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Dark flame read online

Okay, so while many environmental leaders are moaning about the loss of the Warner-Lieberman climate bill (S2191) I think we may have actually won a major battle in the war to get Congress to take this issue seriously. Given that the president told the world that he would not sign a climate change bill that imposed the slightest cost on the industry, no one could be surprised that Congress did not put a comprehensive bill in his office. So why go through the parody of the proposal and debate (not to mention reading aloud all 400+ pages, as they did in Congress last week) an important piece of legislation? Because you try on a pair of shoes before you buy them, that's why. This was another instructive moment, as was the dozen or more climate bills introduced in the last two years. Now Congress, which includes the next President, and Capitol Hill officials have a much better understanding of what components of a climate action plan will work, who will pay for them, and where land mines of transit or danger can wait. We all learned a lot from this effort and its predecessors, but the most important lesson is to compare these sausage-making exercises with the increasing pace of the scientific community running out of time. If this is the final epitaph on the tombstone of S2191, then he will have a short life that lived well. Picture: Richard Leeming (Flickr) Have you ever noticed how online accounts are incredibly easy to sign up for, but can it be hair-pullingly hard to close? Sometimes the Close Account option is exactly where you'd think it would be, but other times you have to chase it down by clicking through the menu after the menu until you finally find out that you can't close it online, you really need to call. There's a name for this phenomenon - dark patterns. And it's not just hidden options to delete accounts, either. Dark patterns are design tricks that a website uses, on purpose, to get you to sign up, make a purchase, sign up or change your mind about leaving, basically, to do what that company wants you to do. It's the dark side of UX. This video from Nerdwiter explains dark patterns with help and gives some classic examples of different types you'll encounter around the internet. It can also be viewed darkpatterns.org, a site designed by UX researcher Harry Brignull. The site also includes a hall of shame of examples collected on Twitter, and deeper dives into different types of dark pattern. For example, a dark design is called motel roach because it is easy to get in but difficult to get out of. This technique works hard for Amazon.com, which hides the Close Account option deep in menus with layers. If you ever find it, it turns out that you need to start a conversation and ask Amazon to close your account for you, which, of course, gives them another chance to talk you out of it. G/O Media can get a panelThe other example in the video are ads that appear on touchscreen devices that make it look like there is a one attached to your screen. When you go to erase it, you're likely to accidentally tap the ad. Doesn't that mean? Fortunately, dark patterns have something in common with poor kerning and unnecessary quotes: Once you start observing them, you'll start seeing them everywhere. Not an hour after I had watched the video embedded above, I saw this tweet on Google hoping to confuse would-be researchers looking for DuckDuckGo. That's a dark pattern. And of course we saw a lot of dark patterns in the game when sites that collect and sell data from users suddenly had to reveal that and let people opt-out after the GDPR regulations came into effect this May. Remember this nightmare UX from Tumblr? Leaving off an uncheck all button, the designers were clearly hoping that they would give up. Being able to detect dark patterns is the key to avoiding them. And the more you see, the less likely you are to trust the companies that pull these tricks on their customers. When you see dark patterns in use in the wild, take a screenshot and tweet out with the hashtag #darkpatterns. Mention the company behind it to embarrass them a little, and retweet other #darkpatterns tweets you see. Hopefully if companies can see that people consider this immoral, they will consider adopting more honest design standards. Good companies, anyway. The bad guys are going to end up with something even worse... you should call even darker templates. [journalist, tech entrepreneur](#)Image credit: UnsplashNowadays, in the age of information overload, could still be difficult to find practical advice to use to build a business or product. Right books and ebooks can become a great source of ideas, real life experience for review and analysis, a coach helping to avoid typical mistakes. Here is the list of such books dedicated to online marketing that any industry professional or entrepreneur should read in 2020.1. Marketing content for traffic and sales by Daniel Daines-HuttDaniel Daines-Hutt of Marketing Content for Traffic and Sales is ideal for any marketer who feels their content is not doing what it should. It's perfect for you if you feel that your content is missing something, and you're not sure why? Everyone else tells you to write more often, but you'll go crazy for all the work and the small results. Daines-Hutt shows you what content will change things for you and then tells you how you can get the most out of that content.2. Theory and Practice. The Ultimate Guide to

Online Content Marketing by Aleksandr Lashkov This book has to help you solve practical marketing tasks. Alex Lashkov runs his own content marketing agency in Miami, and has worked with dozens of tech start-ups over the past ten years. An expert in the technology industry, he has extensive experience in helping technology companies talk to people using a language that people can understand. This guide focuses on the practical issues that each content creator faces in their daily work. It's a one gives you insights into the kinds of modern content and tactics that can help promote approach and engagement. All statements are supported by actual case studies.

3. Lead Machine The Small Business Guide to Digital Marketing by Rich Brooks Rich Brooks describes the critical aspects of modern digital marketing and shows you how you can expand them and grow your business. It talks about the various strategies you can use to get visitors to your website and how you can make sure they keep coming back. The complexity around certain elements of digital marketing is simplified and readers are presented with a book that simplifies what they need to do. The book provides a step-by-step guide to growing your online business that is ideal for traders and entrepreneurs in any position.

4. Hooked: How to build custom-shaping products by Nir Eyal Nir Eyal is an expert in design behavior, and the book is the result of ten years of research. Eyal helps you understand not how to get people to buy your product, but to make a habit of buying your product. Another important fact about this book is that Product Hunt founder Ryan Hoover helped make the content even more practical. The author describes the real methods used by modern businesses to draw attention and build a direct connection to the product or service they sell. This book is a practical tool for promoting your business retention metrics.

5. Hacking Development: How Today's Fastest Growing Companies Drive Breakout Success By Sean Ellis and Morgan Brown Hacking Development is a relatively recent book and, more importantly, the ideas it contains are not repackaged from the good old things of Philip Kotler. Both authors have solid practical knowledge, especially since Ellis and Brown are pioneers of hacking development. This book will give you practical insights into the multiple distribution models that are available. With this, you will get a real guide on how to implement hacking development within your company.

6. Data-Driven Marketing with Artificial Intelligence: Harness the power of marketing prediction and artificial intelligence engineering for marketing from Magnus Unemyr, 2018 This is a fairly unique project by Magnus Unemyr. First, he has knowledge about the application of artificial intelligence in marketing, which Unemyr won with business interviews and marketing execs at companies building top products. Secondly, it has perfectly structured content, as all products are divided into different categories. categories include competitive intelligence, predictive pricing, ad strategy, e-commerce, content marketing, lead and customer acquisition, customer relationships, segmentation, and customer path. These categories allow you to understand how and what tools can help you solve specific tasks.

7. The Factory of Choice: 25 Behavioral Biases That Affect What We Buy from Richard Shotton Behavioral Science explains what really motivates people, rather than what they claim motivates them. The Options Factory shows how from this powerful field can easily be applied to marketing. Shotton highlights the intricacies of target selection and discusses how traders should do it. Even if you're not a trader, this book provides fascinating insights into consumerism and human behavior. It focuses on everyday decisions and looks at what drives us to make them and, therefore, what makes us tick. What great marketing books are worth reading you know? Join Hacker Noon Create your free account to unlock your customized reading experience. Experience.

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