>

Formati disponibili: PDF

Speciale Seth Godin



18. BullMarket 2004. Companies that can help you make things happen

"The 2004 Bull Market Directory is going to be a tremendous resource tool for savvy businesses. To receive recognition from a respected thought leader such as Seth Godin validates our commitment to providing extraordinary services on a daily basis, pushing our clients to be remarkable," (Jerry Tarasofsky, CEO of iPerceptions)

Scheda e download: <http://bit.ly/s6No6d>
Formati disponibili: PDF

19. Insubordinate

"What's the opposite of insubordinate? I guess it's subordinate. Which is better, I wonder. Is it preferred to do exactly what you're told, to be clearly subordinate to the system, to the boss, to the short term demands of the organization--or are we better off doing the right thing instead? As I think about the insubordinate people I've worked with over the last few decades, the answer is really clear to me. I've written a personal addendum to Linchpin. It's a free PDF. Insubordinate is a 40 page ebook, feel free to share. I couldn't possibly include all the linchpins I've worked with over the years, but I think you'll find that many of the examples in the ebook resonate. Enjoy". (Seth Godin)

Scheda e download: <http://bit.ly/vDunZc>
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20. Brainwashed: Seven Ways to Reinvent Yourself

"The mission: to teach you that you're average. That compliant work is the best way to a reliable living. That creating average stuff for average people, again and again, is a safe and easy way to get what you want. Step out of line and the system would nudge (or push) you back to the center. Show signs of real creativity, originality or even genius, and well-meaning parents, teachers and authority figures would eagerly line up to get you back in line."

Scheda e download: <http://bit.ly/uk3xCR>
Formati disponibili: PDF

21. What Matters Now

"Now, more than ever, we need to shake things up. Now, more than ever, we need a different way of thinking, a useful way to focus and the energy to turn the game around. I hope a new ebook I've organized will get you started on that path. It took months, but I think you'll find it worth the effort."

Scheda e download: <http://bit.ly/vxl5vH>
Formati disponibili: PDF

22. The Bootstrapper's Bible

There's never been a better time to start a business with no money. This manifesto will show you how.

Scheda e download: <http://bit.ly/sgvJHE>
Formati disponibili: PDF

23. Do Less

Marketing guru and agent of change Seth Godin writes that for your company to do more, sometimes you need to do less! Stop trying to be all things to all people (or customers), and focus (in your life and in your work) on your core strengths. Your business (and probably your sanity) are likely to improve.

Scheda e download: <http://bit.ly/rqbysV>
Formati disponibili: PDF

24. Everyone Is An Expert

"THIS BOOK is for anyone who wants more online traffic, more revenue, more followers, more attention, more interest, more donations or more influence. The paradox, of course, is that the best way to get all these things is by delivering less. This is a book about focus and meaning. Feel free to share it."

Scheda e download: <http://bit.ly/u1dDKx>
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25. Flipping the funnel

"This new ebook (3 versions, 18 pages each, PDF format) explains how I believe some of the new Web 2.0 tools (flickr, del.icio.us, squidoo and others) combine with ideaviruses and the Purple Cow."

Scheda e download: <http://bit.ly/rCtDXn>
Formati disponibili: PDF

26. Flipping the funnel Politics

You can also download a slightly different edition for politicians.

Download diretto: <http://bit.ly/umpl50>
Formati disponibili: PDF

27. Flipping the funnel non-profits

And a third one for non-profits

Download diretto: <http://bit.ly/rLThhb>
Formati disponibili: PDF

28. KnockKnock

Seth Godin's Incomplete Guide to Building a Web Site that Works.

Scheda e download: <http://bit.ly/uYIzIM>
Formati disponibili: PDF

29. Money for nothing

"There's an enormous amount of superstition about what makes some pages rank high while others languish. When you look at the actual figures, though, much of that fades away. It turns out that the new playing field enforced by the search engines is eliminating many of the shortcuts that used to be effective. In other words, the best way is the long way."

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30. Really Bad Power Point (and how to avoid it)

"PowerPoint could be the most powerful tool on your computer. But it's not."

Download diretto: <http://bit.ly/sNXJuo>
Formati disponibili: PDF

31. Current Tribes Casebook

"Context: (...) I posted just once about joining a private online group (it's on Ning... sort of like Facebook, but by invitation only). Well, quite a few people joined in, and about 10% became seriously active. On good days, there's a new post every minute or two. There are hundreds of groups, thousands of discussions and a lot of energy. The triibe taught me a great deal about the dynamics of a group, and they've been a terrific resource, not just for me, but for each other. This ebook represents some of their thinking. The group remains closed, but feel free to start one of your own."

Scheda e download: <http://bit.ly/tFKPP2>
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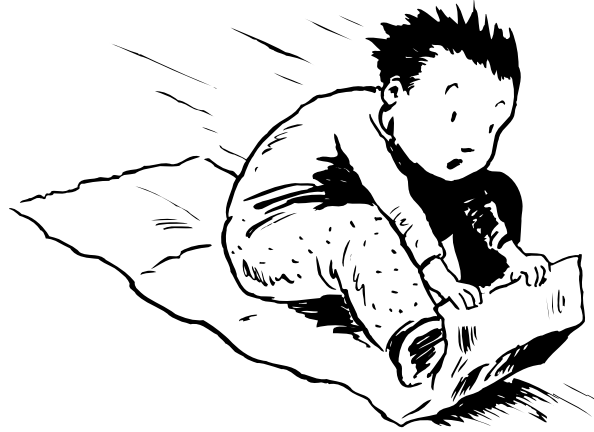
32. Unleashing The Idea Virus

"If you don't have time to read the whole book, here's what it says: Marketing by interrupting people isn't cost-effective anymore. You can't afford to seek out people and send them unwanted marketing messages, in large groups, and hope that some will send you money. Instead, the future belongs to marketers who establish a foundation and process where interested people can market to each other. Ignite consumer networks and then get out of the way and let them talk."

Scheda e download: <http://bit.ly/shMAkH>

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Culture



33. Codice Libero (Free as in Freedom)

di Sam Williams

La storia di un genio eccentrico del software, a partire dalle sue esperienze scolastiche e universitarie, fino alle battaglie combattute contro le grandi corporation. Idealista e rivoluzionario, Stallman ha dato il via al movimento "free software" che sta scuotendo le fondamenta di tutto il mercato informatico, rappresentando un inevitabile punto di confronto per colossi come Microsoft.

Scheda e download: <http://bit.ly/usD3ut>

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34. Content

di Cory Doctorow

"Content è la prima collezione di scritti di Cory Doctorow: dai discorsi più irriverenti tenuti in varie conferenze - a partire da quello alla Microsoft, cui chiede di smettere di trattare i propri clienti come criminali applicando assurdi DRM - ad articoli per Forbes, Locus, InformationWeek e The Guardian sul copyright, sui libri digitali e sul rapporto tra conoscenza e nuove tecnologie. Un concentrato di idee, spunti e riflessioni su cosa siamo abituati a considerare "contenuto" e sul ruolo della tecnologia e del diritto d'autore riguardo alla diffusione delle informazioni."

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Formati disponibili: MOBI, EPUB

35. Ebook: ovvero né E né book

di Cory Doctorow

"Questo ebook è la traduzione del discorso di Cory Doctorow "Ebook: neither E - nor Books" tenutosi in occasione della O'Reilly Emerging Technology Conference del 2004 a San Diego. L'autore ha rinunciato ai diritti di copyright sul testo, destinandolo al pubblico dominio tramite una "Creative Commons License" e autorizzandone ogni tipo di riproduzione, utilizzo o modifica. Doctorow espone alcune idee sugli ebook, influenzate dalla sua esperienza maturata al tempo della pubblicazione del suo romanzo Down and out in the magic Kingdom sul Web, come ebook."

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36. Editoria digitale

di Letizia Sechi

"Questo testo propone uno spaccato sul panorama dell'editoria digitale, illustrando i presupposti che ne favoriscono la diffusione e analizzando nel dettaglio linguaggi, formati, dispositivi e concrete esperienze editoriali, con un occhio di riguardo ai problemi pratici legati alla produzione dei libri digitali e ad alcune criticità come quelle poste - per esempio - dal copyright."

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Formati disponibili: EPUB, MOBI

37. L'Umanista Informatico

di Fabio Brivio

"Non si tratta di ECDL. Questo ebook è per gli umanisti curiosi, che pensano di poter dare un contributo importante - con l'informatica - nel mondo del lavoro, in

particolare in quei settori dove l'informazione è la prima risorsa e la comunicazione vitale."

Scheda e download: <http://bit.ly/ufXLX2>

Formati disponibili: EPUB, MOBI

38. Provocazioni manageriali

di Beppe Carrella, Barbara Parmeggiani

"Mobilitare l'azienda, attivare il talento, riscaldare la motivazione delle persone, creare un terreno fertile per scatenare le potenzialità presenti. Senza rincorrere a formule scontate o a slogan preconfezionati. Con tutto l'azzardo di scommettere che la sola vera possibilità è vivere un'esperienza e l'unica regola: provare! Come è possibile? (...) Un viaggio della mente e del cuore, con sottofondo musicale e cinematografico, tra metafore antiche, idoli contemporanei, ispirazioni fulminanti, che incuriosisce e sorprende proprio perché scritto nel corso dell'esercizio manageriale ed elaborato come testimonianza di impresa vissuta."

Scheda e download: <http://bit.ly/sxAAmD>

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39. Università: cose da sapere, cose da fare

di Corrado de Francesco, Paolo Trivellato

"Un testo agile scritto da chi l'università la conosce bene per chi la conosce poco: diplomandi che devono iscriversi, genitori, insegnanti. Pagine che si leggono d'un fiato e che aiutano gli studenti a conoscere l'università e i docenti a migliorarla. I curatori del testo hanno a che fare con l'università da più di trent'anni: prima da studenti, poi da ricercatori esperti di istruzione superiore e infine come docenti."

Scheda e download: <http://bit.ly/uwHxVI>

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40. Costituzione della Repubblica Italiana. Edizione del 1 gennaio 1948

Publicata sulla Gazzetta Ufficiale il 27 dicembre 1947, in base alla XVIII "disposizione transitoria" è entrata in vigore il 1 gennaio 1948.

Scheda e download: <http://bit.ly/rMnemO>

Formati disponibili: HTML

41. Luci e ombre di Google

di Gruppo Ippolita

"Cosa si nasconde dietro il motore di ricerca più consultato al mondo? Quello che da molti era stato definito e osannato come il miglior strumento per districarsi tra le maglie di Internet, pare celare molti segreti ai suoi utenti. Si va dalla scansione delle e-mail del servizio Gmail alla indicizzazione proposta da Google che sembra in realtà non dare tutte le risposte richieste dall'utente, fino a ipotesi di violazione della privacy collettiva. Criticare Google attraverso una disamina della sua storia, la decostruzione degli oggetti matematici che lo compongono, il disvelamento della cultura che incarna significa muovere un attacco alla tecnocrazia e alla sua pervasività sociale."

Scheda e download: <http://bit.ly/vQ3ofz>

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42. Lurking as participation: a community perspective on lurkers' identity and negotiability

by Yu-Wei Lee, Fei-Ching Chen, Huo-Ming Jiang

"Lurking, a discursive phenomenon in online communities, is often underemphasized. We draw on Wenger's social theory of learning to explore particularly the characteristic of lurkers who are "online regularly" in order to scrutinize the active intentions of a group of seemingly passive participants. Using a mixture of methods, we identified 95 lurkers among 353 participants in a six-week inquiry learning community, and uncovered their process of negotiability and identification from a virtual ethnographic approach."

Scheda e download: <http://bit.ly/tlIGRK>

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43. Creative Commons: manuale operativo (Guida all'uso delle licenze e degli altri strumenti CC)

di Simone Aliprandi

"Un manuale operativo che guida passo a passo gli artisti nel mondo delle licenze Creative Commons, le più famose e diffuse licenze di libera distribuzione per opere creative. Senza tralasciare utili chiarimenti di natura concettuale e terminologica, l'autore entra nei dettagli tecnici del funzionamento degli strumenti proposti dal progetto Creative Commons, così da renderli comprensibili anche per i totali neofiti. Un'opera fondamentale per tutti coloro che sono interessati al mondo dell'opencontent e del copyleft."

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44. Capire il copyright. Percorso guidato nel diritto d'autore

di Simone Aliprandi

"Con questo libro Simone Aliprandi allarga il suo ambito di competenza, parlando non più solo di copyleft ma di diritto d'autore in generale. Si tratta di un manuale sinottico pensato per gli operatori del mondo di Internet, delle produzioni culturali indipendenti e delle comunicazioni in generale, che spesso non hanno una formazione giuridica o economica alle spalle."

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45. Teoria e pratica del copyleft. Guida all'uso delle licenze opencontent

di Simone Aliprandi

"Dopo l'introduzione storica e teorica compiuta nel libro "Copyleft & opencontent - l'altra faccia del copyright", Simone Aliprandi ci offre una guida pratica con utili suggerimenti per applicare licenze opencontent (Creative Commons e simili) al mondo dell'editoria, della discografia e della creatività multimediale."

Scheda e download: <http://bit.ly/uMMFDL>

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46. Compendio di libertà informatica e cultura open

a cura di Simone Aliprandi

"Un'utilissima e completa antologia di articoli divulgativi e documenti ufficiali (esplicati e commentati) per affacciarsi a questa interessante cultura emergente."

Scheda e download: <http://bit.ly/she6Jd>

Formati disponibili: PDF

47. Copyleft & opencontent. L'altra faccia del copyright

di Simone Aliprandi

"Con questo saggio si può disporre finalmente di un testo completo e onnicomprensivo riguardante la nuova cultura opensource e opencontent, derivata dall'avvento rivoluzionario di Internet e della multimedialità."

Scheda e download: <http://bit.ly/rKZlid>

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48. Giornalismo: il lato emerso della professione. Una Ricerca di Lsdi sui giornalisti 'visibili' in Italia

"Giornalismo: il lato emerso della professione. Una ricerca sulla condizione dei giornalisti italiani 'visibili' - E' il tema di una analisi condotta da Lsdi sulla base dei dati forniti dall' Inpgi (l' istituto di previdenza dei giornalisti), dall' Ordine e dalla Fnsi, il sindacato unitario della stampa italiana."

Scheda e download: <http://bit.ly/svmhzc>

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49. A scuola di giallo

di Camilla Lackberg

"Un pratico ebook su come si scrive un poliziesco, direttamente dalla penna di una delle maggiori autrici di gialli della nostra scuderia, Camilla Läckberg."
(temporaneamente offline, al 29/12/2011)

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50. Il precario Ugo sfida la privilegiata casta

di Domenico Cirasole e Raffaella Landriscina

E' la storia di Ugo, precario della sanità, che racconta a modo suo le lotte della primavera dei diritti "araba", degli "indignatos spagnola", dei "precari italiani", dell'estate calda londinese e quelle particolari della "regina della pace di medjugorie".

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Un ebook sulla Resistenza collaborativo e gratuito, pubblicato online il 24 aprile 2011.

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by Dan Gillmor

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by *Ruediger Wischenbart*

"This research report will discuss the current state of the ebook market as well as provide guidance on what the future looks like. The report is presented by country and will consist of the primary report covering Europe as well as follow-up supplements adding coverage of the rest of the world. The initial release will be in mid-October at TOC Frankfurt and the supplements will be delivered later in 2011 and early 2012."

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Un ebook sulla Resistenza collaborativo e gratuito, pubblicato online il 24 aprile 2010.

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Raccolta dei materiali dell'incontro dedicato alla lingua nazionale tenutosi al Quirinale il 21 febbraio 2011.

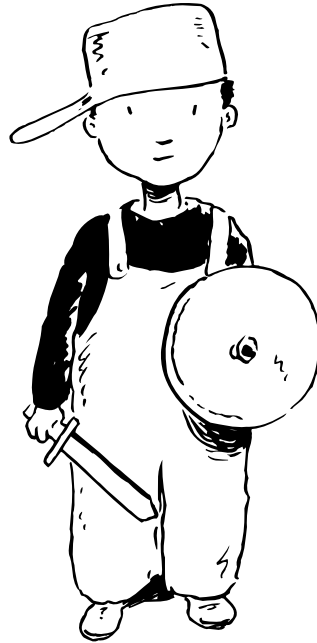
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77. Per l'Unità d'Italia

L'itinerario del Presidente della Repubblica, Giorgio Napolitano, nei 'Luoghi della memoria' per il centocinquantesimo anniversario dell'Unità d'Italia è partito da Genova il 5 maggio scorso: proprio dallo scoglio di Quarto il 5 maggio del 1860 prese avvio, con la spedizione dei Mille, la fase conclusiva del lungo percorso del movimento per l'Unità, che sarebbe culminata il 17 marzo 1861 nella proclamazione dello Stato unitario.

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Decision Sciences



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By Maria Pomffyova

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di Maria Cristina Lavazza

I documenti della fase di ideazione; i documenti della fase di design; gli strumenti di presentazione dei documenti.

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80. ProjectMind's Quick Guide to Project Management

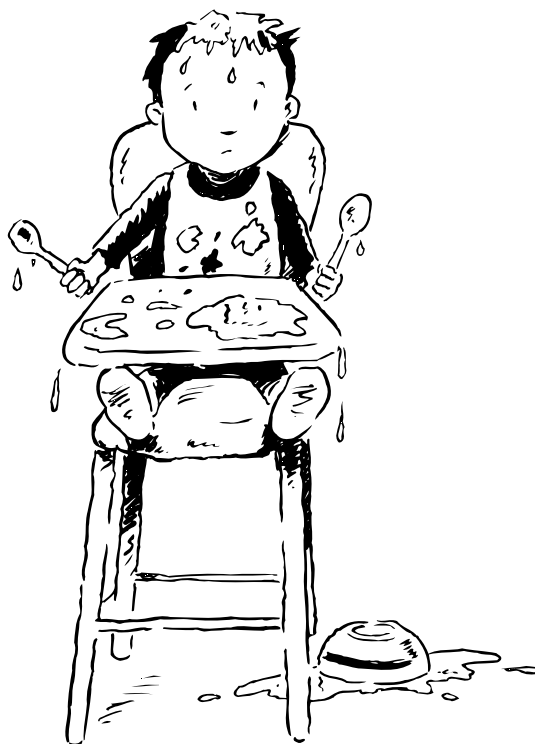
By Manjeet Singh

ProjectMind's Quick Guide to Project Management is a free ebook that you can download. With an emphasis on simplicity, the book provides clear, friendly step-by-step instructions to the art of project management inspired from the PMI methodology. Whether you are a senior manager or someone who has never been on a project, you will learn the tools and techniques that help you to direct a project.

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Diritto



81. LIBRO BIANCO su diritti d'autore e diritti fondamentali nella rete internet

Una rassegna sugli orientamenti e sulle tendenze dell'enforcement del diritto d'autore in Rete. 15 autori si succedono in 200 pagine per cercare di fare luce su aspetti tecnici e legali relativi ai diritti degli utenti in Rete, ai doveri degli intermediari e, soprattutto, sui recenti sviluppi legislativi italiani che vedono Agcom nel ruolo di potenziale sceriffo di quello che sarà visibile e quello che non lo sarà per gli utenti del Belpaese.

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82. Il diritto d'autore in ambito universitario

di Giorgio Spedicato

L'ebook contiene i risultati del progetto dell'Alma Mater Studiorum Università di Bologna e della Fondazione Istituto Gramsci, dal titolo ""DALLE BIBLIOTECHE E DAGLI ARCHIVI ALLA DIVULGAZIONE IN AMBITO UNIVERSITARIO: IL

DIRITTO D'AUTORE NELLO STUDIO, NELLA RICERCA E NELLA DIDATTICA". Indice del testo: - Prefazione - Introduzione - Primo capitolo. Il diritto d'autore: questioni e principi generali - Secondo capitolo. Il diritto d'autore e le tecnologie digitali - Terzo capitolo. L'utilizzazione di opere d'ingegno in ambito accademico: ipotesi tipiche e indicazioni operative - Appendice normativa - Appendice giurisprudenziale - Questionari per il progetto: il punto di vista SIAE; il punto di vista AIB - Schede sulle lezioni tenute presso la Fondazione Istituto Gramsci Emilia Romagna

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E-Commerce



83. E-Commerce

by Kyeong Kang

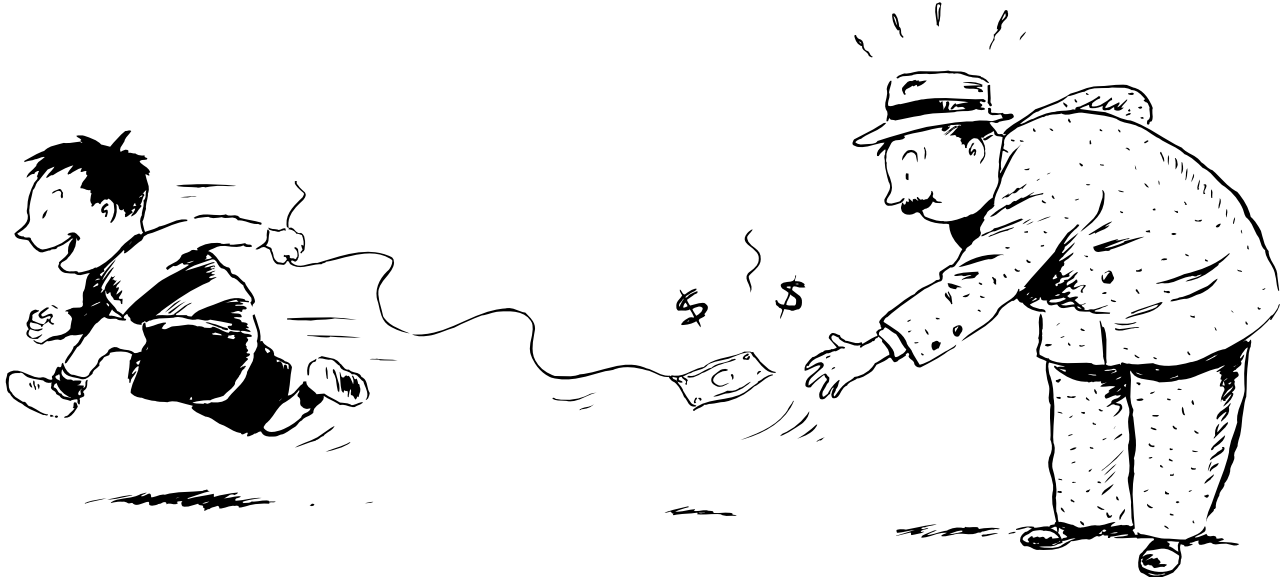
The contents of this book have been provided by experienced practitioners and academic researchers who have influenced changes in the e-commerce environment since its conception. This book recommended for practitioners and academic researchers alike involved in development of e-commerce. The case-studies covered in this book provide a balance of theoretical foundation and practical challenges in e-commerce models, interface design, technology and system environment in various countries.

The contents of this book have been provided by experienced practitioners and academic researchers who have influenced changes in the e-commerce environment since its conception. This book recommended for practitioners and academic researchers alike involved in development of e-commerce. The case-studies covered in this book provide a balance of theoretical foundation and practical challenges in e-commerce models, interface design, technology and system environment in various countries.

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E-learning



84. E-learning

by Marina Buzzi

(Preface) ELearning is a vast and complex research topic that poses many challenges in every aspect: educational and pedagogical strategies and techniques and the tools for achieving them; usability, accessibility and user interface design; knowledge sharing and collaborative environments; technologies, architectures, and protocols; user activity monitoring, assessment and evaluation; experiences, case studies and more.

This book's authors come from all over the world; their ideas, studies, findings and experiences are a valuable contribution to enriching our knowledge in the field of eLearning. The book consists of 18 chapters divided into three sections. The first chapters cover architectures and environments for eLearning, the second part of the book presents research on user interaction and technologies for building usable eLearning environments, which are the basis for realizing educational and pedagogical aims, and the last part illustrates applications, laboratories, and experiences.

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85. E-learning Experiences and Future

by Safeeullah Soomro

(Preface) This book is consisting of 24 chapters which are focusing on the basic and applied research regarding elearning systems. Authors made efforts to provide theoretical as well as practical approaches to solve open problems through their elite research work. This book increases knowledge in the following topics such as e-learning, e-Government, Data mining in e-learning based systems, LMS systems, security in elearning based systems, surveys regarding teachers to use e-learning systems, analysis of intelligent agents using e-learning, assessment methods for e-learning and barriers to use of effective e-learning systems in education.

Basically this book is an open platform for creative discussion for future e-learning based systems which are essential to understand for the students, researchers, academic personals and industry related people to enhance their capabilities to capture new ideas and provides valuable solution to an international community.

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Formati disponibili: PDF (zip)

Email Marketing



86. Retention Email Marketing For Dummies

(Introduction) Retention email marketing has many aspects – from developing a strategy to copy writing the email to writing an effective subject line. This book serves as a guide encapsulating the key aspects of retention email marketing so that you can understand and use every aspect effectively. This book draws upon years of experience from various email marketing campaigns across a range of companies to provide effective strategies and best practices that you can leverage to improve your company’s online marketing strategy immediately.

- Chapter 1: Exploring the World of Retention Email
- Chapter 2: Building an Effective Retention Email
- Chapter 3: Designing and Crafting Your Email
- Chapter 4: Marketing through Transactional Email
- Chapter 5: Keeping in Touch throughout the
- Chapter 6: Making Sure Your Emails Get Delivered
- Chapter 7: The Top Ten Email Marketing Blunders

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Knowledge Management



87. Cognitive Maps

by Karl Perusich

Cognitive maps have emerged as an important tool in modeling and decision making. In a nutshell they are signed di-graphs that capture the cause/effect relationships that subject matter experts believe exist in a problem space under consideration. Each node in the map represents some variable concept. These generally fall into one of several “hard” categories: physical attributes of the environment, characteristics of artifacts embedded in the problem space, or one of several “soft” areas: decisions being made, social, psychological or cultural characteristics of the decision makers, intentions, etc. Part of the value of cognitive maps is that these hard and soft concepts can be seamlessly mixed in them to build a more robust model of the problem.

1. Topic Maps as Indexing Tools in the Educational Sphere: Theoretical Foundations, Review of Empirical Research and Future Challenges
2. A Cognitive Approach for Performance Measurement in Flexible Manufacturing Systems using Cognitive Maps
3. System Diagnosis Using Fuzzy Cognitive Maps
4. Subject-formal Methods Based on Cognitive Maps and the Problem of Risk Due to the Human Factor
5. From Physical Brain to Social Brain
6. The Role of Public Visual Art in Urban Space Recognition

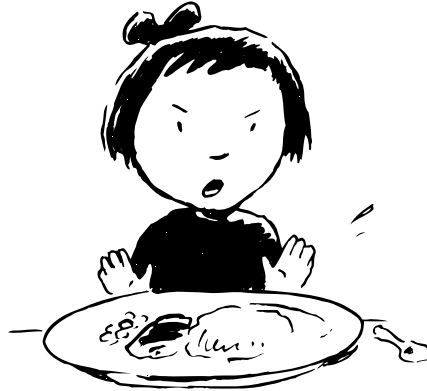
7. The Representation of Objects in the Brain, and Its Link with Semantic Memory and Language: a Conceptual Theory with the Support of a Neurocomputational Model

8. Genetics of Cognition-What can Developmental Disorders Teach Us?

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Multimedia



88. Multimedia

by Kazuki Nishi

(Preface) Multimedia technology will play a dominant role during the 21st century and beyond, continuously changing the world. It has been embedded in every electronic system: PC, TV, audio, mobile phone, internet application, medical electronics, traffic control, building management, financial trading, plant monitoring and other various man-machine interfaces. The usability or user-friendliness is depending on maturity of the multimedia technology. It improves the user satisfaction and the operational safety. Therefore, any electronic systems are no longer able to be realized without the multimedia technology.

The aim of the book is to present the State-of-the-Art research, development, and implementations of multimedia systems, technologies, and applications. Chapters 1 and 2 deal with the cross-correlation and cooperative work in the multimedia environment. Chapters 3 to 7 describe the understanding, recognition and retrieval of image or video data. Chapters 8 to 10 describe the automatic production of graphics or video. Chapters 11 and 12 present new testing systems for camera-shake, image stabilizers and surface inspection. Chapters 13 to 17 deal with wireless secure system, coding, data hiding or digital watermarking technologies of image, video or audio. Chapters 18 and 19 introduce a signal processing technique and a traffic model analysis, respectively. Chapters 20 to 23 deal with computer architecture, file and mail system.

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Formati disponibili: PDF (zip)

89. Digital Video

by Floriano De Rango

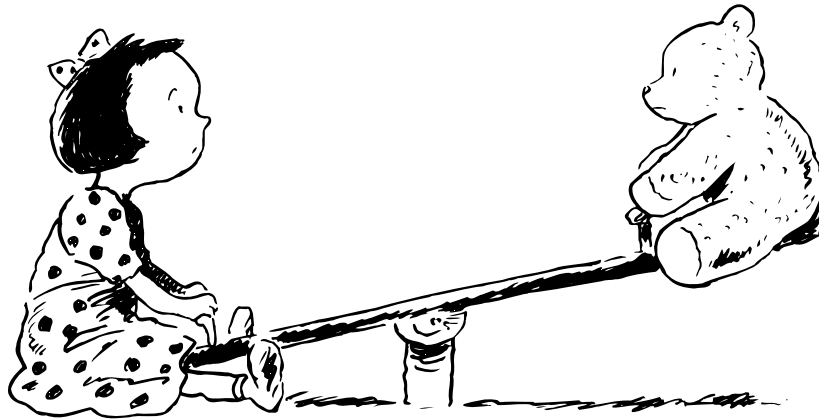
(Preface) Digital video broadcasting (DVB) interest aroused in recent years and the birth of DVB projects some years ago led to the development of many new technologies and architecture able to deliver video and multimedia traffic over heterogeneous platforms. In the first phase, the DVB projects focused on the development of technical specifications relevant for the more traditional broadcasting of audio and video services by satellite, in cable networks and via terrestrial transmitters. Later and more recently attention has focused on the IP paradigm over DVB networks, solutions for interaction and return channels, the software environment called Multimedia Home Platform (MHP) and the distribution of video and audio over handheld devices and smartphones.

This book tries to address different aspects and issues related to video and multimedia distribution over the heterogeneous environment considering broadband satellite networks and general wireless systems where wireless communications and conditions can pose serious problems to the efficient and reliable delivery of contents. In this context, specific chapters of the book have been related to different research topics covering the architectural aspects of the most famous DVB standard (DVB-T, DVB-S/S2, DVB-H etc.), the protocol aspects and the transmission techniques making use of MIMO, hierarchical modulation and lossy compression. In addition to these topics, also research issues related to the application layer and to the content semantic, organization and research on the web have also been addressed in order to give a complete view of the problems.

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Semantic web



90. Semantic Web

by Gang Wu

(Preface) Having lived with the World Wide Web for twenty years, surfing the Web becomes a way of our life that cannot be separated. From latest news, photos sharing, social activities, to research collaborations, and even commercial activities and government affairs, almost all kinds of information are available and processible via the Web. When people are appreciating the great invention, the father of the Web, Sir Tim Berners-Lee, has started the plan of next generation of the Web, the Semantic Web. Unlike the Web that originally designed for reading by people, the Semantic Web aims at a more intelligent Web severing machines as well as people.

The idea behind it is simple: machines can automatically process or “understand” the information, if explicit meanings are given to it. In this way, it facilitates the sharing and reuse of data across applications, enterprises, and communities. Although, great efforts from industries and researchers have been made, there are still fundamental problems confront the community of the Semantic Web, such as: the availability of semantic content, the scalability of semantic search and reasoning, and the mapping of heterogeneous ontologies. At the same time, the community needs to find more appropriate application domains and scenarios to demonstrate the abilities of the Semantic Web. This book is an effort to showcase the latest achievements in Semantic Web research and application.

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Formati disponibili: PDF (zip)

SEO SEM SMO



91. Guida introduttiva di Google all'ottimizzazione per i motori di ricerca

di: assistenza Google

Questo documento nasce inizialmente come strumento di supporto per i team interni a Google, ma siamo giunti alla conclusione che possa essere utile anche a quei webmaster che si stanno avvicinando per la prima volta al tema dell'ottimizzazione per i motori di ricerca e desiderano migliorare la visibilità del proprio sito, sia per gli utenti che per i motori. Sebbene questa guida non sveli alcun segreto per posizionarsi al primo posto per i termini di ricerca (scusateci!), seguire queste raccomandazioni aiuterà i motori di ricerca a scansionare ed indicizzare meglio i vostri contenuti online.

Scheda e download: <http://bit.ly/ytRaWr>

Formati disponibili: PDF

92. Guida SEO. Posizionamento nei motori di ricerca

di: Michele De Capitani

(...) Il web marketing ha come punto di riferimento la promozione sui motori di ricerca, in quanto questi generano oltre l'80% del traffico su internet. Gli investimenti in questa forma promozionale (detta SEM - Search Engine Marketing) possono essere eseguiti in due diversi modi: Promozione in PAY PER CLICK oppure Posizionamento organico nei motori di ricerca (la prima è gestita direttamente dai motori di ricerca che fanno comparire i link al tuo sito fra i collegamenti sponsorizzati, mentre la seconda consiste nel posizionamento dei link al tuo sito fra i risultati "naturali" (organici) del motore (solitamente 10 posizioni per pagina). Proprio pensando a quest'ultima direzione l'autore ha deciso di scrivere questa guida. Raccomandandoci di prenderla come spunto, perché di "macumbe" del posizionamento certo non ne esistono ancora.

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Formati disponibili: PDF

93. Seo Advanced

di: Geweb

Scheda e download: <http://bit.ly/AEeQru>
Formati disponibili: PDF

94. Analytics + SEO = Content

di: Ian Lurie

Everyone's bleating about content marketing. Content marketing this. Content marketing that. For some of us, though, content's been around since we, well, since we learned to read. Here's the process I've put together over the last ten years. I presented this at Wappow Search & Social last week. Shockingly, it involves content. And marketing. With some analytics and SEO thrown in.

Scheda e download: <http://bit.ly/kY6rgc>
Formati disponibili: PDF

95. The Beginners Guide to SEO

by: SEOMoz

New to SEO? Need to polish up your knowledge? The Beginner's Guide to SEO has been read over 1 million times and provides comprehensive information you need to get on the road to professional quality SEO. The Beginner's Guide to Search Engine Optimization (SEO) is an in depth tutorial on how search engines work that covers the fundamental strategies that make websites search engine friendly.

Scheda e download: <http://mz.cm/z0mHil>
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96. 2011 Social Media Marketing Industry Report

by: Michael Stelzner

To understand how marketers are using social media, Social Media Examiner commissioned the 2011 Social Media Marketing Industry Report. We set out to uncover the “who, what, where, when and why” of social media marketing with this report.

Scheda e download: <http://bit.ly/A7290H>
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97. 101 Tips On Search Engine Optimization

by: Michael Stelzner

This free SEO book is loaded with essential tips and guidelines with online web page analyzer tool and major search engine submission links for getting top search engine ranking. Download and learn how to optimize and get your website noticed by the search engines. It is 100% SEO tips with online SEO tools and search engine submission guidelines.

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98. Guida Twitter

di: Geweb

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99. Guida Goole AdSence

di: Geweb

Scheda e download: <http://bit.ly/vZNcdg>
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100. How to Use Google+ For Business

by: Magdalena Georgiev

Launched in June 2011, Google+ is a new social network that has attracted the attention of marketers. In just a few months, the platform amassed more than 40 million users, nearly one third of LinkedIn's 135 million membership base. Despite this impressive growth, the adoption of Google+ doesn't yet compare to that of facebook, which has more than 800 million users.

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101. What is Social media?

by Antony Mayfield

(Introduction) Thanks for downloading this e-book. it's written as a short, sweet summary of the phenomenon called social media. it's an unashamedly straightforward work, intended to give you a brief overview of the story so far, maybe fill in a few gaps and act as a reference guide. it's intended for anyone, but will be most useful to people working in media, marketing and communications. things move fast in this world, so this e-book will be updated every now and again.

Scheda e download: <http://bit.ly/yYqm31> (link diretto)
Formati disponibili: PDF

102. The Essential Guide to Social Media

by Brian Solis

(Introduction - The State of Social Media and Business Marketing) We live in interesting times. We're currently enthralled in an immersive, confusing, and definitive transition in our "day job." If you don't engage, your competition will. This session will help you become a Social Media sociologist and participant observer, not a cultural voyeur, in order to get to work and build relationships along the way. Question: If a conversation takes place online and you're not there to hear or see it, did it actually happen?

Scheda e download: <http://scr.bi/xclfuM>

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103. The Social Media Starter Kit

by: Amber Naslun

Several times a day, I hear folks asking about how to get started with all this social media stuff. What tools they need, what sites they should look at so as not to get overwhelmed. This is the nuts and bolts stuff, not so much the "why" (we'll cover that more in depth in the next ebook). This is individually focused, but many of the same things can apply in a business context if you use your business goals as a guide.

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Tecnologia



104. Augmented Reality

by Soha Maad

(Preface) Virtual Reality (VR) and Augmented Reality (AR) tools and techniques supply virtual environments that have key characteristics in common with our physical environment. Viewing and interacting with 3D objects is closer to reality than abstract mathematical and 2D approaches. Augmented Reality (AR) technology, a more expansive form of VR is emerging as a cutting-edge technology that integrates images of virtual objects into a real world. In that respect Virtual and Augmented reality can potentially serve two objectives: reflecting realism through a closer correspondence with real experience, and extending the power of computer-based technology to better reflect abstract experience.

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105. La posta elettronica, tecnica & best practice

di Massimo Penco

"La "Posta Elettronica - Tecnica & Best Practice" è un esperimento divenuto libro. Scritto da Massimo Penco (tra l'altro presidente dell'Associazione Cittadini

di Internet e docente nel Master Sicurezza Informatica Università di Perugia) con un pizzico di sana follia, il testo si pone come una guida completa dedicata a tutti coloro che - soprattutto per lavoro - utilizzano quotidianamente la posta elettronica. Il testo affronta temi che vanno dalle origini e l'evoluzione della comunicazione tramite posta elettronica, fino agli aspetti più complessi della sicurezza dei messaggi. Ampia attenzione è inoltre dedicata alle più diffuse tecniche e metodologie di crimine informatico incentrati sulla posta elettronica e sui servizi ad essa correlati (phishing, spamming, cyber-stalking)."

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106. First Look Microsoft Office 2010

by Katherine Murray

Welcome to Office 2010. Whether you work primarily in the office or on the go, you'll find smart tools in this release that enable you to get your work done easier, faster, and more professionally than ever. All the freedom to multitask built into Office 2010 has an upside you might not expect: being able to work anywhere, anytime means more flexibility, which translates to higher efficiency and effectiveness. And when your work is done quickly and well, you have more time left over for the people, places, and possibilities that intrigue you.

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Formati disponibili: PDF

107. Eloquent JavaScript - A Modern Introduction to Programming

by Marijn Haverbeke

Eloquent JavaScript is a book providing an introduction to the JavaScript programming language and programming in general. A concise and balanced mix of principles and pragmatics. I loved the tutorial-style game-like program development. This book rekindled my earliest joys of programming. Plus, JavaScript! —Brendan Eich, the man who gave us JavaScript

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108. How The Internet Works

by Taty Sena

"The web's place in our daily lives is undeniable. We can now access the Internet from our home computers, office, laptops and our phones. But even with this close intimacy many people still aren't entirely sure what the Internet is and how it really works.

We aim to change that with MakeUseOf's latest PDF guide, "How The Internet Works." This guide, by Taty Sena, explores the hardware, software and organizations that power the modern Internet. You'll learn about everything from the history of the Internet to the organizations that make it possible today. If you read MakeUseOf you probably use the Internet every day, so educate yourself. You don't need to know how the Internet works to use it, of course, but that doesn't mean anyone can't benefit from a quick overview."

Scheda e download: <http://bit.ly/w233TU>

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Web Design



109. A Practical Guide to Designing for the Web

by Mark Boulton

A Practical Guide to Designing for the Web aims to teach you techniques for designing your website using the principles of graphic design. Featuring five sections, each covering a core aspect of graphic design: Getting Started, Research, Typography, Colour, and Layout. Learn solid graphic design theory that you can simply apply to your designs, making the difference from a good design to a great one. If you're a designer, developer, or content producer, reading A Practical Guide to Designing for the Web will enrich your website design and plug the holes in your design knowledge.

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110. Design Your Imagination

by WebGuru India

A one stop ebook resource for web design novices. Primarily written for website design wannabes, this book will also benefit experienced web designers. The book has been written by some of WebGuru India's most seasoned professionals and is divided into 28 comprehensive chapters. Each chapter is on a specific topic with a number of examples for better understanding. The language is lucid, to-the-point and easy to understand.

Scheda e download: <http://bit.ly/zSCCdJ>
Formati disponibili: PDF

111. Building Accesible websites

by Joe Clark

“Not merely the best and most complete book yet penned on the subject of Web accessibility, Joe Clark’s Building Accessible Websites is also among the most compellingly-written Web-design books ever: Witty, opinionated, and truthful.... We devoured Clark’s book from cover to cover as if it were the latest James Ellroy novel or a recently-unearthed Raymond Chandler. Then we read it again. Not only will you learn everything you need to know from this book, but you can actually read it for pleasure”

– Jeffrey Zeldman, Designing with Web Standards

Scheda e download: <http://bit.ly/xLoV9b>

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112. Best Practices for Developing a Web-Site

by Paul Chin

Just because Web sites are easy to build these days, doesn't mean it's easy to build a quality Web site that meets your business objectives. Before developing your next Web site, or redesigning an existing site, download this Internet.com eBook to guide you through the process and plan your project, whether you're developing a site in-house or outsourcing the project: Business's brand identity - Industry type - Target audience - Web site's purpose - Web site goals - Online expectations - Long-term business goals.

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113. jQuery Fundamentals

by Rebecca Murphey

"jQuery is fast becoming a must-have skill for front-end developers. The purpose of this book is to provide an overview of the jQuery JavaScript library; when you're done with the book, you should be able to complete basic tasks using jQuery, and have a solid basis from which to continue your learning. This book

was designed as material to be used in a classroom setting, but you may find it useful for individual study.

This is a hands-on class. We will spend a bit of time covering a concept, and then you'll have the chance to work on an exercise related to the concept. Some of the exercises may seem trivial; others may be downright daunting. In either case, there is no grade; the goal is simply to get you comfortable working your way through problems you'll commonly be called upon to solve using jQuery. Example solutions to all of the exercises are included in the sample code."

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114. Research-based Web Design and Usability Guidelines

by Health and Human Services Dept. (U.S.)

Topics in the book include: home page design, page and site navigation, graphics and images, effective Web content writing, and search. A new section on usability testing guidance has been added. Experts from across government, industry, and academia have reviewed and contributed to the development of the Guidelines. And, since their introduction in 2003, the Guidelines have been widely used by government, private, and academic institutions to improve Web design.

Download: <http://1.usa.gov/AsQeRB> (link diretto)
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115. The Web Book

by Robert Schifreen

The Web Book is a 350-page book that tells you everything you need to know in order to create a home or business Web site from scratch. It covers everything from registering a domain name and renting some hosting space, to creating your first HTML page, to building full online database applications with PHP and MySQL. It also tells you how to market and promote your site, and how to make money from it.

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116. Getting Real

by 37signals

"Want to build a successful web app? Then it's time to Get Real. Getting Real is a smaller, faster, better way to build software. Getting Real is about skipping all the stuff that represents real (charts, graphs, boxes, arrows, schematics, wireframes, etc.) and actually building the real thing."

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117. The Elements of Typographic Style Applied to the Web

by Richard Rutter

"Robert Bringhurst's book The Elements of Typographic Style is on many a designer's bookshelf and is considered to be a classic in the field. Indeed the renowned typographer Hermann Zapf proclaims the book to be a must for everybody in the graphic arts, and especially for our new friends entering the field. In order to allay some of the myths surrounding typography on the web, I have structured this website to step through Bringhurst's working principles, explaining how to accomplish each using techniques available in html and css. The future is considered with coverage of css3, and practicality is ever present with workarounds, alternatives and compromises for less able browsers."

Scheda e download: <http://bit.ly/yTcDnc>

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118. Web Designer's Success Guide

by Kevin Airgid

Web Designer's Success Guide is the definitive guide to starting your own freelance Web design business. In this book he gives designers step-by-step instructions on how to achieve the following:

- Transition from full-time to self-employment
- Freelance on the side to make additional income



- Find new clients and keep them coming back for more
- Market your freelance business
- Manage your projects professionally
- Price your services appropriately

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119. Just Ask: Integrating Accessibility Throughout Design

by Henry, Shawn Lawton

Just Ask: Integrating Accessibility Throughout Design provides: The basics of including accessibility in design projects; Details on accessibility in each phase of the user-centered design process (UCD).

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120. Meet Your Type

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121. The Typographer's Glossary, Common Type Terminology

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122. Type Classification

by Jacob Cass

This book has been made to help you learn the 10 broad classifications of type. These are the basic foundations of what you need to learn to learn typography and it is essential for any designer to know how to classify type.

This book goes through the 10 type classifications with a brief history as well as the key characteristics of each. This book has been made to come back to for easy referencing and it looks great printed as well.

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123. Designing Presentations That Sell

by Jan Schultink

"Great sales presentations are vital, especially in an increasingly virtual world. Sadly, most of us aren't taught how to design great presentations. This is actually great news, as reading this eBook will help you instantly stand out from a sea of boring presenters."

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124. The Design Funnel: A Manifesto for Meaningful Design

by Stephen Hay

"Are you a professional designer? Would you like a process to create more consistently creative work which distinguishes itself from the work of your peers? Would you like a process which would help translate the often vague, unclear wishes of your clients (and yourself, for that matter) into a clear and solid basis for your design? This manifesto will show you how."

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125. How To Be Creative

By Hugh MacLeod

Un classico di ChangeThis. "MacLeod, an advertising executive and popular blogger with a flair for the creative, gives his 26 tried-and-true tips for being truly creative. Each point illustrated by a cartoon drawn by the author himself. If

you've ever felt the draw to do something creative but just haven't been able to pull it together, you'll love this manifesto."

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Web Development e Programming



126. Dive into HTML5

by Mark Pilgrim

"You may well ask: "How can I start using HTML5 if older browsers don't support it?" But the question itself is misleading. HTML5 is not one big thing; it is a collection of individual features. So you can't detect "HTML5 support," because that doesn't make any sense. But you can detect support for individual features, like canvas, video, or geolocation."

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Formati disponibili: HTML online

127. Comprehensive guide to .htaccess

by Feyd

"I am sure that most of you have heard of htaccess, if just vaguely, and that you may think you have a fair idea of what can be done with an htaccess file. You are more than likely mistaken about that, however. Regardless, even if you have never heard of htaccess and what it can do for you, the intention of this tutorial is to get you two moving along nicely together. If you have heard of htaccess, chances are that it has been in relation to implementing custom error pages or

password protected directories. But there is much more available to you through the marvelously simple .htaccess file."

Scheda e download: <http://bit.ly/winM38>

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128. Lavorare con Internet

di Filippo Costalli & Ivan Venuti

"Internet nel corso del tempo ha modificato la sua fisionomia. Siamo passati da una struttura in cui i collegamenti fra i diversi contenuti presenti in rete erano realizzati con Link, ad una infrastruttura in cui tutto è interconnesso tramite API. Ad esempio è possibile localizzare la posizione di un sito tramite il suo indirizzo IP e mostrarne la locazione geografica su Google Maps. Oppure è possibile utilizzare Flickr come deposito per le immagini da visualizzare sul proprio Blog sfruttandone tutta la potenza dei tag. E ancora gli RSS consentono di integrare fra di loro contenuti diversi riaggregandoli in molteplici forme. Anche la programmazione tradizionale trae beneficio da queste innovazioni."

Scheda e download: <http://bit.ly/w9PYqS>

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129. Android Programming

di Redazione Io Programmo

"Questo approfondimento tematico è pensato per chi vuol imparare a programmare e creare software per gli smartphone con sistema operativo Google Android. La prima parte del testo guida il lettore alla conoscenza degli strumenti necessari per sviluppare sulla piattaforma mobile di Mountain View (installazione SDK, librerie e tool di supporto allo sviluppo)."

Scheda e download: <http://bit.ly/wahbM3>

Formati disponibili: PDF (richiesta registrazione)

130. iPhone Programming

di Redazione Io Programmo

"Il testo è pensato per chi vuol imparare a programmare e creare software per l'Apple iPhone. La prima parte guida il lettore alla conoscenza degli strumenti necessari per sviluppare sulla piattaforma mobile di Cupertino. Le sezioni successive sono pensate per un apprendimento pratico basato su esempi di progetto: la creazione di un browser su misura, la gestione dell'interfaccia, la programmazione di un'agenda e di una to do list, l'utilizzo dell'accelerometro, la progettazione di un RSS reader e via dicendo."

Scheda e download: <http://bit.ly/xrfUDK>
Formati disponibili: PDF (richiesta registrazione)

131. iPhone - La tua prima App

di Redazione Io Programmo

"Apple ha aperto una nuova frontiera per la programmazione mobile. L'avvento di iPhone e di Apple Store ha dato modo agli sviluppatori, anche ai più piccoli, di fare breccia nel mercato mondiale delle applicazioni per dispositivi mobile. Questo approfondimento tematico è pensato per mettere lo sviluppatore in condizione di creare facilmente App per iPhone e pubblicarle su iTunes."

Scheda e download: <http://bit.ly/yqqrDI>
Formati disponibili: PDF (richiesta registrazione)

132. Comprendere XML

di Francesco Smelzo

"Come sempre le tecnologie di maggior successo nascono per risolvere un problema reale. XML è nato come linguaggio universale per l'interscambio dei dati. Tuttavia la sua flessibilità è risultata talmente elevata da garantirgli immediatamente un impiego in quasi tutti i campi dello sviluppo. Sia che si parli di Web Services, sia che si parli di normali servizi sul web come gli RSS, ormai XSL fa da piattaforma ad una gamma incredibilmente vasta di applicazioni."

Scheda e download: <http://bit.ly/AzMU0A>
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133. Programmare con Ajax

di Francesco Smelzo

"Ajax è celebrato da più parti come una delle novità più eclatanti degli ultimi anni. È grazie ad Ajax che oggi si parla con sempre maggiore convinzione del Web 2.0. Ma di cosa si tratta? Sostanzialmente di una tecnologia che consente di gestire le applicazioni web con una modalità simile a quella delle applicazioni desktop, ovvero evitando il reload delle pagine. Sembrerebbe una novità da poco, tuttavia consente di creare un punto di convergenza tra le enormi possibilità offerte dalle applicazioni Internet e quelle delle applicazioni desktop, rendendo il web decisamente più comodo da utilizzare."

Scheda e download: <http://bit.ly/zyysNz>
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134. HTML5 for Publishers

by Sanders Kleinfeld

"HTML5 is revolutionizing the Web, and now it's coming to your ebook reader! With the release of the EPUB 3 specification, HTML5 support will officially be a part of the EPUB standard, and publishers will be able to take full advantage of HTML5's rich feature set to add rich media and interactivity to their ebook content. HTML5 for Publishers gives an overview of some of the most exciting features HTML5 provides to ebook content creators--audio/video, geolocation, and the Canvas--and shows how to put them in action."

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135. What Is EPUB 3?

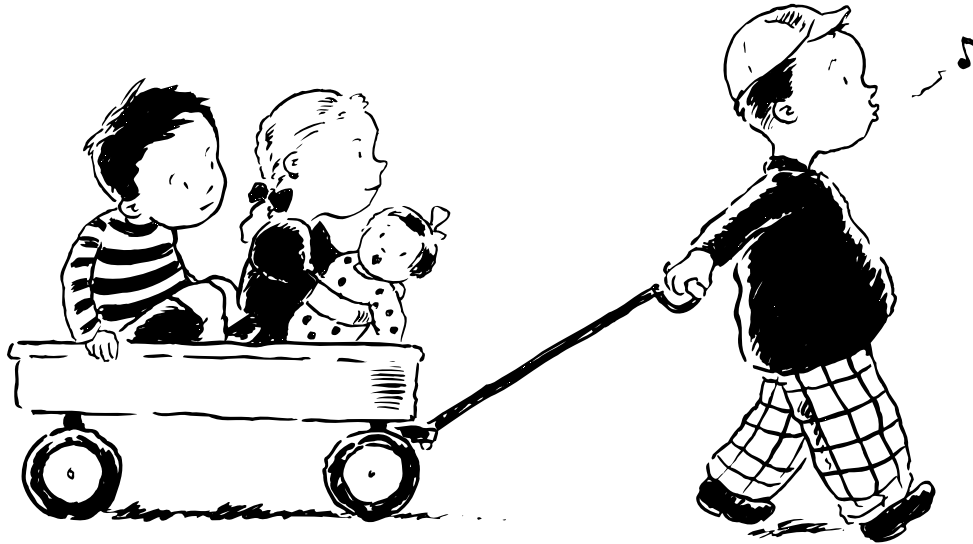
by Matt Garrish

"This book discusses the exciting new format that is set to unleash a content revolution in the publishing world. Laden with features the printed page could never offer--such as embedded multimedia and scripted interactivity--EPUB 3 will forever change what a book can be. This article walks you through the format and puts it in its place in the digital landscape, explaining why EPUB 3 is set to become the new global standard for ebooks as it also becomes the new accessible standard for ebooks."

Scheda e download: <http://oreil.ly/wPWeHF>

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Writing



136. The fascination factor (and how you can use it to write books)

by Mark Levy

"One of the hats I wear is that of writing coach. I guide businesspeople in writing books. During a typical first session, my client isn't sure what their book will be about, but they take guesses. They tell me about what they think the marketplace wants, what they believe they can sell, and what might elevate them to guru status. They start tossing around premises. I stop them. Books indeed need readers, so thinking about audience is important. Books also help writers achieve career goals, so thinking strategically about how a book can advance one's business makes sense. But looking at those things too early leads to a bland book. Why?"

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137. When You Absolutely, Positively Should NOT Use Email: A Civilized List

by David Shipley and Will Schwalbe

"For those of us email addicts who can't quit cold turkey but are increasing stressed by the size of our inbox each morning, Shipley and Schwalbe offer advice for managing our input and output in this engaging manifesto."

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138. Capture. Deliver. Excel

by Ilja van Roon

"Good business writing allows you to share knowledge, catalyse change and align people with strategy. And to sell more of your products, services and ideas! That is why the ability to express yourself in clear, structured and compelling writing is crucial to your success."

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139. Il Mestiere di scrivere: Web writing, post dal blog (giugno 2010)

di Maria Cristina Lavazza

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140. Il Mestiere di scrivere: Come funzionano le newsletter che funzionano

di Maria Cristina Lavazza

Scheda e download: <http://bit.ly/u4mDkY>
Formati disponibili: PDF

141. Smashwords Style Guide - How to Format Your Ebook (Smashwords Guides)

by Mark Coker

"The Smashwords Style Guide has helped indie authors produce and publish over 65,000 high-quality ebooks. Over 100,000 copies downloaded in three years! This guide offers simple step-by-step instructions to create and format an ebook using Microsoft Word. The Smashwords Style Guide is required reading

for any author who wants to distribute their book via Smashwords to major ebook retailers such as the Apple iBookstore, Barnes & Noble, Sony, Kobo and Diesel."

Scheda e download: <http://amzn.to/yHNB1R>
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142. Organizzare i contenuti di un sito

di Maria Cristina Lavazza

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143. Scrivere chiaro

di Commissione Europea

L'indice:

- Chiaritevi le idee prima di iniziare a scrivere
- Pensate a chi legge - siate diretti e interessanti
- Curate la struttura del documento
- Semplicità+brevità=chiarezza
- Siate coerenti - curate la logica delle frasi
- Eliminate i sostantivi superflui
- Siate concreti
- Preferite la forma attiva dei verbi
- Fate attenzione ai falsi amici, alle espressioni gergali e alle abbreviazioni
- Rivedete e controllate
- Sussidi redazionali online offerti dall'Unione Europea

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144. Better Information Handbook

by Victoria Law Foundation

"If you publish legal information for the community, the Better Information Handbook is for you. It includes fundamentals such as the importance of knowing your audience and writing for them, choosing the best format for your publication and how to know if it is working. The Better Information Handbook draws together principles of plain language and gives practical advice on how to apply them to publications for the community."

Scheda e download: <http://bit.ly/y7OUY4>
Formati disponibili: PDF

145. Content Marketing Playbook 2011 – 42 Ways to Connect with Customers

by Content Marketing Institute

"In addition to the 42 tactics, we've included over 50 different case study examples to help point you in the right direction, with links to the sample projects, from the likes of IBM, Kelly Services, OpenView Venture Partners, DeLoitte and more (as well as our own from the Content Marketing Institute)."

Scheda e download: <http://bit.ly/AsRQsO>
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146. Viral copy

by Brian Clark (Copyblogger.com)

"Viral Blogging. Link Bait. Tagged. Dugg. If you know what those words mean, you're likely looking to do the first, create the second, and have the third and fourth happen to something you've written. If you don't know what those words mean, relax. They're simply new terms for a timeless concept you likely already understand."

Scheda e download: <http://bit.ly/zHAXeA>
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147. How to Create Compelling Content that Ranks Well in Search Engines

by Brian Clark (Copyblogger.com)

"SEO copywriting has traditionally been about optimizing web page copy by targeting keyword phrases in certain frequencies and densities. And yet search engine research shows that almost 85% of the total factors that determine how a web page is ranked in a search engine is based on things that happen off the page itself. This free report reveals the tips, secrets, and strategies of writing for search engine optimization."

Scheda e download: <http://bit.ly/Aig4n7>
Formati disponibili: PDF

148. iPad Publishing Guide: Write, Publish and Sell Your Book on the Apple iPad with FastPencil

by Michael Ashley

"This book will teach you how to publish your book on the iPad using FastPencil. From idea through distribution and sales, you will learn every step of the writing and publishing process. When you have finished this book you will be able to confidently write, publish and sell your own book on the Apple iPad's iBookstore" with just a few clicks."

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149. The Death of the Salesletter

By Michel Fortin

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Formati disponibili: PDF

150. Write Good or Die

by Scott Nicholson

"Survival tips for 21st century writers, from best-selling authors Kevin J. Anderson, M.J. Rose, Heather Graham, J.A. Konrath, Gayle Lynds, Alexandra Sokoloff, Jonathan Maberry, and more. How to develop your craft, improve your writing, get an agent, promote your work, embrace the digital age, and prepare

yourself for the coming changes in the publishing industry. Edited by Scott Nicholson."

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