

1. Record Nr.	UNINA9910464284303321
Autore	Barringer Bruce R
Titolo	Launching a business [[electronic resource]] : the first 100 days // Bruce Barringer
Pubbl/distr/stampa	[New York, N.Y.] (222 East 46th Street, New York, NY 10017), : Business Expert Press, 2013
ISBN	1-60649-398-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (256 p.)
Collana	Entrepreneurship and small business management collection, , 1946-5661
Disciplina	658.11
Soggetti	New business enterprises - Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2013 digital library.
Nota di contenuto	Introduction -- Section 1. Prelaunch days 1-30 -- Legal requirements part 1 -- Legal requirements part 2 -- Getting up and running -- Bookkeeping and financial management -- Protecting your intellectual property -- Establishing a professional image -- Establishing an online presence -- Section 2. Postlaunch days 31-100 -- Creating a sales process and your first sale -- Marketing -- Operations -- Managing a business's money -- Hiring your first employee -- Day-to-day challenges of operating a business -- Index.
Sommario/riassunto	This is a hands-on book that focuses on the tasks that a new business owner must complete in the first 100 days of launching a business. Think of it this way. Imagine you've conceived a business idea, written a business plan, raised seed capital, and are set to launch your business on October 1. Now, what would you actually do on October 1, October 2, October 3, and so forth? How would you set your priorities? How would you know which tasks are the most urgent? Although the answers to these questions vary depending on the business, there are a set of key activities that all businesses must accomplish to get their businesses off to a good (and legally proper) start. Examples include securing the proper business licenses and permits, setting up a bookkeeping system, negotiating a lease, buying insurance, entering into contracts with vendors, recruiting and hiring employees, making

the first sale, and so on. Broader issues such as developing a business model and building a brand will be touched upon. But the primary focus of the book will be on the practical issues that a business owner needs to accomplish, and needs to accomplish correctly, to get a business off to a good start.

2. Record Nr.	UNINA9910830928003321
Autore	Oriyano Sean-Philip
Titolo	CEH certified ethical hacker : study guide : version 9 // Sean-Philip Oriyano
Pubbl/distr/stampa	Indianapolis, Indiana : , : Sybex, a Wiley brand, , 2016 ©2016
ISBN	1-119-41930-1 1-119-25227-X
Edizione	[3rd ed.]
Descrizione fisica	1 online resource (652 p.)
Disciplina	005.8
Soggetti	Computer security - Examinations Penetration testing (Computer security) - Examinations Computer networks - Examinations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Title page; Copyright; Dedication; Acknowledgments; About the Author; Introduction; Exam 312-50 Exam Objectives; Assessment Test; Answers to Assessment Test; Chapter 1: Introduction to Ethical Hacking; Hacking: the Evolution; So, What Is an Ethical Hacker?; Summary; Exam Essentials; Review Questions; Chapter 2: System Fundamentals; Exploring Network Topologies; Working with the Open Systems Interconnection Model; Dissecting the TCP/IP Suite; IP Subnetting; Hexadecimal vs. Binary; Exploring TCP/IP Ports; Understanding Network Devices; Working with MAC Addresses Intrusion Prevention and Intrusion Detection Systems Network Security; Knowing Operating Systems; Backups and Archiving; Summary; Exam Essentials; Review Questions; Chapter 3: Cryptography; Cryptography:

Early Applications and Examples; Cryptography in Action; Understanding Hashing; Issues with Cryptography; Applications of Cryptography; Summary; Exam Essentials; Review Questions; Chapter 4: Footprinting; Understanding the Steps of Ethical Hacking; What Is Footprinting?; Terminology in Footprinting; Threats Introduced by Footprinting; The Footprinting Process; Summary; Exam Essentials Review QuestionsChapter 5: Scanning; What Is Scanning?; Checking for Live Systems; Checking the Status of Ports; The Family Tree of Scans; OS Fingerprinting; Countermeasures; Vulnerability Scanning; Mapping the Network; Using Proxies; Summary; Exam Essentials; Review Questions; Chapter 6: Enumeration; A Quick Review; What Is Enumeration?; About Windows Enumeration; Linux Basic; Enumeration with SNMP; Unix and Linux Enumeration; LDAP and Directory Service Enumeration; Enumeration Using NTP; SMTP Enumeration; Summary; Exam Essentials; Review Questions; Chapter 7: System Hacking Up to This PointSystem Hacking; Summary; Exam Essentials; Review Questions; Chapter 8: Malware; Malware; Overt and Covert Channels; Summary; Exam Essentials; Review Questions; Chapter 9: Sniffers; Understanding Sniffers; Using a Sniffer; Switched Network Sniffing; Summary; Exam Essentials; Review Questions; Chapter 10: Social Engineering; What Is Social Engineering?; Social Networking to Gather Information?; Commonly Employed Threats; Identity Theft; Summary; Exam Essentials; Review Questions; Chapter 11: Denial of Service; Understanding DoS; Understanding DDoS; DoS Tools; DDoS Tools DoS Defensive StrategiesDoS Pen-Testing Considerations; Summary; Exam Essentials; Review Questions; Chapter 12: Session Hijacking; Understanding Session Hijacking; Exploring Defensive Strategies; Summary; Exam Essentials; Review Questions; Chapter 13: Web Servers and Applications; Exploring the Client-Server Relationship; Summary; Exam Essentials; Review Questions; Chapter 14: SQL Injection; Introducing SQL Injection; Summary; Exam Essentials; Review Questions; Chapter 15: Hacking Wi-Fi and Bluetooth; What Is a Wireless Network?; Summary; Exam Essentials; Review Questions Chapter 16: Mobile Device Security

Sommario/riassunto

The ultimate preparation guide for the unique CEH exam. The CEH v9: Certified Ethical Hacker Version 9 Study Guide is your ideal companion for CEH v9 exam preparation. This comprehensive, in-depth review of CEH certification requirements is designed to help you internalize critical information using concise, to-the-point explanations and an easy-to-follow approach to the material. Covering all sections of the exam, the discussion highlights essential topics like intrusion detection, DDoS attacks, buffer overflows, and malware creation in detail, and puts the concepts into the context of real-world scenarios. Each chapter is mapped to the corresponding exam objective for easy reference, and the Exam Essentials feature helps you identify areas in need of further study. You also get access to online study tools including chapter review questions, full-length practice exams, hundreds of electronic flashcards, and a glossary of key terms to help you ensure full mastery of the exam material. The Certified Ethical Hacker is one-of-a-kind in the cybersecurity sphere, allowing you to delve into the mind of a hacker for a unique perspective into penetration testing. This guide is your ideal exam preparation resource, with specific coverage of all CEH objectives and plenty of practice material. Review all CEH v9 topics systematically Reinforce critical skills with hands-on exercises Learn how concepts apply in real-world scenarios Identify key proficiencies prior to the exam The CEH certification puts you in professional demand, and satisfies the Department of Defense's 8570 Directive for all Information Assurance

government positions. Not only is it a highly-regarded credential, but it's also an expensive exam—making the stakes even higher on exam day. The CEH v9: Certified Ethical Hacker Version 9 Study Guide gives you the intense preparation you need to pass with flying colors.

3. Record Nr.	UNINA9910346719303321
Autore	Bähr Hermann
Titolo	Orbital Effects in Spaceborne Synthetic Aperture Radar Interferometry
Pubbl/distr/stampa	KIT Scientific Publishing, 2013
ISBN	1000037166
Descrizione fisica	1 online resource (XVIII, 139 p. p.)
Collana	Schriftenreihe des Studiengangs Geodäsie und Geoinformatik / Karlsruher Institut für Technologie, Studiengang Geodäsie und Geoinformatik
Soggetti	Physics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	This book reviews and investigates orbit-related effects in synthetic aperture Radar interferometry (InSAR). The translation of orbit inaccuracies to error signals in the interferometric phase is concisely described; estimation and correction approaches are discussed and evaluated with special focus on network adjustment of redundantly estimated baseline errors. Moreover, the effect of relative motion of the orbit reference frame is addressed.