

Where To Download Ask The Counterintuitive Online Formula To Discover Exactly What Your Customers Want To Buy Create A Mass Of Raving Fans And Take Any Business To The Next Level Free Download Pdf

Ask Ask SUMMARY - Ask: The Counterintuitive Online Formula To Discover Exactly What Your Customers Want To Buy... Create A Mass Of Raving Fans... And Take Any Business To The Next Level By Ryan Levesque Ask Key Takeaways, Analysis & Review Ask: The Counterintuitive Online Formula to Discover Exactly What Your Customers Want to Buy... Create a Mass of Raving Fans... and Take Any Business to the Next Level SUMMARY Choose Launch (Updated & Expanded Edition) Entrepreneurial You The Happiness Equation Overdeliver Courseology The Elements of Copywriting Mathematics for Machine Learning Never Lose a Customer Again The Sale Ready Company The Automatic Customer Mathematics and Computation The Mathematics of Love The Math of Life and Death The 60-Second Sales Hook The 4 Disciplines of Execution Viewability Online Income Formula The Brain Audit Doing Good Better Introduction to Information Retrieval The Psychology of Money The 5AM Club Python for Scientists Zero to One High-Dimensional Probability The Adweek Copywriting Handbook Ask More Information Theory, Inference and Learning Algorithms The Customer Loyalty Solution The Snowball System Rework The Last Equation of Isaac Severy Effortless

The 5AM Club Sep 27 2020 Legendary leadership and elite performance expert Robin Sharma introduced The 5am Club concept over twenty years ago, based on a revolutionary morning routine that has helped his clients maximize their productivity, activate their best health and bulletproof their serenity in this age of overwhelming complexity. Now, in this life-changing book, handcrafted by the author over a rigorous four-year period, you will discover the early-rising habit that has helped so many accomplish epic results while upgrading their happiness, helpfulness and feelings of aliveness. Through an enchanting—and often amusing—story about two struggling strangers who meet an eccentric tycoon who becomes their secret mentor, The 5am Club will walk you through: How great geniuses, business titans and the world’s wisest people start their mornings to produce astonishing achievements A little-known formula you can use instantly to wake up early feeling inspired, focused and flooded with a fiery drive to get the most out of each day A step-by-step method to protect the quietest hours of daybreak so you have time for exercise, self-renewal and personal growth A neuroscience-based practice proven to help make it easy to rise while most people are sleeping, giving you precious time for yourself to think, express your creativity and begin the day peacefully instead of being rushed “Insider-only” tactics to defend your gifts, talents and dreams against digital distraction and trivial diversions so you enjoy fortune, influence and a magnificent impact on the world Part manifesto for mastery, part playbook for genius-grade productivity and part companion for a life lived beautifully, The 5am Club is a work that will transform your life. Forever.

The Snowball System Jan 20 2020 Mo Bunnell's comprehensive system will help you win more clients, build stronger relationships, and bring in more business. If you're good at doing something, and you need to connect with paying clients in order to keep doing it, this book is for you. There are more of us out there than you might think -- from professionals like lawyers and consultants to big company account managers and freelancers of all stripes. And this book will teach you how to sell yourself without selling your soul. In The Snowball System, Mo Bunnell offers powerful and proven tools for business development. Whether you are gregarious or introverted, whether you are a part of a small startup or a massive multinational, Bunnell's science-based system is effective and efficient, and easily adapted into your day-to-day work. With The Snowball System, you will not only succeed at growing your business, you'll learn to enjoy doing the activities that drive that growth. You'll be happier, and so will your clients.

Zero to One Jul 26 2020 #1 NEW YORK TIMES BESTSELLER • “This book delivers completely new and refreshing ideas on how to create value in the world.”—Mark Zuckerberg, CEO of Meta “Peter Thiel has built multiple breakthrough companies, and Zero to One shows how.”—Elon Musk, CEO of SpaceX and Tesla The great secret of our time is that there are still uncharted frontiers to explore and new inventions to create. In Zero to One, legendary entrepreneur and investor Peter Thiel shows how we can find singular ways to create those new things. Thiel begins with the contrarian premise that we live in an age of technological stagnation, even if we’re too distracted by shiny mobile devices to notice. Information technology has improved rapidly, but there is no reason why progress should be limited to computers or Silicon Valley. Progress can be achieved in any industry or area of business. It comes from the most important skill that every leader must master: learning to think for yourself. Doing what someone else already knows how to do takes the world from 1 to n, adding more of something familiar. But when you do something new, you go from 0 to 1. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won’t make a search engine. Tomorrow’s champions will not win by competing ruthlessly in today’s marketplace. They will escape competition altogether, because their businesses will be unique. Zero to One presents at once an optimistic view of the future of progress in America and a new way of thinking about innovation: it starts by learning to ask the questions that lead you to find value in unexpected places.

The Psychology of Money Oct 29 2020 Doing well with money isn’t necessarily about what you know. It’s about how you behave. And behavior is hard to teach, even to really smart people. Money—investing, personal finance, and business decisions—is typically taught as a math-based field, where data and formulas tell us exactly what to do. But in the real world people don’t make financial decisions on a spreadsheet. They make them at the dinner table, or in a meeting room, where personal history, your own unique view of the world, ego, pride, marketing, and odd incentives are scrambled together. In The Psychology of Money, award-winning author Morgan Housel shares 19 short stories exploring the strange ways people think about money and teaches you how to make better sense of one of life’s most important topics.

Choose Aug 19 2022 What type of business should you start? For the past 10 years, Inc. 500 CEO and #1 national best-selling author, Ryan Levesque--featured for his work in the Wall Street Journal, USA Today, Forbes, and Entrepreneur--has guided thousands of entrepreneurs through the journey of answering this question. One of the biggest reasons why so many new businesses fail is because in the quest to decide what business to start, most of the conventional wisdom is wrong. Instead of obsessing over what--as in what should you sell or what should you build--you should first be asking who. As in who should you serve? The what is a logical question that will come soon enough. But choosing your who is the foundation from which all other things are built. That is what this book is all about. If you've ever had the dream to start your own business, become your own boss, or do your own thing--but have been afraid to take the leap and screw up your already good life--this book is for you. You will find the meticulously tested, step-by-step process outlined in the book is easy to follow, despite being the result of a decade of research and experience. This process, designed to minimize your risk of failure and losing money up front, coupled with the inspiring stories of everyday people who have used this process to launch successful businesses, will not only give you clarity on what type of business to start, but also the confidence to finally take that leap and get started.

The Math of Life and Death Jul 06 2021 "Few of us really appreciate the full power of math--the extent to which its influence is not only in every office and every home, but also in every courtroom and hospital ward. In this ... book, Kit Yates explores the true stories of life-changing events in which the application--or misapplication--of mathematics has played a critical role: patients crippled by faulty genes and entrepreneurs bankrupted by faulty algorithms; innocent victims of miscarriages of justice; and the unwitting victims of software glitches"--Publisher marketing.

Overdeliver Apr 15 2022 Brian Kurtz is the bridge connecting the bedrock fundamentals of direct response marketing to the state-of-the-art strategies, tactics, and channels of today. Overdeliver distills his expertise from working in the trenches over almost four decades to help readers build a business that maximizes both revenue and relationships. Marketing isn't everything, according to Brian Kurtz. It's the only thing. If you have a vision or a mission in life, why not share it with millions instead of dozens? And while you are sharing it with as many people as possible and creating maximum impact, why not measure everything and make all of your marketing accountable? That's what this book is all about. In the world of direct marketing, Brian Kurtz has seen it all and done it all over almost four decades. And he lives by the philosophy, "Those who did it have a responsibility to teach it." Here's a small sample of what you'll learn: • The 4 Pillars of Being Extraordinary • The 5 Principles of why "Original Source" matters • The 7 Characteristics that are present in every world class copywriter • Multiple ways to track the metrics that matter in every campaign and every medium, online and offline • Why customer service and fulfillment are marketing functions • That the most important capital you own has nothing to do with money • And much more Whether you're new to marketing or a seasoned pro, this book gives you a crystal-clear road map to grow your business, make more money, maximize your impact in your market, and love what you're doing while you're doing it. Kurtz takes you inside the craft to help you use all the tools at your disposal--from the intricate relationship between lists, offers, and copy, to continuity and creating lifetime value, to the critical importance of multichannel marketing and more--so you can succeed wildly, exceed all your expectations, and overdeliver every time.

Effortless Oct 17 2019

The 4 Disciplines of Execution May 04 2021 BUSINESS STRATEGY. "The 4 Disciplines of Execution "offers the what but also how effective execution is achieved. They share numerous examples of companies that have done just that, not once, but over and over again. This is a book that every leader should read! (Clayton Christensen, Professor, Harvard Business School, and author of "The Innovator's Dilemma)." Do you remember the last major initiative you watched die in your organization? Did it go down with a loud crash? Or was it slowly and quietly suffocated by other competing priorities? By the time it finally disappeared, it s likely no one even noticed. What happened? The whirlwind of urgent activity required to keep things running day-to-day devoured all the time and energy you needed to invest in executing your strategy for tomorrow. "The 4 Disciplines of Execution" can change all that forever.

The Happiness Equation May 16 2022 The #1 international bestseller from the author of The Book of Awesome that “reveals how all of us can live happier lives” (Gretchen Rubin). What is the formula for a happy life? Neil Pasricha is a Harvard MBA, a New York Times–bestselling author, a Walmart executive, a father, a husband. After selling more than a million copies of the Book of Awesome series, wherein he observed the everyday things he thought were awesome, he now shifts his focus to the practicalities of living an awesome life. In his new book The Happiness Equation, Pasricha illustrates how to want nothing and do anything in order to have everything. If that sounds like a contradiction in terms, you simply have yet to unlock the 9 Secrets to Happiness. Each secret takes a piece out of the core of common sense, turns it on its head to present it in a completely new light, and then provides practical and specific guidelines for how to apply this new outlook to lead a fulfilling life. Once you've unlocked Pasricha’s 9 Secrets, you will understand counter intuitive concepts such as: Success Does Not Lead to Happiness, Never Take Advice, and Retirement Is a Broken Theory. You will learn and then master three brand-new fundamental life tests: the Saturday Morning Test, The Bench Test, and the Five People Test. You will know the difference between external goals and internal goals and how to make more money than a Harvard MBA (hint: it has nothing to do with your annual salary). You will discover that true wealth has nothing to do with money, multitasking is a myth, and the elimination of options leads to more choice. The Happiness Equation is a book that will change how you think about pretty much everything—your time, your career, your relationships, your family, and, ultimately, of course, your happiness.

Mathematics and Computation Sep 08 2021 An introduction to computational complexity theory, its connections and interactions with mathematics, and its central role in the natural and social sciences, technology, and philosophy Mathematics and Computation provides a broad, conceptual overview of computational complexity theory—the mathematical study of efficient computation. With important practical applications to computer science and industry, computational complexity theory has evolved into a highly interdisciplinary field, with strong links to most mathematical areas and to a growing number of scientific endeavors. Avi Wigderson takes a sweeping survey of complexity theory, emphasizing the field’s insights and challenges. He explains the ideas and motivations leading to key models, notions, and results. In particular, he looks at algorithms and complexity, computations and proofs, randomness and interaction, quantum and arithmetic computation, and cryptography and learning, all as parts of a cohesive whole with numerous cross-influences. Wigderson illustrates the immense breadth of the field, its beauty and richness, and its diverse and growing interactions with other areas of mathematics. He ends with a comprehensive look at the theory of computation, its methodology and aspirations, and the unique and fundamental ways in which it has shaped and will further shape science, technology, and society. For further reading, an extensive bibliography is provided for all topics covered. Mathematics and Computation is useful for undergraduate and graduate students in mathematics, computer science, and related fields, as well as researchers and teachers in these fields. Many parts require little background, and serve as an invitation to newcomers seeking an introduction to the theory of computation. Comprehensive coverage of computational complexity theory, and beyond High-level, intuitive exposition, which brings conceptual clarity to this central and dynamic scientific discipline Historical accounts of the evolution and motivations of central concepts and models A broad view of the theory of computation's influence on science, technology, and society Extensive bibliography

The Customer Loyalty Solution Feb 19 2020 How Today's Marketing Leaders Have Bypassed the "Experts" to Craft Effective, Inexpensive Customer Loyalty Programs Database marketing is today's most powerful tool for designing cost-effective, resource-efficient marketing and operations programs. The Customer Loyalty Solution cuts through theory and guesswork to examine how leading marketers from Land's End to IBM are using today's new breed of database marketing tools to compute lifetime value, cut costs in every area, and make databases easier to access and utilize from anywhere on the globe. Praise for The Customer Loyalty Solution: "The Customer Loyalty Solution combines the best of traditional practice with contemporary market factors in terms that inspire and cut across industries. Straightforward enough for the upcoming 1-1 marketer as well as a great catch-up for the seasoned practitioner."--Joe Rapolla, VP, Consumer Marketing Services, Universal Music Group/CLO "Delivers practical solutions instead of hyperbole and theory. Hughes makes this book fun to read, and he gets his point across--clearly."--Robert McKim, CEO, msdbm "Well written and easy to understand. Hughes imparts his wisdom to set realistic expectations and provides case studies adding real-world application."--J.C. Johnson, VP, Database Marketing, Fairfield Resorts "Hughes distills the jargon and complexity of database marketing into a refreshingly straightforward and practical guide. The Customer Loyalty Solution should be required reading for anyone serious about making database marketing work."--Jonathan Huth, VP, Relationship Database Marketing, Scotiabank New technologies like the Web have brought unprecedented change to database marketing. But some things never change. Successful marketers

have learned that to understand their customers they must still think like their customers, who continue to ignore one-time discounts to ask, "Why would I want to be that company's customer? What's in it for me?" The Customer Loyalty Solution goes straight to the source, revealing how marketers today are leveraging their database marketing programs to identify and attract the most profitable new customers, increase current customer retention and repurchase, and identify and reward their most loyal and profitable customers. More than 40 detailed case studies and dozens of examples reveal success stories including Verizon's "best in class" datamart that realized a 1681 percent return on marketing investment Isuzu's database project that targeted only their best prospects--and cut industry-standard per-unit sales costs in half Weekly Standard's variable headline strategy that increased direct mail response rates by nearly 25 percent Author and database marketing pioneer Arthur Hughes doesn't hide behind incomprehensible formulas and impossible-to-navigate layouts. Each easy-to-follow chapter clearly addresses and explains a different piece of the database-marketing puzzle. Case studies are clearly marked and detail what went right--or wrong. Chapter-ending synopses summarize the lessons to be learned in each chapter and clearly review what worked and what didn't. These features and others combine with innovative charts and quizzes to ensure hands-on understanding of material covered and make the book a timely, practical guide. The Customer Loyalty Solution reveals how database marketing and customer relationship management initiatives are making a difference, today, for the world's leading marketers. It provides you with step-by-step techniques for benchmarking their efforts to develop intelligent strategies of your own, understanding how and why they work, and monitoring their results to continually adjust and modify for changing market conditions. The result will be far stronger customer loyalty, more consistent repeat sales, and a database-marketing program that is enjoyable and successful--for both you and your most profitable customers.

High-Dimensional Probability Jun 24 2020 High-dimensional probability offers insight into the behavior of random vectors, random matrices, random subspaces, and objects used to quantify uncertainty in high dimensions. Drawing on ideas from probability, analysis, and geometry, it lends itself to applications in mathematics, statistics, theoretical computer science, signal processing, optimization, and more. It is the first to integrate theory, key tools, and modern applications of high-dimensional probability. Concentration inequalities form the core, and it covers both classical results such as Hoeffding's and Chernoff's inequalities and modern developments such as the matrix Bernstein's inequality. It then introduces the powerful methods based on stochastic processes, including such tools as Slepian's, Sudakov's, and Dudley's inequalities, as well as generic chaining and bounds based on VC dimension. A broad range of illustrations is embedded throughout, including classical and modern results for covariance estimation, clustering, networks, semidefinite programming, coding, dimension reduction, matrix completion, machine learning, compressed sensing, and sparse regression.

Entrepreneurial You Jun 17 2022 What does it take to create the career you want? It's no secret that the world of work has changed, and we're shifting toward an ever more entrepreneurial, self-reliant, work-from-wherever-you-are economy. That can be a liberating force, and many professionals dream of becoming independent, whether by starting their own businesses, becoming consultants or freelancers, or developing a sideline. But there's a major obstacle professionals face when they contemplate taking the leap: how to actually make money doing what they love. You may have incredible talent and novel ideas, but figuring out how to get started, building your reputation in a new realm, developing multiple revenue streams, and bringing in a steady flow of new clients can be a daunting prospect. Dorie Clark, a successful entrepreneur and author, has done it all. And in Entrepreneurial You she provides a blueprint for professional independence, with insights and advice on building your brand, monetizing your expertise, and extending your reach and impact online. In short, engaging chapters she outlines the necessary elements and concrete tactics for entrepreneurial success. She shares the stories of entrepreneurs of all kinds--from consultants and coaches to podcasters, bloggers, and online marketers--who have generated six- and seven-figure incomes. This book will be your hands-on guide to building a portfolio of revenue streams, both traditional and online, so that you can liberate yourself financially and shape your own career destiny.

Ask More Apr 22 2020 What hidden skill links successful people in all walks of life? The answer is surprisingly simple: they know how to ask the right questions at the right time. Questions help us break down barriers, discover secrets, solve puzzles, and imagine new ways of doing things. The right question can provide for us not only the answer we need right then but also the ones we'll need tomorrow. Emmy award-winning journalist and media expert Frank Sesno wants to teach you how to question others in a methodical, intentional way so that you can find the same success that others have found by mastering this simple skill. In Ask More, you will learn: How the Gates Foundation used strategic questions to plan its battle against malaria How turnaround expert Steve Miller uses diagnostic questions to get to the heart of a company's problems How creative questions animated a couple of techie dreamers to brainstorm Uber How journalist Anderson Cooper uses confrontational questions to hold people accountable Throughout Ask More, you'll explore all different types of inquiries--from questions that cement relationships, to those that will help you plan for the future. By the end, you'll know what to ask and when, what you should listen for, and what you can expect as the outcome.

The Elements of Copywriting Feb 13 2022 A concise handbook which outlines the principles and practice of writing effective advertisements, brochures, direct mail and every other type of copy intended to sell or persuade.

The 60-Second Sales Hook Jun 05 2021 How a nightclub comedian turned a simple joke formula into a million dollar sales hook... and how you can use the same easy 4-sentence formula to stand out from the crowd and connect more deeply with your best customers and prospects.

Launch (Updated & Expanded Edition) Jul 18 2022 From the creator of Product Launch Formula: A new edition of the #1 New York Times best-selling guide that's redefined online marketing and helped countless entrepreneurs make millions. The revised and updated edition of the #1 New York Times bestseller Launch will build your business - fast. Whether you've already got an online business or you're itching to start one, this is a recipe for getting more traction and a fast start. Think about it: What if you could launch like Apple or the big Hollywood studios? What if your prospects eagerly counted down the days until they could buy your product? And you could do it no matter how humble your business or budget? Since 1996, Jeff Walker has been creating hugely successful online launches. After bootstrapping his first Internet business from his basement, he quickly developed a process for launching new products and businesses with unprecedented success. And once he started teaching his formula to other entrepreneurs, the results were simply breathtaking. Tiny, home-based businesses started doing launches that brought in tens of thousands, hundreds of thousands, and even millions of dollars. Whether you have an existing business or you're starting from scratch, this is how you start fast. This formula is how you engineer massive success. Now the question is this: Do you want to start slow, and fade away from there? Or are you ready for a launch that will change the future of your business and your life?

Ask Feb 25 2023 The go-to guide for small-business owners and entrepreneurs to discover exactly what consumers want to buy and how to get it to them. As a small-business owner, entrepreneur, or marketer, are you absolutely certain that you know what your customer wants? And even if you know what your customer wants, are you sure that you are able to clearly communicate that you offer the exact thing that they are seeking? In this best-selling book, Ryan Levesque lays out his proven, repeatable, yet slightly counterintuitive, methodology for understanding the core wants and motivations of your customer. Levesque's Ask Method provides a way to discover what customers want to buy by guiding them through a series of questions and customizing a solution from them so they are more likely to purchase from you. And all through a completely automated process that does not require one-on-one conversations with every single customer. The Ask method has generated over \$100 million in online sales across 23 different industries and counting. Now it is your turn to use it to create a funnel, skyrocket your online income, and create a mass of dedicated fans for you and your company in the process.

The Adweek Copywriting Handbook May 24 2020 Great copy is the heart and soul of the advertising business. In this practical guide, legendary copywriter Joe Sugarman provides proven guidelines and expert advice on what it takes to write copy that will entice, motivate, and move customers to buy. For anyone who wants to break into the business, this is the ultimate companion resource for unlimited success.

The Automatic Customer Oct 09 2021 The lifeblood of your business is repeat customers. But customers can be fickle, markets shift, and competitors are ruthless. So how do you ensure a steady flow of repeat business? The secret--no matter what industry you're in--is finding and keeping automatic customers. These days virtually anything you need can be purchased through a subscription, with more convenience than ever before. Far beyond Spotify, Netflix, and New York Times subscriptions, you can sign up for weekly or monthly supplies of everything from groceries (AmazonFresh) to cosmetics (Birchbox) to razor blades (Dollar Shave Club). According to John Warrillow, this emerging subscription economy offers huge opportunities to companies that know how to turn customers into subscribers. Automatic customers are the key to increasing cash flow, igniting growth, and boosting the value of your company. Consider Whatsapp, the internet-based messaging service that was purchased by Facebook for \$19 billion. While other services bombarded users with invasive ads in order to fund a free messaging platform, Whatsapp offered a refreshingly private tool on a subscription platform, charging just \$1 per year. Their business model enabled the kind of service that customers wanted and ensured automatic customers for years to come. As Warrillow shows, subscriptions aren't limited to technology or media businesses. Companies in nearly any industry, from start-ups to the Fortune 500, from home contractors to florists, can build subscriptions into their business. Warrillow provides the essential blueprint for winning automatic customers with one of the nine subscription business models, including: • The Membership Website Model: Companies like The Wood Whisperer Guild, ContractorSelling, and DanceStudioOwner offer access to highly specialized, high quality information, recognizing that people will pay for good content. This model can work for any business with a tightly defined niche market and insider information. • The Simplifier Model: Companies like Mosquito Squad (pest control) and Hassle Free Homes (home maintenance) take a recurring task off your to-do list. Any business serving busy consumers can adopt this model not only to create a recurring revenue stream, but also to take advantage of the opportunity to cross-sell or bundle their services. • The Surprise Box Model: Companies like BarkBox (dog treats) and Standard Cocoa (craft chocolate) send their subscribers curated packages of goodies each month. If you can handle the logistics of shipping, giving customers joy in something new can translate to sales on your larger e-commerce site. This book also shows you how to master the psychology of selling subscriptions and how to reduce churn and provides a road map for the essential statistics you need to measure the health of your subscription business. Whether you want to transform your entire business into a recurring revenue engine or just pick up an extra 5 percent of sales growth, The Automatic Customer will be your secret weapon.

The Last Equation of Isaac Severy Nov 17 2019 *Wall Street Journal's "Mysteries: Best of 2018" *Book of the Month Club Selection *Edgar Award Nominee: Best First Novel by an American Author A "hugely entertaining" (Wall Street Journal) mystery starring "a Royal Tenenbaums-esque clan of geniuses" (Martha Stewart Living)--perfect for fans of Mr. Penumbra's 24-Hour Bookstore. In this "riveting...brilliant" (Booklist) debut, Hazel Severy, the owner of a struggling Seattle bookstore, receives a letter from her adoptive grandfather--mathematician Isaac Severy--days after he dies in a suspected suicide. In his puzzling letter, Isaac alludes to a secretive organization that is after his final bombshell equation, and he charges Hazel with safely delivering it to a trusted colleague. But first, she must find where the equation is hidden. While in Los Angeles for Isaac's funeral, Hazel realizes she's not the only one searching for his life's work, and that the equation's implications have potentially disastrous consequences for the extended Severy family, a group of dysfunctional geniuses unmoored by the sudden death of their patriarch. As agents of an enigmatic company shadow Isaac's favorite son--a theoretical physicist--and a long-lost cousin mysteriously reappears in Los Angeles, the equation slips further from Hazel's grasp. She must unravel a series of confounding clues hidden inside one of her favorite novels, drawing her ever closer to his mathematical treasure. But when her efforts fall short, she is forced to enlist the help of those with questionable motives. "A novel that is anything but clueless, filled with consideration and compassion" (The Washington Post), The Last Equation of Isaac Severy proves that, like Hazel, you don't have to love math to fall under the Severy spell.

Information Theory, Inference and Learning Algorithms Mar 22 2020 Information theory and inference, taught together in this exciting textbook, lie at the heart of many important areas of modern technology - communication, signal processing, data mining, machine learning, pattern recognition, computational neuroscience, bioinformatics and cryptography. The book introduces theory in tandem with applications. Information theory is taught alongside practical communication systems such as arithmetic coding for data compression and sparse-graph codes for error-correction. Inference techniques, including message-passing algorithms, Monte Carlo methods and variational approximations, are developed alongside applications to clustering, convolutional codes, independent component analysis, and neural networks. Uniquely, the book covers state-of-the-art error-correcting codes, including low-density-parity-check codes, turbo codes, and digital fountain codes - the twenty-first-century standards for satellite communications, disk drives, and data broadcast. Richly illustrated, filled with worked examples and over 400 exercises, some with detailed solutions, the book is ideal for self-learning, and for undergraduate or graduate courses. It also provides an unparalleled entry point for professionals in areas as diverse as computational biology, financial engineering and machine learning.

The Mathematics of Love Aug 07 2021 In this must-have for anyone who wants to better understand their love life, a mathematician pulls back the curtain and reveals the hidden patterns--from dating sites to divorce, sex to marriage--behind the rituals of love. The roller coaster of romance is hard to quantify; defining how lovers might feel from a set of simple equations is impossible. But that doesn't mean that mathematics isn't a crucial tool for understanding love. Love, like most things in life, is full of patterns. And mathematics is ultimately the study of patterns--from predicting the weather to the fluctuations of the stock market, the movement of planets or the growth of cities. These patterns twist and turn and warp and evolve just as the rituals of love do. In The Mathematics of Love, Dr. Hannah Fry takes the reader on a fascinating journey through the patterns that define our love lives, applying mathematical formulas to the most common yet complex questions pertaining to love: What's the chance of finding love? What's the probability that it will last? How do online dating algorithms work, exactly? Can game theory help us decide who to approach in a bar? At what point in your dating life should you settle down? From evaluating the best strategies for online dating to defining the nebulous concept of beauty, Dr. Fry proves--with great insight, wit, and fun--that math is a surprisingly useful tool to negotiate the complicated, often baffling, sometimes infuriating, always interesting, mysteries of love. **Mathematics for Machine Learning** Jan 12 2022 The fundamental mathematical tools needed to understand machine learning include linear algebra, analytic geometry, vector calculus, optimization, probability and statistics. These topics are traditionally taught in disparate courses, making it hard for data science or computer science students, or professionals, to efficiently learn the mathematics. This self-contained textbook bridges the gap between mathematical and machine learning texts, introducing the mathematical concepts with a minimum of prerequisites. It uses these concepts to derive four central machine learning methods: linear regression, principal component analysis, Gaussian mixture models and support vector machines. For students and others with a mathematical background, these derivations provide a starting point to machine learning texts. For those learning the mathematics for the first time, the methods help build intuition and practical experience with applying mathematical concepts. Every chapter includes worked examples and exercises to test understanding. Programming tutorials are offered on the book's web site.

Ask Key Takeaways, Analysis & Review Nov 22 2022 PLEASE NOTE: This is key takeaways and analysis of the book and NOT the original book. Ask: The Counterintuitive Online Formula to Discover Exactly What Your Customers Want to Buy... Create a Mass of Raving Fans... and Take Any Business to the Next Level: by Ryan Levesque | Key Takeaways, Analysis & Review Preview: Ask, by Ryan Levesque, details the Ask Formula, including the Survey Funnel Formula, that teaches businesses the best way to connect with current and potential customers by cleverly asking them what they want and creating products and marketing to suit those needs. These formulas are repeatable and may provide predictable outcomes, but it is also dynamic, flexible, and evolves with its implementation for each type of business and market... Inside this Instaread of Ask: Overview of the book Important People Key Takeaways Analysis of Key Takeaways

SUMMARY Sep 20 2022

Rework Dec 19 2019 Rework shows you a better, faster, easier way to succeed in business. Most business books give you the same old advice: Write a business plan, study the competition, seek investors, yadda yadda. If you're looking for a book like that, put this one back on the shelf. Read it and you'll know why plans are actually harmful, why you don't need outside investors, and why you're better off ignoring the competition. The truth is, you need less than you think. You don't need to be a workaholic. You don't need to staff up. You don't need to waste time on paperwork or meetings. You don't even need an office. Those are all just excuses. What you really need to do is stop talking and start working. This book shows you the way. You'll learn how to be more productive, how to get exposure without breaking the bank, and tons more counterintuitive ideas that will inspire and provoke you. With its straightforward language and easy-is-better approach, Rework is the perfect playbook for anyone who's ever dreamed of doing it on their own. Hardcore entrepreneurs, small-business owners, people stuck in day jobs they hate, victims of "downsizing," and artists who don't want to starve anymore will all find valuable guidance in these pages.

Never Lose a Customer Again Dec 11 2021 Award-winning speaker and business consultant Joey Coleman teaches audiences and companies all over the world how to turn a one-time purchaser into a lifelong customer. Coleman's theory of building customer loyalty isn't about focusing on marketing or closing the sale: It's about the First 100 Days® after the sale and the interactions the customer experiences. While new customers experience joy, euphoria, and excitement, these feelings quickly shift to fear, doubt, and uncertainty as buyer's remorse sets in. Across all industries, somewhere between 20%-70% of newly acquired customers will stop doing business with a company within the first 100 days of being a new customer because they feel neglected in the early stages of customer onboarding. In *Never Lose a Customer Again*, Coleman offers a philosophy and methodology for dramatically increasing customer retention and as a result, the bottom line. He identifies eight distinct emotional phases customers go through in the 100 days following a purchase. From an impulse buy at Starbucks to the thoughtful purchase of a first house, all customers have the potential to experience the eight phases of the customer journey. If you can understand and anticipate the customers' emotions, you can apply a myriad of tools and techniques -- in-person, email, phone, mail, video, and presents -- to cement a long and valuable relationship. Coleman's system is presented through research and case studies showing how best-in-class companies create remarkable customer experiences at each step in the customer lifecycle. In the "Acclimate" stage, customers need you to hold their hand and over-explain how to use your product or service. They're often too embarrassed to admit they're confused. Take a cue from Canadian software company PolicyMedical and their challenge of getting non-technical users to undergo a complex installation and implementation process. They turned a series of project spreadsheets and installation manuals into a beautiful puzzle customers could assemble after completing each milestone. In the "Adopt" stage, customers should be welcomed to the highest tier of tribal membership with both public and private recognitions. For instance, Sephora's VIB Rogue member welcome gift provides a metallic membership card (private recognition) and a members-only shade of lipstick (for public display). In the final stage, "Advocate," loyal customers and raving fans are primed to provide powerful referrals. That's how elite entrepreneurial event MastermindTalks continues to sell-out their conference year after year - with zero dollars spent on marketing. By surprising their loyal fans with amazing referral bonuses (an all-expenses paid safari?!) they guarantee their community will keep providing perfect referrals. Drawing on nearly two decades of consulting and keynoting, Coleman provides strategies and systems to increase customer loyalty. Applicable to companies in any industry and of any size (whether measured in employee count, revenue, or total number of customers), implementing his methods regularly leads to an increase in profits of 25-100%. Working with well-known clients like Hyatt Hotels, Zappos, and NASA, as well as mom-and-pop shops and solo entrepreneurs around the world, Coleman's customer retention system has produced incredible results in dozens of industries. His approach to creating remarkable customer experiences requires minimal financial investment and will be fun for owners, employees, and teams to implement. This book is required reading for business owners, CEOs, and managers - as well as sales and marketing teams, account managers, and customer service representatives looking for easy to implement action steps that result in lasting change, increased profits, and lifelong customer retention.

Online Income Formula Mar 02 2021 Online Income Formula Passive income! We all want it. We all crave it. We all want to make money. But how can you actually make passive income this year? Earning steady passive income is a pipe dream for many people, but that dream isn't easily achievable for most of the people. Having been forecasted to reach \$6.8 billion by 2020, affiliate marketing is a rapidly growing channel. In previous years, Amazon.com's revenue surpassed \$100B. Likely, its affiliates generated at least \$10B of it. And besides, there are no limits to making more money (even if you have a full-time job or not) from the web today. There are people around the world that work on sites like Fiverr, as affiliates with different programs of Amazon, as ghostwriters, flipping websites, online dropshipping, selling stuff on ebay, etsy, shopify and so many other online jobs. Having a 9-to-5 job sounds so much better than being unemployed. But being stuck in a job that you don't really love and more than likely won't make you rich is the worse. Unfortunately, we're all here trying to win the unbeatable rat race with regular jobs. To finally become financially free, you have to find ways to earn passive online income. Before we dive in further, let's take a look at some facts: Retail e-commerce is a \$220 billion dollar market in the U.S. alone and is growing by nearly 17% a year. (eCommerce Drop Shipping Standards) By 2019, it is estimated that there will be 224 million digital shoppers in the United States alone. Affiliate network participation from content publishers soar 175% and sales revenue driven by content publishers have risen 240%. In previous years Amazon.com revenue surpassed \$100B. Likely, its affiliates generated at least \$10B of it. Over 50% of top affiliate programs fall into 4 categories: Fashion, Sports, Health & Beauty, and Travel. Shareasale affiliate network has more than 1,000,000 affiliate accounts registered. In most affiliate programs, less than 10% of affiliates drive 90% of traffic and conversions 38% of marketers call affiliate marketing one of the top customer acquisition methods. · Influencers receive a 1-10% commission for affiliate marketing with Amazon The fourth annual study estimates that 57.3 million Americans are freelancing (36 percent of the U.S. workforce) and contribute approximately \$1.4 trillion annually to the economy, an increase of almost 30% since last year. 22-33% of Internet retailers have adopted drop shipping as their primary method of order fulfillment. (E-DSS.org) By choosing the right sources of passive income, you can invest your time the way that you want to instead of the way you have been spending it. Passive income is a way of buying back more time. The truth is that making money online isn't as difficult as most make it out to seem. It does require some discipline and sound knowledge base though. We have put together all the resources you need to help you succeed in setting up online income streams and are already very popular on the web. In this high-impact Training Guide, we'll walk you through the most successful ideas to make money online and set them up step by step. And we'll give you everything you need to pick up those engaged and loyal subscribers.

The Brain Audit Feb 01 2021 How the Brain Goes Through Decision-Making: Do you often wonder what your customer is thinking? Don't leave the thought process to chance and let that customer walk away. Your customers don't want to walk away. They want to buy from you. So how does the brain make decisions? And what causes it to get confused? The Brain Audit shows you how the customer takes decisions. And what you need to put in place, so that the customer feels happy to buy products or services from you. The Brain Audit isn't about persuasion or any mind tricks. Instead it shows you the information that your customers need in order to make a decision. It shows you how to present that information, and thereby enable the customer to intelligently go through a purchase sequence. The Brain Audit is designed to do the following: brain_audit_benefits 1) Enable you to spot every one of the 'seven bags' that are required to make a decision 2) Present those bags to the customer in the right sequence. 3) Enable you to get the customer to buy without needing to use pressure tactics.

The Sale Ready Company Nov 10 2021 For those who own a privately held business, there will be a time they need to plan for leaving their business and The Sale Ready Company walks them through the process. Meet John Aardvark. He has a dilemma. To be more exact, he has several dilemmas. He knows it's time to start the transfer process for his business. He has a son and daughter. He would like to keep the business in the family. The problem is he doesn't know if he can afford to leave, his daughter doesn't have the experience yet and his son is a complete and total jerk. In this fast-paced parable, readers go along with John's ride as he works with his long-time consultant to first identify what needs to be done and then put together plans with the right team doing the right things. In The Sale Ready Company, business owners find solutions that appear to be hard but are really easy. Join John on his journey as he finds out how to get his business sale ready and what that'll mean for his future.

Doing Good Better Dec 31 2020 Most of us want to make a difference. We donate our time and money to charities and causes we deem worthy, choose careers we consider meaningful, and patronize businesses and buy products we believe make the world a better place. Unfortunately, we often base these decisions on assumptions and emotions rather than facts. As a result, even our best intentions often lead to ineffective—and sometimes downright harmful—outcomes. How can we do better? While a researcher at Oxford, trying to figure out which career would allow him to have the greatest impact, William MacAskill confronted this problem head on. He discovered that much of the potential for change was being squandered by lack of information, bad data, and our own prejudice. As an antidote, he and his colleagues developed effective altruism, a practical, data-driven approach that allows each of us to make a tremendous difference regardless of our resources. Effective altruists believe that it's not enough to simply do good; we must do good better. At the core of this philosophy are five key questions that help guide our altruistic decisions: How many people benefit, and by how much? Is this the most effective thing I can do? Is this area neglected? What would have happened otherwise? What are the chances of success, and how good would success be? By applying these questions to real-life scenarios, MacAskill shows how many of our assumptions about doing good are misguided. For instance, he argues one can potentially save more lives by becoming a plastic surgeon rather than a heart surgeon; measuring overhead costs is an inaccurate gauge of a charity's effectiveness; and, it generally doesn't make sense for individuals to donate to disaster relief. MacAskill urges us to think differently, set aside biases, and use evidence and careful reasoning rather than act on impulse. When we do this—when we apply the head and the heart to each of our altruistic endeavors—we find that each of us has the power to do an astonishing amount of good.

Introduction to Information Retrieval Nov 29 2020 Class-tested and coherent, this textbook teaches classical and web information retrieval, including web search and the related areas of text classification and text clustering from basic concepts. It gives an up-to-date treatment of all aspects of the design and implementation of systems for gathering, indexing, and searching documents; methods for evaluating systems; and an introduction to the use of machine learning methods on text collections. All the important ideas are explained using examples and figures, making it perfect for introductory courses in information retrieval for advanced undergraduates and graduate students in computer science. Based on feedback from extensive classroom experience, the book has been carefully structured in order to make teaching more natural and effective. Slides and additional exercises (with solutions for lecturers) are also available through the book's supporting website to help course instructors prepare their lectures.

Python for Scientists Aug 27 2020 Scientific Python is taught from scratch in this book via copious, downloadable, useful and adaptable code snippets. Everything the working scientist needs to know is covered, quickly providing researchers and research students with the skills to start using Python effectively.

Ask Jan 24 2023 When it comes to the way business is carried out online, the earth beneath our feet is shifting right now--and shifting quickly. The one-size-fits-all approach is fast becoming obsolete. More and more businesses are learning that the more they tailor-make the messages they put on their sites, as well as how they interact with every single user, the more satisfied customers get--and the more they earn.

Ask: The Counterintuitive Online Formula to Discover Exactly What Your Customers Want to Buy... Create a Mass of Raving Fans... and Take Any Business to the Next Level Oct 21 2022 Ask: The Counterintuitive Online Formula to Discover Exactly What Your Customers Want to Buy... Create a Mass of Raving Fans... and Take Any Business to the Next Level by Ryan Levesque | Key Takeaways, Analysis & Review Preview: Ask, by Ryan Levesque, details the Ask Formula, including the Survey Funnel Formula, that teaches businesses the best way to connect with current and potential customers by cleverly asking them what they want and creating products and marketing to suit those needs. These formulas are repeatable and may provide predictable outcomes, but it is also dynamic, flexible, and evolves with its implementation for each type of business and market... PLEASE NOTE: This is key takeaways and analysis of the book and NOT the original book. Inside this Instaread of Ask:Overview of the bookImportant PeopleKey TakeawaysAnalysis of Key Takeaways

Viewability Apr 03 2021 Despite companies today adapting to the digital ad age, there's one area of the business that still eludes many: the power of YouTube. However, in an information-saturated environment, YouTube's mix of targeting, video, and immediacy--along with the ability to personally influence customers--can be the key to catapulting a brand above its competitors to deliver measurable, notable results. Video-advertising specialist Tom Breeze has helped countless clients and brands create digital campaigns with amazing ROIs. In Viewability, he combines psychological research and time-tested tips to give you the secrets to YouTube advertising, including finding selling moments, capitalizing on timing, varying ads based on customer types, maximizing reach, perfecting the creative, and more. There's a huge audience waiting on YouTube, ready to engage with you and buy your product. All you need to do is learn how to connect with them in a whole new way.

SUMMARY - Ask: The Counterintuitive Online Formula To Discover Exactly What Your Customers Want To Buy... Create A Mass Of Raving Fans... And Take Any Business To The Next Level By Ryan Levesque Dec 23 2022 * Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. As you read this summary, you will discover the Ask method, a process that allows us to respond as closely as possible to customer needs "via" a series of surveys. You will also discover : the art and the way to use surveys to get concrete information and make sales; the importance of asking potential customers about their current habits and problems, not their desires; the crucial aspect of personalizing messages and offers; the process to be put in place to build a real relationship between prospect and company and to transform a maximum number of visits into purchases. In today's swarm of advertising messages that fills up the everyday life, it can be very difficult to attract the attention of customers. The secret: differentiate yourself by the relevance of your offer, thanks to a precise diagnosis of their needs. To do this, entrepreneur Ryan Levesque has developed an in-depth process, based on a series of surveys: the Ask method. It allows him to transform the elements of Web traffic into loyal customers. *Buy now the summary of this book for the modest price of a cup of coffee!

Courseology Mar 14 2022 Courseology takes you through a 3-day, proven, step-by-step system that transforms your idea into a sellable online course using real life examples and allowing you to replicate the process behind other successful courses, proving you that you can earn a steady, passive income online.

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