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Nota di contenuto	Intro -- WordPress 3.7 Complete Third Edition -- Table of Contents -- WordPress 3.7 Complete Third Edition -- Credits -- About the Authors -- About the Reviewers -- www.packtpub.com -- Support files, eBooks, discount offers and more -- Why Subscribe? -- Free Access for Packt account holders -- Preface -- What this book covers -- What you need for this book -- Who this book is for -- Conventions -- Reader feedback -- Customer support -- Downloading the example code for the book -- Errata -- Piracy -- Questions -- 1. Introducing WordPress -- Getting into WordPress -- Using it for a blog or website -- Understanding the common terms -- Post -- Categories and tags -- Comments -- Theme -- Plugin -- Widget -- Menus -- RSS -- Page -- Users -- Choosing WordPress - the reason why -- A long time in refining -- Active in development -- Large community of contributors -- Amazingly extendable -- Getting to know the WordPress family -- Digging into WordPress - the features -- Getting familiar with the new feature list since 3.0 -- Learning more -- Learning more with the online WordPress resources -- Staying updated through WordPress news -- Understanding the Codex -- Getting support from other users -- Using theme and plugin directories -- Summary -- 2. Getting Started -- Building your WordPress website - start here -- Using WordPress.com -- Publishing your first content on a WordPress.com

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Adding messages -- Creating book template files -- Registering and using a custom taxonomy -- Customizing the admin display -- Summary -- Index.

Sommario/riassunto

WordPress 3.5 Complete: Third Edition is a comprehensive and step-by-step tutorial packed with screenshots and examples to make it easy and quick to pick it up. This WordPress book is a guide to WordPress for online publishers and web developers. If you are new to blogging and want to create your own blog or website from scratch, then "WordPress 3.5 Complete: Third Edition" is for you. No prior knowledge of HTML/CSS or PHP is required.

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Nota di contenuto	CHAPTER 1. Key Issues Constituting the Book Content -- CHAPTER 2. Meat and its Products -- CHAPTER 3. Fish Flesh -- CHAPTER 4. Seafood (Molluscs and Crustaceans) -- CHAPTER 5. Milk and Dairy Products -- CHAPTER 6. Honey and its Products -- CHAPTER 7. Cereal and its Products -- CHAPTER 8. Olive Oils and Oilseeds -- CHAPTER 9. Vegetables, Legume Seeds and Spices -- CHAPTER 10. Mushrooms --

CHAPTER 11. Fruits and their Products -- CHAPTER 12. Tea and its Infusion -- CHAPTER 13. Coffee and its Infusion -- CHAPTER 14. Cocoa, Sugar and their Products -- CHAPTER 15. Mineral and Drinking Water -- CHAPTER 16. Wine and other Alcoholic Beverages.

Sommario/riassunto

This book presents an overview of chemometric assessments of analytical dataset in order to determine the authenticity/adulteration of food, animal and plant origin, including meat, fish, seafood, milk and dairy products, honey, cereals and grains, olive oils and oilseeds, vegetables, mushrooms, fruits, tea, coffee, cocoa, sugar, mineral and drinking water, and wines and other alcoholic beverages. The text uses modern analytical methods/techniques coupled with appropriate chemometric tools to demonstrate that chemometrics is a necessary and powerful tool for food analysis and its control. Another main concern is traceability, i.e. the possibility of verifying the geographical, animal/botanical and/or productive origin of a foodstuff; hence the use of chemometric techniques is not only recommended but essential. Since the food is characterized by a complex matrix, the strategy to study its elemental profile should be multivariate. The reported data are extensively tabulated and graphically presented. This book is useful for food chemists, quality control professionals, nutrition and public health educators, analytical chemists, food manufacturers, environmental scientists and students, and practicing professions in food chemistry and food safety.
