

1. Record Nr.	UNINA9910457378103321
Autore	Nash Kathryn
Titolo	Hepatology [[electronic resource]] : clinical cases uncovered // Kathryn Nash, Indra Neil Guha
Pubbl/distr/stampa	Chichester, West Sussex, : John Wiley & Sons, 2011
ISBN	1-118-29463-7 1-283-40451-6 9786613404510 1-118-29464-5
Descrizione fisica	1 online resource (218 p.)
Collana	CCU : clinical cases uncovered
Altri autori (Persone)	GuhaIndra Neil
Disciplina	616.3/62
Soggetti	Liver - Diseases Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	pt. 1. Basics -- pt. 2. Cases -- pt. 3. Self-assessment.
Sommario/riassunto	Hepatology is an important specialty with diseases and complications related to viral hepatitis and alcohol being the main reason for seeking specialist advice. On most general medical rotations and on most surgical wards there are patients with hepatological problems. Hepatology: Clinical Cases Uncovered contains clinical presentations with real-life patient cases and outcomes as seen on the wards and in exams, and leads students through a practical approach to diagnosis and management of hepatological disease. Following a question and answer approach, including self-assessment mater

2. Record Nr.	UNINA9910461781803321
Autore	Kuhlmann Michael
Titolo	Social media for WordPress [[electronic resource]] : beginner's guide : a quicker way to build communities, engage members, and promote your site // Michael Kuhlmann
Pubbl/distr/stampa	Olton, Birmingham [England], : Packt Pub., 2012
ISBN	1-280-39425-0 9786613572172 1-84719-981-X
Descrizione fisica	1 online resource (166 p.)
Collana	Learn by doing : less theory, more results
Disciplina	006.7/54 006.754
Soggetti	Social media Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Social Media for WordPress; Credits; Foreword; About the Author; About the Reviewers; www.PacktPub.com; Support files, eBooks, discount offers and more; Why Subscribe?; Free Access for Packt account holders; Table of Contents; Preface; What this book covers; What you need for this book; Who this book is for; Conventions; Time for action - heading; Reader feedback; Customer support; Downloading the example code for this book; Errata; Piracy; Questions; Chapter 1:Share it the Easy Way; Before you read this book; A brief overview of social media; Social media is the new Web 2.0 Going social does not mean going viralThe WordPress advantage; Doing more with core functions; The karma of pingbacks and comments; Food for thought: RSS feed basics; Time for action - building an automated newsletter with a keyword-based RSS feed; Part 1-creating a subscriber signup form; Part 2-creating a keyword-specific RSS feed; Part 3-Creating an automated newsletter campaign; What just happened?; Utilizing MailChimp and Yahoo! Pipes; Partnering and building sponsorship opportunities; Exploring more applications to this tutorial; Pop quiz - understanding key terms and key concepts

Have a go hero Summary; Chapter 2: Building the Social Network: BuddyPress and WP Symposium; Before you enable the social layer; Take a measured approach to your feature rollout; Make your passion your niche market; Set aside time; Top 10 plugins to supplement your BuddyPress site; Activating BuddyPress plugins; What just happened?; The Default BuddyPress theme; The Facebook connection; Prepare for a work in progress; Easing your users into BuddyPress; Time for action: how to convert site visitors to site members; Part 1: connecting your WordPress site with Facebook
Part 2: greeting your new visitors with a warm welcome
Part 3: providing your new site visitor with incentives; What just happened?; Use your own voice; Don't overwhelm your new site members; Profiling your site members; Pop quiz - audience engagement; Gamification: The art of user-generated content; Time for action - how to get your users to create original content for you; Part 1: create a post content form with ratings; Time for action - how to enable users to share your content; Part 2: simplifying the process of sharing user reviews; What just happened?
Why post reviews and ratings matter
BuddyPress vs. WP Symposium; The issue with privacy; Single and multiple developers; What can I build with WPS?; Have a go hero; Summary; Chapter 3: Community Forums for the Masses; Comments versus forums; When to use comments; When to use forums; When to use support forums; Watching out for common pitfalls; Time for action - how to automatically display selective forum posts in Twitter; Part 1: setting up groups and forums for BuddyPress; Part 2: creating tweets through forum content; Part 3: automating and customizing tweets with WordPress
(Optional) Part 4: automatically deleting duplicate Twitter content

Sommario/riassunto

Fast paced, quick to read, impossible to put down, this book is a complete plan for social engagement on the web. You've heard plenty of social media success stories. You know your WordPress site inside and out, but you want help. Stop right now and pick up a copy of this book.
