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Why we broke up pdf read online

journalist, tech entrepreneur
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Nowadays, in the age of information overload, it might still be difficult to find practical tips to use to build a business or product. The right books and eBooks can become a great source of information, real-life experience to review and analyze, a coach who helps avoid typical mistakes. Here is the list of these books dedicated to online marketing that every professional or entrepreneur in the industry should read in 2020.

1. Daniel Daines-Hutt
Daniel Daines-Hutt Content Marketing for Traffic and Sales content marketing for Traffic and Sales by Daniel Daines-Hutt is perfect for any seller who feels their content isn't doing what they should. It's great for you if you feel like your content is losing something, and you're not sure why? Everyone else tells you to write more often, but you go crazy for all the work and the little results. Daines-Hutt shows you what content will change things for you and then tells you how you can make the most of that content.
2. Theory and Practice. Aleksandr Lashkov's definitive guide to online content marketing
This book is intended to help you solve practical marketing tasks. Alex Lashkov runs his own content marketing agency in Miami, and has worked with dozens of start-up technology companies over the past ten years. An expert in the technology industry, he has extensive experience in helping technology companies talk to people by using a language that people can understand. This guide focuses on the practical issues each content creator faces in their daily work. It's a training ground that gives you what you knew about modern content types and tactics that can help drive reach and engagement. All statements are supported by actual case studies.
3. Rich Brooks
Rich Brooks' Small Business Guide to Digital Marketing describes the critical aspects of modern digital marketing and shows you how you can expand them and grow your business. Discuss the different strategies you can use to get visitors to your website and how you can make sure they keep coming back. The complexity around some elements of digital marketing is simplified and readers are presented with a book that simplifies what they need to do. The book offers a step-by-step guide to growing your online business that is perfect for sellers and entrepreneurs in any niche.
4. Hooked: How to Build Habit-Forming Products by Nir Eyal
Nir Eyal is an expert in the field of behavioral design, and the book is the result of his 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 significant fact about this book is that Product Hunt founder Ryan Hoover helped make the content even more practical. The author describes real methods that are used by modern companies to attract attention and build a direct connection to the product or service they're selling. This book is a handy tool to drive your business retention metrics.
5. Hacking growth: How today's fastest growing companies drive the success of Sean Ellis and Morgan Brown
Hacking Growth is a relatively recent book and, more importantly, the ideas it contains are not repackaged from Philip Kotler's old good things. Both authors have a solid practical knowledge, especially since Ellis and Brown are pioneers of growth hacking. This book will give you practical information about the multiple distribution models available. With it, you will get a real guide on how to implement growth hacking within your company.
6. Data-driven marketing with artificial intelligence: Harness the power of predictive marketing and AI from Magnus Unemyr's marketing machine, 2018
This is a unique work by Magnus Unemyr. First, it presents information about the application of AI to marketing, which Unemyr obtained by interviewing business and marketing executives at companies that build world-class products. Second, it has perfectly structured content, as all products are divided into several categories. These categories include Competitive Intelligence, Predictive Pricing, Ad Strategy, Ecommerce, Content Marketing, Customer and Customer Acquisition, Customer Relationships, Targeting, and Customer Journey. These categories allow you to understand how and what tools can help you solve particular tasks.
7. The Choice Factory: 25 Behavioral Biases Influencing What We Buy by Richard Shotton
Technical Science explains what really motivates people, rather than what they claim, motivates them. The Choice Factory shows how the findings in this strong field can be easily applied to marketing. Shotton highlights the complexities of target selection and discusses how sellers should do it. Even if you are not a seller, this book provides fascinating information about consumerism and human behavior. It focuses on everyday decisions and examines what drives us to make them and, therefore, what makes us tick.

What great marketing books do you know? Join Hacker Noon Create your free account to unlock your personalized reading experience. Education is a stable and growing field that gives teachers and other professionals the opportunity to make a difference in students' lives. Reading teachers work with students of all ages to develop fundamental literacy skills. Teachers who already hold a bachelor's degree and a teaching certificate can advance their careers and increase their potential with a master's degree in online reading. Choosing the right graduate program can be challenging. Curriculum and grade duration may vary by program, while tuition costs may depend on the residency or type of program you enter. This page can help prospective graduate students select an online master's degree in the reading program that best suits education and career goals. Read on to learn more about common course work, specializations, career opportunities, and financial aid packages. Advertising AccreditedSchoolsOnline.org is an ad-supported site. Featured or trusted partner programs and all school search, search engine, or match results are for the schools that compensate us. This compensation does not affect our school rankings, resource guides or other editorially independent information posted on this site. Explore programs of your interests with the high-quality standards and flexibility you need to take your career to the next level. What to know about online master's degrees in reading and literacy courses
An online master's degree in reading does not usually lead to initial certification as a teacher. Rather, the degree provides current classroom teachers with advanced skills in teaching reading and writing. Most graduate programs in reading focus on evaluating and monitoring reading in the classroom, the arts of language and children's literature, and diagnosing and addressing reading issues. Some programs emphasize literature, while others examine various theories of reading pedagogy. In many states, getting a master's degree in online reading is a prerequisite for meeting state standards for certification as reading specialists. Not all students in a reading master's program plan to look for work as reading specialists. Class teachers can also use the grade to improve their skills, and instructional coordinators use their grade to help teachers throughout the school improve reading education. In general, an online master's degree in reading takes about 30-38 credits and approximately 18-24 months to complete. Most online degrees include the same course work as their on-campus counterparts. What common courses are offered in a master's program in reading and literacy? An online master's degree in reading combines courses in educational strategy, learning theories, reading concepts and children's literature. While curriculums vary by school and program, the following list describes some of the most common courses students complete. Advanced Study in Reading Teaching
Teachers and experienced educators develop skills to teach diverse students to read. They plan culturally and linguistically diverse lessons by analyzing topics, topics and topics from a variety of perspectives. Students also explore strategies to improve the reading of content areas. Elementary Classroom Trade book books are commercially published fiction and nonfiction books designed for general readers. Students in this course identify and use meaningful business books in the elementary school classroom. This includes identifying appropriate business books and using them as a supplementary resource throughout the curriculum. Socio-psycholinguistic applications to reading instruction
Socio-psycholinguistic theory claims readers construct the meaning of a text from their own cultural experiences and values. Students apply this theory to indirect and independent methods for teaching reading in the classroom. Diagnosis in Language Difficulties
Students learn to recognize signs of dyslexia and other reading issues in students at all levels. They also learn to identify red flags in slow-tongued students at the early childhood level that may indicate reading difficulties later on. Advanced Content Reading and Literacy Study for Secondary Education
This course introduces advanced theory and practice studies for reading and writing education at the high school level. Students explore strategies for reading and writing across all content areas. They also design and evaluate a secondary reading curriculum. Most schools require hours of practice in this course. What specializations are available in a Master's Program in Reading and Literacy? While some schools offer a general master's degree in online reading, others provide concentrations for students to adapt their grade. Depending on your academic interests and career goals, you may be able to earn certification in more than one area. Specialization options vary by school, but the following list includes a sample of the available ones. Literature for children and young adults
This specialization emphasizes multicultural and international perspectives within the canon of children's literature and young adults. Students in this specialization can

complete doctoral work, complete a teaching certificate, or complete additional graduate studies in library sciences. The program focuses on theoretical methods, research approaches and instructional strategies in the field. Language Arts EducationDesigned for future literacy education consultants, reading and diagnostic teachers in reading clinics, this specialization emphasizes the language arts in literature-based reading programs. Courses include language issues in reading, evaluation and development of reading skills, clinical experiences in reading evaluation, and instruction. Graduates can obtain a reading and literacy specialist credential in some states. English as a second languageThis specialization combines the fields of English language learning with reading and literacy. Courses include the acquisition of second languages, ESL teaching methods and multicultural and multicultural learning environments. Students also complete the courses and pedagogy of the arts of language. Students can conduct internships in both ESL and reading education. What exams or projects should I expect? Many online reading master's programs conclude with a capstone project such as a thesis, portfolio, final exam, or electronic evaluation. Some schools even allow students to select the scope and style of their tombstone. A thesis requires students to conduct research in the field of reading and and submit an analysis to a faculty committee. A portfolio, on the other hand, usually emerges from work done during an internship. Programs that require a final exam create a comprehensive but focused formal evaluation that is based on all courses in the program. An electronic assessment introduces digital technology into an existing reading and literacy classroom. How can I choose a master's degree in online quality in the reading and literacy program? Choosing the right online reading master program can be challenging; however, prospective students should consider the reputation, accreditation status, and affordability of a program. Reputable educational programs are likely to meet the standards of many states to earn a reading specialist certification. You should also evaluate the graduation rate of a prospective school; a high graduation rate indicates that an institution is committed to helping students achieve an education. Accreditation is also important. Potential students should ensure that the programs they are considering have regional accreditation. Many of the best online reading master's programs have additional accreditation with the Educator Readiness Accreditation Council (CAEP). Although not vital, CAEP accreditation certifies a school's commitment to excellence in teacher training. Finally, students entering teaching careers should consider all available sources of funding to avoid significant student loan debts. Professional opportunities with a master's degree in reading and literacy Most students who take an online master's degree in reading already serve as certified class teachers. A graduate degree in reading and literacy can improve a teacher's skills while positioning them for leadership work. Reading specialists serve students at all levels, from kindergarten to postsecondary levels. They can teach full classes, small groups, or individual students, and many reading specialists develop programs to assist classroom teachers in teaching literacy. Some also take care of reading programs throughout the school. Instructional coordinators can select, implement, and evaluate reading curriculums for their schools. Instructional coordinatorsIn the leadership team of a K-12 school, instructional coordinators oversee teaching standards and school curriculums. These educators select the curriculum, work with teachers and school leaders to implement curriculum and assess its effectiveness in the institution. They also plan and coordinate instructional conferences for teachers, as well as for mentoring teachers and coaches. Some instructional coordinators serve the general school, while others specialize in an area of instruction, such as reading and literacy. Average Salary: \$63,750 per yearCurrently Employed: 17,200 Explosive Employment Growth over the next 10 years: +11% Kindergarten and Elementary SchoolB-5 Certified Teachers Earn Their literacy to increase their earning potential and improve classroom reading instruction. They can also pursue a career as a reading specialist, which requires additional certification in most states. In addition to helping struggling readers, a reading specialist trains teachers and assistants in new reading teaching methods, and develops reading initiatives throughout the school. Average salary: \$56,900 per year Currently employed: 116,300 Job growth over the next 10 years: +7% Middle school teachers High school teachers educate students in grades 5-9. They work mainly in public or private schools, but can also work in online learning environments. Daily activities for middle school teachers include lesson preparation, direct instruction, reading group supervision, student performance assessment, and classroom administration. Many middle school reading teachers also oversee after-school writing or creative reading clubs, and hold meetings with parents or other education professionals. Average salary: \$57,720 per year Currently employed: 47,300 Job growth over the next 10 years: +8%High School TeachersSy teachers instruct students in grades 9-12 in public, private, and online schools. While most reading teachers focus on younger grades, high school literacy teachers work with struggling readers who must meet the minimum standards to earn their diplomas. These professionals select workbooks and novels for students and recommend tests for learning disabilities. They also provide support to the special education system, sponsor clubs and keep records. Average salary: \$59,170 per yearCurrently employed: 76,800Acent of employment over the next 10 years: +8%Postsecondary professorsUsually employed in a technical school, liberal arts university, or research university, postsecondary educators instruct college students in their area of expertise. A reading education teacher can give education, literacy or reading pedagogy courses to aspiring teachers. In addition to classroom work, postsecondary educators also serve on committees, write scholarships, sponsor student clubs, and publish research. Some postsecondary teachers work in full-time higher education, while others serve as admentic or part-time instructors. Average salary: \$76,000 per yearCurrently employed: 197,800 over the next 10 years: +15%Source: Bureau of Labor Statistics, 2018 What is the expected growth of employment for reading and literacy careers? The Bureau of Labour Statistics (BLS) projects that the professions of training, education and library sciences will grow by 9% between 2016 and 2026. Because public schools depend on state budgets determined by elected legislators, growth rates in educational professions fluctuate by state and can change significantly over time. Reading and literacy specialists working in community programs or adult education should not expect to wait such as those who work in public education or as postsecondary teachers. Professional organizations for reading and literacy careersJunction of a professional association for reading and literacy educators offers professionals opportunities to network each other, learn from leaders in the field at national conferences, and access the latest research through magazines and publications. Members can also propose articles and talks, build their own professional platform and gain recognition for their skills. National Council of English Teachers For more than 100 years, NCTE has connected English teachers with academic resources, advocacy opportunities and networking options. Today, members can access publications and journals specific to language arts education. ILA membership of the International Literacy Association provides educators with access to resources, standards-based classroom units, reduced rates for the annual ILA conference, and the opportunity to purchase discounted health insurance. International Dyslexia Association The IDA offers teacher preparation, workshops, conferences, and a set of standards to equip classroom educators to serve students with dyslexia. The organization also offers CERI certification to those implementing structured literacy practices. The American Association of School Librarians AASL has more than 7,000 members. They serve school librarians in the United States and Canada through a bitez meeting, eLearning tools, and publications such as School Library Research, an open-access research journal online. National Education Association A network of more than three million members committed to the cause of public education, the NEA provides extensive resources for reading teachers, including lists of research-based tips and strategies. How to pay a master's degree in Reading and LiteracyEar a master's degree in online reading can be a rewarding but expensive experience. Fortunately, many financial aid packages can help students reduce or eliminate the cost of higher education. The U.S. government offers loans, grants, and loan forgiveness programs to qualified teachers. States, municipalities, and private donors also extend financial aid to future teachers. Federal financial aid counselors can take advantage of federal financial aid programs, such as grants, job assistance programs, and a variety of loans. Help packages are also available that specifically help military and veterans. To begin the federal financial aid process, students must complete the Free Application for Federal Student Aid (FAFSA), available online at studentaid.ed.gov.Cancellation of Teacher Loans Through the Teacher Loan Forgiveness program, current and potential educators can ask the U.S. government to cancel their outstanding Perkins Federal Loans. To qualify, beneficiaries must teach low-income families in a state, for 1-5 years. Other grades may apply. State and municipal financial assistanceEnidiomans and cities support public education by offering scholarships, scholarships and other incentives to education students. The Milwaukee Area Teachers Scholarship, for example, provides funding for current Milwaukee teachers who pursue higher education through Marquette University. Illinois also offers a teacher loan repayment program. TEACH GrantGraduate students in education can receive up to \$8,000 from the U.S. government thanks to the TEACH Scholarship. This award is not a need-based grant. Instead, grant recipients must teach for at least four years in a high-need field at a low-income school, and maintain a GPA of 3.25 or more. Private scholarshipsFutures teachers can apply for private funds through scholarships established by foundations and other private organizations. Scholarships vary in both quantity and grades. Teach.org offers a large database of scholarships exclusively for teachers. Sites such as scholarships.com, collegescholarships.org and fastweb.com also offer free search-only general scholarship databases. Scholarships.

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