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KEY=BEGINNERS - RIGOBERTO RANDOLPH

HOW I CREATE GROWTH HACKING PLANS FOR STARTUPS FOR $10,000

+ TOP 300 GROWTH HACKS YOU CAN PUT INTO PRACTICE RIGHT AWAY

Createspace Independent Publishing Platform Hey there! My name is Aladdin Happy, and I'm the leader of GrowthHackingIdea.com, a community of over 26,000 growth hackers. This book contains something crazy. It's exactly the same framework I use to create growth hacking plans for startups who pay $10,000 for it. The book contains detailed instructions, templates and a growth hacking mindset training for your entire company. This book also includes the TOP 300 growth hacks from my personal collection. I gathered them from all over the internet over 300 days. Why the hell am I sharing all this? For 3 reasons: 1. I have no more time to create growth hacking plans for startups, as I'm totally involved in my own company. 2. I love to do crazy things. This is how the GrowthHackingIdea community started out. I just decided to share my personal collection of best growth hacking ideas with other entrepreneurs. 3. I love to help. I know what it's like to be a CEO of a startup that never takes off, no matter what you do or how hard you try. It's a terrible feeling. This book is my way of giving back to folks like me from the not-so-distant past. TOP 300 growth hacking case studies and tricks: 1. +6258% to the price to sell the product 2. +124% better usability 3. Never use these headlines (63% worse CTR) 4. +300% people to read your content 5. A/B test. 2 headlines. 40% difference. 6. Replace one word to get 90% more clicks 7. From $0 to $75K MRR with 0 marketing budget 8. 100x more traffic from Facebook (e-commerce) 9. Epic hack: +600% increase 10. 3,500 sign ups in 24 hours 11. Get 80% of emails of your Facebook

friends 12. +100% to response rate (cold emails) 13. 3 words increased mobile conversions by 36% 14. Reduce Facebook ads cost by 41% 15. #3 on Google in 14 days 16. 2,000,000 downloads 17. +100% in signups (2 small tricks) 18. +120% to CTR from emails 19. +228% to your ads conversions 20. Revenue jumps up by 71% 21. A 300% increase in monthly sales leads 22. A +232% lift to account signups 23. 55%-400% more leads 24. +500% to Facebook engagement 25. From $0 to $100K in MRR in 11 months 26. This boosted conversions by 785% in one day 27. 2815% ROI 28. Crazy 27% conversion from free to paid 29. Paid signups increased by 400% 30. +262% increase in purchasing the bigger plan 31. 602% more shares 32. From 150K users to 2M in 5 months 33. "Tetris hack" to boost retention by 370% 34. Boost LTV by 108% + 266 more growth hacking case studies and tricks you can put into practice right away

HACKING

HACKING PRACTICAL GUIDE FOR BEGINNERS

Createspace Independent Publishing Platform This Book, Hacking Practical Guide for Beginners is a comprehensive learning material for all inexperienced hackers. It is a short manual that describes the essentials of hacking. By reading this book, you'll arm yourself with modern hacking knowledge and techniques. However, do take note that this material is not limited to theoretical information. It also contains a myriad of practical tips, tricks, and strategies that you can use in hacking your targets. The first chapter of this book explains the basics of hacking and the different types of hackers. The second chapter has a detailed study plan for budding hackers. That study plan will help you improve your skills in a short period of time. The third chapter will teach you how to write your own codes using the Python programming language. The rest of the book contains detailed instructions on how you can become a skilled hacker and penetration tester. After reading this book, you'll learn how to: - Use the Kali Linux operating system - Set up a rigged WiFi hotspot - Write codes and programs using Python - Utilize the Metasploit framework in attacking your targets - Collect information using certain hacking tools - Conduct a penetration test - Protect your computer and network from other hackers - And a lot more... Make sure you get your copy today!

GROWTH THINKING

THINK, DESIGN, GROWTH HACK -- A DESIGN APPROACHING TO GROWTH HACKING

Less than 1% of companies grow. But with a systematic and creative approach to growth that changes everything. Growth thinking is a new approach changing the way organizations grow. Nader Sabry, author of the bestselling book Ready Set Growth Hack, created growth thinking to exponentially change your results in a quick, easy and creative way... Growth thinking helps leaders who want to solve for "how to grow exponentially." If your organization needs to adapt to new realities but doesn't have the growth strategy to give you that competitive edge, growth thinking solves precisely. Growth thinking helps you go: From idea to action - accurately and

rapidly turn growth hacking ideas into execution quickly and cost-effectively, Think at scale - quickly and effortlessly find methods to take an abstract growth hack, structure it and scale it, and Save time and money - rapidly prototype your growth hacking ideas saving time and money. and happens through the systematic and creative process by: Visualization - design-thinking approach to quickly and easily see how a growth hack will work, Systemize - turn designs into structured sequences that turn an idea into an actual growth hack, Optimization - instantly find improvements and generate new better growth hacks with little effort, Rapid development - the systematic learning approach accelerates the improvement and development of new growth hacks, and Collaboration - swiftly and efficiently get feedback and co-create growth hacks with others. Growth thinking helps you tackle the challenge of growing your organization - creating powerful growth hacks that supercharge your growth by testing them and executing them quickly, efficiently, and cost-effectively.

HACKING GROWTH

HOW TODAY'S FASTEST-GROWING COMPANIES DRIVE BREAKOUT SUCCESS

Random House 'a compelling methodology... to increase market share quickly' -- Eric Ries, bestselling author of THE LEAN STARTUP 'a must-read for anyone in business' -- James Currier, managing partner, NFX Guild 'will teach you how to think like a marketer of tomorrow' -- Josh Elman, partner, Greylock Partners Growth is now the first thing that investors, shareholders and market analysts look for in assessing and valuing companies. HACKING GROWTH is a highly accessible, practical, method for growth that involves cross-functional teams and continuous testing and iteration. Hacking Growth does for marketshare growth what THE LEAN STARTUP does for product development and BUSINESS MODEL GENERATION does for strategy. HACKING GROWTH focuses on customers - how to attain them, retain them, engage them, and monetize them - rather than product. Written by the method's pioneers, this book is a comprehensive toolkit or "bible" that any company in any industry can use to implement their own Growth Hacking strategy, from how to set up and run growth teams, to how to identify and test growth levers, and how to evaluate and act on the results. It is designed for any company or leader looking to break out of the ruts of traditional marketing and become more collaborative, less wasteful, and achieve more consistent, replicable, and data-driven results.

HACKING- THE ART OF EXPLOITATION

EH

oshean collins This text introduces the spirit and theory of hacking as well as the science behind it all; it also provides some core techniques and tricks of hacking so you can think like a hacker, write your own hacks or thwart potential system attacks.

BREAKOUT: HOW ATARI 8-BIT COMPUTERS DEFINED A GENERATION

Ziff Davis Atari 8-bit computers are the first machines that truly bridged the divide between video game players and home computer enthusiasts. The Atari 400 and 800 signaled the start of a new era in computing. Breakout: How Atari 8-Bit Computers Defined a Generation is the first book to cover what made Atari's groundbreaking computer line great: its excellent graphics and sound, flexible programming environment, and wide support from the burgeoning home computer community. For those of us coming of "gaming age" in the 80s, Atari games were simply amazing—and you'll find out what made over 100 titles so much fun to play. Breakout also explores the Atari 8-bit platform as it stands today, with a robust enthusiast and modding community, the increasing value of Atari computers and peripherals, and how to get started with one now or get your old one working again.

GROWTH HACKING FOR DUMMIES

John Wiley & Sons Hack your business growth the scientific way Airbnb. Uber. Spotify. To join the big fish in the disruptive digital shark tank you need to get beyond siloed sales and marketing approaches. You have to move ahead fast—with input from your whole organization—or die. Since the early 2010s, growth hacking culture has developed as the way to achieve this, pulling together multiple talents—product managers, data analysts, programmers, creatives, and yes, marketers—to build a lean, mean, iterative machine that delivers the swift sustainable growth you need to stay alive and beat the competition. Growth Hacking for Dummies provides a blueprint for building the machine from the ground-up, whether you're a fledgling organization looking for ways to outperform big budgets and research teams, or an established business wanting to apply emerging techniques to your process. Written by a growth thought leader who learned from the original growth hacking gurus, you'll soon be an expert in the tech world innovations that make this the proven route to the big time: iteration, constant testing, agile approaches, and flexible responses to your customers' evolving needs. Soup to nuts: get a full overview of the growth hacking process and tools Appliance of science: how to build and implement concept-testing models Coming together: pick up best practices for building a cross-disciplinary team Follow the data: find out what your customers really want You know you can't just stay still—start moving ahead by developing the growth hacking mindset that'll help you win big and leave the competition dead in the water!

REVERSING

SECRETS OF REVERSE ENGINEERING

John Wiley & Sons Beginning with a basic primer on reverse engineering-including computer internals, operating systems, and assembly language-and then discussing the various applications of reverse engineering, this book provides readers with practical, in-depth techniques for software reverse engineering. The book is broken into two parts, the first deals with security-related reverse engineering and the second explores the more practical aspects of reverse engineering. In addition, the

author explains how to reverse engineer a third-party software library to improve interfacing and how to reverse engineer a competitor's software to build a better product. * The first popular book to show how software reverse engineering can help defend against security threats, speed up development, and unlock the secrets of competitive products * Helps developers plug security holes by demonstrating how hackers exploit reverse engineering techniques to crack copy-protection schemes and identify software targets for viruses and other malware * Offers a primer on advanced reverse-engineering, delving into "disassembly"-code-level reverse engineering-and explaining how to decipher assembly language

BIG BOOK OF APPLE HACKS

TIPS & TOOLS FOR UNLOCKING THE POWER OF YOUR APPLE DEVICES

"O'Reilly Media, Inc." Bigger in size, longer in length, broader in scope, and even more useful than our original Mac OS X Hacks, the new Big Book of Apple Hacks offers a grab bag of tips, tricks and hacks to get the most out of Mac OS X Leopard, as well as the new line of iPods, iPhone, and Apple TV. With 125 entirely new hacks presented in step-by-step fashion, this practical book is for serious Apple computer and gadget users who really want to take control of these systems. Many of the hacks take you under the hood and show you how to tweak system preferences, alter or add keyboard shortcuts, mount drives and devices, and generally do things with your operating system and gadgets that Apple doesn't expect you to do. The Big Book of Apple Hacks gives you: Hacks for both Mac OS X Leopard and Tiger, their related applications, and the hardware they run on or connect to Expanded tutorials and lots of background material, including informative sidebars "Quick Hacks" for tweaking system and gadget settings in minutes Full-blown hacks for adjusting Mac OS X applications such as Mail, Safari, iCal, Front Row, or the iLife suite Plenty of hacks and tips for the Mac mini, the MacBook laptops, and new Intel desktops Tricks for running Windows on the Mac, under emulation in Parallels or as a standalone OS with Bootcamp The Big Book of Apple Hacks is not only perfect for Mac fans and power users, but also for recent -- and aspiring -- "switchers" new to the Apple experience. Hacks are arranged by topic for quick and easy lookup, and each one stands on its own so you can jump around and tweak whatever system or gadget strikes your fancy. Pick up this book and take control of Mac OS X and your favorite Apple gadget today!

HACKING WIRELESS NETWORKS FOR DUMMIES

John Wiley & Sons Become a cyber-hero - know the common wireless weaknesses "Reading a book like this one is a worthy endeavor towardbecoming an experienced wireless security professional." --Devin Akin - CTO, The Certified Wireless Network Professional(CWNP) Program Wireless networks are so convenient - not only for you, but alsofor those nefarious types who'd like to invade them. The only wayto know if your system can be penetrated is to simulate an attack.This book shows you how, along with how to strengthen any weakspots you find in your network's armor. Discover how to: Perform ethical hacks without compromising a system Combat

denial of service and WEP attacks Understand how invaders think Recognize the effects of different hacks Protect against war drivers and rogue devices

LINUX BASICS FOR HACKERS

GETTING STARTED WITH NETWORKING, SCRIPTING, AND SECURITY IN KALI

No Starch Press This practical, tutorial-style book uses the Kali Linux distribution to teach Linux basics with a focus on how hackers would use them. Topics include Linux command line basics, filesystems, networking, BASH basics, package management, logging, and the Linux kernel and drivers. If you're getting started along the exciting path of hacking, cybersecurity, and pentesting, Linux Basics for Hackers is an excellent first step. Using Kali Linux, an advanced penetration testing distribution of Linux, you'll learn the basics of using the Linux operating system and acquire the tools and techniques you'll need to take control of a Linux environment. First, you'll learn how to install Kali on a virtual machine and get an introduction to basic Linux concepts. Next, you'll tackle broader Linux topics like manipulating text, controlling file and directory permissions, and managing user environment variables. You'll then focus in on foundational hacking concepts like security and anonymity and learn scripting skills with bash and Python. Practical tutorials and exercises throughout will reinforce and test your skills as you learn how to: - Cover your tracks by changing your network information and manipulating the rsyslog logging utility - Write a tool to scan for network connections, and connect and listen to wireless networks - Keep your internet activity stealthy using Tor, proxy servers, VPNs, and encrypted email - Write a bash script to scan open ports for potential targets - Use and abuse services like MySQL, Apache web server, and OpenSSH - Build your own hacking tools, such as a remote video spy camera and a password cracker Hacking is complex, and there is no single way in. Why not start at the beginning with Linux Basics for Hackers?

THE GROWTH HACKING BOOK 2

100 PROVEN HACKS FOR BUSINESS AND STARTUP SUCCESS IN THE NEW DECADE

ETHICAL HACKING

A BEGINNERS GUIDE TO LEARNING THE WORLD OF ETHICAL HACKING

Independently Published This book is written for those people who want to hack systems to test identify the security holes and vulnerabilities of thosesystems. This book outlines different tricks and techniques that an ethical hacker can use to assess the security of the systems, identify vulnerabilities and fix those vulnerabilities. This is done to prevent any malicious attacks against the system.The hacking we talk about in this book is professional, above board and is a legal type of testing. It is for this reason that it is called ethical hacking. Network and computer security is a complex subject, which constantly changes. You have to stay on top of it to ensure

that the information you own is secure from the crackers or criminal hackers.Ethical hacking, also called white-hat hacking or penetration testing, is a tool that will help you ensure that the information system you use is truly secure. Over the course of this book, you will gather information on the different tools and software you can use to run an ethical hacking program. There are some programs in this book that you can use to start off the ethical hacking process.In this book you will learn: What exactly is Ethical HackingThe dangers that your system can face through attacksThe Ethical Hacking Process and what it meansUnderstanding a hackers mindsetAn introduction to PythonAnd much much more!

SEO FOR GROWTH

THE ULTIMATE GUIDE FOR MARKETERS, WEB DESIGNERS AND ENTREPRENEURS

Seo for Growth "Search Engine Optimization, also known as SEO, is how people search and find your website on the Internet. ... SEO is a key growth channel for your business, but the rules of SEO have changed dramatically in recent years. To grow your business in today's economy, you need a strong online presence. But what does that entail exactly? Marketing is no longer about mass-market advertising and outbound sales; it's about capturing demand -- grabbing the attention of people already looking to make a purchase or acquire specific knowledge. To do that, your content needs to be at the top of Internet search results"--Amazon.com.

ANDROID HACKER'S HANDBOOK

John Wiley & Sons The first comprehensive guide to discovering and preventingattacks on the Android OS As the Android operating system continues to increase its shareof the smartphone market, smartphone hacking remains a growingthreat. Written by experts who rank among the world's foremostAndroid security researchers, this book presents vulnerabilitydiscovery, analysis, and exploitation tools for the good guys.Following a detailed explanation of how the Android OS works andits overall security architecture, the authors examine howvulnerabilities can be discovered and exploits developed forvarious system components, preparing you to defend againstthem. If you are a mobile device administrator, security researcher,Android app developer, or consultant responsible for evaluatingAndroid security, you will find this guide is essential to yourtoolbox. A crack team of leading Android security researchers explainAndroid security risks, security design and architecture, rooting,fuzz testing, and vulnerability analysis Covers Android application building blocks and security as wellas debugging and auditing Android apps Prepares mobile device administrators, security researchers,Android app developers, and security consultants to defend Androidsystems against attack Android Hacker's Handbook is the first comprehensiveresource for IT professionals charged with smartphonesecurity.

HACKERS BEWARE

Sams Publishing Explains how and why hackers break into computers, steal

information, and deny services to machines' legitimate users, and discusses strategies and tools used by hackers and how to defend against them.

BEGINNING ETHICAL HACKING WITH KALI LINUX

COMPUTATIONAL TECHNIQUES FOR RESOLVING SECURITY ISSUES

Apress Get started in white-hat ethical hacking using Kali Linux. This book starts off by giving you an overview of security trends, where you will learn the OSI security architecture. This will form the foundation for the rest of Beginning Ethical Hacking with Kali Linux. With the theory out of the way, you'll move on to an introduction to VirtualBox, networking, and common Linux commands, followed by the step-by-step procedure to build your own web server and acquire the skill to be anonymous . When you have finished the examples in the first part of your book, you will have all you need to carry out safe and ethical hacking experiments. After an introduction to Kali Linux, you will carry out your first penetration tests with Python and code raw binary packets for use in those tests. You will learn how to find secret directories on a target system, use a TCP client in Python, and scan ports using NMAP. Along the way you will discover effective ways to collect important information, track email, and use important tools such as DMITRY and Maltego, as well as take a look at the five phases of penetration testing. The coverage of vulnerability analysis includes sniffing and spoofing, why ARP poisoning is a threat, how SniffJoke prevents poisoning, how to analyze protocols with Wireshark, and using sniffing packets with Scapy. The next part of the book shows you detecting SQL injection vulnerabilities, using sqlmap, and applying brute force or password attacks. Besides learning these tools, you will see how to use OpenVas, Nikto, Vega, and Burp Suite. The book will explain the information assurance model and the hacking framework Metasploit, taking you through important commands, exploit and payload basics. Moving on to hashes and passwords you will learn password testing and hacking techniques with John the Ripper and Rainbow. You will then dive into classic and modern encryption techniques where you will learn the conventional cryptosystem. In the final chapter you will acquire the skill of exploiting remote Windows and Linux systems and you will learn how to own a target completely. What You Will LearnMaster common Linux commands and networking techniques Build your own Kali web server and learn to be anonymous Carry out penetration testing using Python Detect sniffing attacks and SQL injection vulnerabilities Learn tools such as SniffJoke, Wireshark, Scapy, sqlmap, OpenVas, Nikto, and Burp Suite Use Metasploit with Kali Linux Exploit remote Windows and Linux systemsWho This Book Is For Developers new to ethical hacking with a basic understanding of Linux programming.

AN INTRODUCTION TO CYBER SECURITY

A BEGINNER'S GUIDE

IndraStra Whitepapers Cybersecurity is undoubtedly one of the fastest-growing fields. However, there is an acute shortage of skilled workforce. The cybersecurity beginners guide aims at teaching security enthusiasts all about organizational digital assets' security, give them an overview of how the field operates, applications of

cybersecurity across sectors and industries, and skills and certifications one needs to build and scale up a career in this field.

THE BASICS OF HACKING AND PENETRATION TESTING

ETHICAL HACKING AND PENETRATION TESTING MADE EASY

Elsevier The Basics of Hacking and Penetration Testing, Second Edition, serves as an introduction to the steps required to complete a penetration test or perform an ethical hack from beginning to end. The book teaches students how to properly utilize and interpret the results of the modern-day hacking tools required to complete a penetration test. It provides a simple and clean explanation of how to effectively utilize these tools, along with a four-step methodology for conducting a penetration test or hack, thus equipping students with the know-how required to jump start their careers and gain a better understanding of offensive security. Each chapter contains hands-on examples and exercises that are designed to teach learners how to interpret results and utilize those results in later phases. Tool coverage includes: Backtrack Linux, Google reconnaissance, MetaGooFil, dig, Nmap, Nessus, Metasploit, Fast Track Autopwn, Netcat, and Hacker Defender rootkit. This is complemented by PowerPoint slides for use in class. This book is an ideal resource for security consultants, beginning InfoSec professionals, and students. Each chapter contains hands-on examples and exercises that are designed to teach you how to interpret the results and utilize those results in later phases. Written by an author who works in the field as a Penetration Tester and who teaches Offensive Security, Penetration Testing, and Ethical Hacking, and Exploitation classes at Dakota State University. Utilizes the Kali Linux distribution and focuses on the seminal tools required to complete a penetration test.

LEARNING HTTP/2

A PRACTICAL GUIDE FOR BEGINNERS

"*O'Reilly Media, Inc.*" Chapter 8. Debugging h2; Web Browser Developer Tools; Chrome Developer Tools; Firefox Developer Tools; Debugging h2 on iOS Using Charles Proxy; Debugging h2 on Android; WebPagetest; OpenSSL; OpenSSL Commands; nghttp2; Using nghttp; curl; Using curl; h2i; Wireshark; Summary; Chapter 9. What Is Next?; TCP or UDP?; QUIC; TLS 1.3; HTTP/3?; Summary; Appendix A. HTTP/2 Frames; The Frame Header; DATA; DATA Frame Fields; DATA Frame Flags; HEADERS; HEADERS Frame Fields; HEADERS Frame Flags; PRIORITY; PRIORITY Frame Fields; RST_STREAM; SETTINGS; SETTINGS Parameters; PUSH_PROMISE.

HACKING WITH PYTHON

THE ULTIMATE BEGINNERS GUIDE

Createspace Independent Publishing Platform Hacking with Python: The Ultimate Beginners Guide This book will show you how to use Python, create your own hacking tools, and make the most out of available resources that are made using this programming language. If you do not have experience in programming, don't worry -

this book will show guide you through understanding the basic concepts of programming and navigating Python codes. This book will also serve as your guide in understanding common hacking methodologies and in learning how different hackers use them for exploiting vulnerabilities or improving security. You will also be able to create your own hacking scripts using Python, use modules and libraries that are available from third-party sources, and learn how to tweak existing hacking scripts to address your own computing needs. Order your copy now!

LIVING THROUGH SELF COMPASSION - ILLUMINATE YOUR LIFE WITH PEACE, TRUST & FAITH

UNSHACKLE YOURSELF FROM QUIET DESPERATION, DEPRESSION & DESTRUCTION

Notion Press "Have you given up on yourself, peace, trust or faith?" I had. I had been living a life of quiet desperation, depression, and destruction. Due to my self sabotaging ways my marriage had ended. Many times, my reputation as a successful writer and speaker felt like a lie. I had succumbed to self-destructive behaviour until I found and applied the antidote. I write this book, dear reader, to serve another who is feeling as I felt. This book is an offering with my love and absolute sincere compassion. I know how deeply it can hurt and how liberating (and beautiful) it can feel when you can heal yourself and serve others. This is not a book about what you should do. It is a book about loving your own life, being authentic and joyful. It is about moving from surviving towards 'striving and thriving'. Compassion truly is the antidote to depression, desperation and destruction.

THE GROWTH HACKING BOOK

MOST GUARDED GROWTH MARKETING SECRETS THE SILICON VALLEY GIANTS DON'T WANT YOU TO KNOW

Nirvana Wellness Publishing There are two ways to learn anything: 1) by experimenting with things on our own or 2) by reading the accounts of specialists who have accomplished the results you want to gain. #1 is arduous and takes time. #2 gives us shortcuts to help us get results in a short span of time. The book that you are holding in your hands right now is for people who want to sprint on the second path. The Growth Hacking Book is an almanac for growth in today's hyper-competitive business world! Curated by GrowthMedia.AI, this book features more than 35 marketing experts, trailblazing entrepreneurs, industry thought leaders and successful companies from all over the globe who share radical ideas on how you can grow your business using unconventional marketing strategies. Each chapter is a treasure trove of growth ideas that businesses in the "The Valley" try to shield from the public. But they are not secrets anymore. This book is for you if you want to learn about: The concept of Growth Hacking The best growth strategies from Growth Hackers for Growth Hackers The mindset, skillset and toolset for Growth Marketers Identifying and analyzing growth channels The future of Growth Marketing ...and more. The fact that you are examining to buy this book is proof that you are hungry

to learn growth marketing tactics. It proves the maxim that says -- you don't choose a book; the book chooses you. Our Contributing Authors: Amit Kumar Arun K Sharma Badr Berrada Christian Fictoor Deep Kakkad Deepak V. Maddila Dennis Langlais Dillon Kivo Evita Ramparte Ishaan Shakunt Issac Thomas Kelisha Mills Lisa Robbins Manish Nepal Nitish Mathur Noam Kostucki Parul Agrawal Priya Kalra Rachit Khator Rahul Singh Rohan Chaubey Ruchi G. Kalra Saurabh Tiwari Shailendra Mishra S Shiva SriCharan Srish K. Agrawal Suneet Bhatt Tim Wasmundt Vivek Agrawal Yaagneshwaran Ganesh Our Contributing Companies: UpLead, StackBy, SocialAnimal, Venngage, SocialBee, Audiense

HACK-X-CRYPT

A STRAIGHT FORWARD GUIDE TOWARDS ETHICAL HACKING AND CYBER SECURITY

Ujjwal Sahay This Book is written by keeping one object in mind that a beginner, who is not much familiar regarding computer hacking, can easily, attempts these hacks and recognize what we are trying to demonstrate. After Reading this book you will come to recognize that how Hacking is affecting our everyday routine work and can be very hazardous in many fields.

GOOGLE HACKING FOR PENETRATION TESTERS

Elsevier This book helps people find sensitive information on the Web. Google is one of the 5 most popular sites on the internet with more than 380 million unique users per month (Nielsen/NetRatings 8/05). But, Google's search capabilities are so powerful, they sometimes discover content that no one ever intended to be publicly available on the Web including: social security numbers, credit card numbers, trade secrets, and federally classified documents. Google Hacking for Penetration Testers Volume 2 shows the art of manipulating Google used by security professionals and system administrators to find this sensitive information and "self-police their own organizations. Readers will learn how Google Maps and Google Earth provide pinpoint military accuracy, see how bad guys can manipulate Google to create super worms, and see how they can "mash up" Google with MySpace, LinkedIn, and more for passive reconaissance. • Learn Google Searching Basics Explore Google's Web-based Interface, build Google queries, and work with Google URLs. • Use Advanced Operators to Perform Advanced Queries Combine advanced operators and learn about colliding operators and bad search-fu. • Learn the Ways of the Google Hacker See how to use caches for anonymity and review directory listings and traversal techniques. • Review Document Grinding and Database Digging See the ways to use Google to locate documents and then search within the documents to locate information. • Understand Google's Part in an Information Collection Framework Learn the principles of automating searches and the applications of data mining. • Locate Exploits and Finding Targets Locate exploit code and then vulnerable targets. • See Ten Simple Security Searches Learn a few searches that give good results just about every time and are good for a security assessment. • Track Down Web Servers Locate and profile web servers, login portals, network hardware and utilities. • See

How Bad Guys Troll for Data Find ways to search for usernames, passwords, credit card numbers, social security numbers, and other juicy information. • Hack Google Services Learn more about the AJAX Search API, Calendar, Blogger, Blog Search, and more.

MACHINE LEARNING FOR HACKERS

CASE STUDIES AND ALGORITHMS TO GET YOU STARTED

"O'Reilly Media, Inc." If you're an experienced programmer interested in crunching data, this book will get you started with machine learning—a toolkit of algorithms that enables computers to train themselves to automate useful tasks. Authors Drew Conway and John Myles White help you understand machine learning and statistics tools through a series of hands-on case studies, instead of a traditional math-heavy presentation. Each chapter focuses on a specific problem in machine learning, such as classification, prediction, optimization, and recommendation. Using the R programming language, you'll learn how to analyze sample datasets and write simple machine learning algorithms. Machine Learning for Hackers is ideal for programmers from any background, including business, government, and academic research. Develop a naïve Bayesian classifier to determine if an email is spam, based only on its text Use linear regression to predict the number of page views for the top 1,000 websites Learn optimization techniques by attempting to break a simple letter cipher Compare and contrast U.S. Senators statistically, based on their voting records Build a "whom to follow" recommendation system from Twitter data

GROWING HAPPY CLIENTS

OUR PROCESSES & EXPERIENCES FOR GROWING FORTUNE 500 CORPORATES & THE FASTEST GROWING SCALEUPS

Ward van Gasteren As a growth hacker you know how to growth hack. You know how to discover bottlenecks, measure impact and run experiments. But do you know as a consultant: - The five principles to handle any and every client you come across? - How to create internal fans within a company to ensure your contract gets renewed? - How to rid yourself of the confining label of Marketing and have a broader impact? If the answer to any of these questions is 'no', then this book is for you. Growing Happy Clients takes you a step further than the 'Happily Ever After' of every growth hacking book on growth processes. You've got your client, you've got your skills, but now you need the abilities to deal with messy situations and internal challenges. To ensure that you get the hours and tools you need to guide your client to success. In Growing Happy Clients, we take you from kickoff to project reflection, teaching you all the 'soft skills' that separate a successful growth hacker from the rest. Whether you're a growth hacker or marketer freelancer, part of an agency or in-house, you will finish this growth hacking book as a better, more confident growth consultant, and ready to grow your happy clients. Who is this book for Freelance growth hackers and marketers Growth Hacking or Marketing consultants working at an agency or in-house Internal growth hackers or marketers hoping to implement growth hacking within an organisation About the Authors Daphne Tideman and Ward van Gasteren

have over ten years of combined experience in working with the fastest growing scale-ups and the biggest Fortune 500 corporates. Daphne was the first employee at what became a leading growth hacking agency. Ward was one of the first certified growth hackers in Europe and has consulted with 70+ companies as a freelance consultant. Quotes about Growing Happy Clients "□□□□□ - Must-read for all digital consultants. This book is a must-read. Not only for growth hacking consultants, but for all consultants working in the digital space. The book contains great advice, practical examples and lots of resources. It covers a project with a client from beginning to end in a very comprehensive manner. Highly recommended!" "I've thoroughly enjoyed reading Growing Happy Clients – I can't help to think it's going to be massively beneficial for those starting with growth hacking and additionally for those that think they know what growth hacking is but actually haven't got a clue □□." - Abi Hough, 20+ years of growth and optimization experience "I work as a marketer and even though I am not a consultant Growing Happy Clients helped me change the way we approach growth both in terms of project management and working together with different departments." - Fleurine T, Marketer at Goboony

GETTING EVERYTHING YOU CAN OUT OF ALL YOU'VE GOT

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LINUX

THIS BOOK INCLUDES 4 MANUSCRIPTS. THE UNDERGROUND BIBLE TO THE UNIX OPERATING SYSTEM WITH TOOLS ON SECURITY AND KALI

HACKING TO UNDERSTAND COMPUTER PROGRAMMING, DATA SCIENCE AND COMMAND LINE (HOW TO BECOME A HACKER WITH NETWORKING FOR BEGINNERS)

Independently Published If you are looking for a complete guide on how to install, configure, and use Linux as operating system, and a simple, step-by-step method for becoming a hacker, then keep reading... 4 Books in 1! This Book Includes: Linux for Beginners Linux for Hackers Hacking with Linux Hacking with Kali Linux Linux is a free and freely distributed operating system inspired by the UNIX system, written by Linus Torvalds with the help of thousands of programmers. Unlike other operating systems, such as MacOS (Apple operating system), UNIX is not intended to be easy to use, but to be extremely flexible. It is generally as easy to use as other operating systems, although great efforts are being made to facilitate its use. This operating system is an option to be taken into account by those users who are dedicated to work through networks, devote to programming, or learn hacking techniques. Especially for hackers, Linux is the best operating system on the market because it allows to perform a wide variety of tasks and transform your computer into an incredible hacking machine. Learn the hacking skills requires time. However, everything is possible with the correct guide and a lot of useful information. If you are ready to learn how to hack with Linux, then this book is your best bet. This is a detailed guide to learn all the principles of hacking and how to turn your Linux system into an unstoppable machine! You'll learn: Basic system concepts How to understand the user interface How to handle possible mistakes and errors How the operating system architecture works Basics of Linux and Hacking How to use Linux commands The correct hacking procedure Web and network hacking tools Ethical and unethical parts of hacking The hierarchy of hackers How to prevent cyber-attacks and malwares Cyber-security and cryptography Why is Kali Linux the best option for every hacker And much more Even if you are a complete beginner on programming this book will give you the correct information to understand the subject and start practicing today! As you reach the end of the book, you shall have a clearer picture of how the working environment works. The book has clear, simple explanations that can be easy to understand and thus, your journey towards learning how to hack shall be simplified. Start your journey! Develop underground hacking skills and turn your Linux system into a powerful, unbreakable, and unstoppable machine! Get This Book Today, Scroll Up and Click the Buy Now Button!

THE STARTUP OWNER'S MANUAL

THE STEP-BY-STEP GUIDE FOR BUILDING A GREAT COMPANY

John Wiley & Sons More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve

Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you: • Avoid the 9 deadly sins that destroy startups' chances for success • Use the Customer Development method to bring your business idea to life • Incorporate the Business Model Canvas as the organizing principle for startup hypotheses • Identify your customers and determine how to "get, keep and grow" customers profitably • Compute how you'll drive your startup to repeatable, scalable profits. The Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

THE ART OF DECEPTION

CONTROLLING THE HUMAN ELEMENT OF SECURITY

John Wiley & Sons The world's most infamous hacker offers an insider's view of the low-tech threats to high-tech security Kevin Mitnick's exploits as a cyber-desperado and fugitive form one of the most exhaustive FBI manhunts in history and have spawned dozens of articles, books, films, and documentaries. Since his release from federal prison, in 1998, Mitnick has turned his life around and established himself as one of the most sought-after computer security experts worldwide. Now, in The Art of Deception, the world's most notorious hacker gives new meaning to the old adage, "It takes a thief to catch a thief." Focusing on the human factors involved with information security, Mitnick explains why all the firewalls and encryption protocols in the world will never be enough to stop a savvy grifter intent on rifling a corporate database or an irate employee determined to crash a system. With the help of many fascinating true stories of successful attacks on business and government, he illustrates just how susceptible even the most locked-down information systems are to a slick con artist impersonating an IRS agent. Narrating from the points of view of both the attacker and the victims, he explains why each attack was so successful and how it could have been prevented in an engaging and highly readable style reminiscent of a true-crime novel. And, perhaps most importantly, Mitnick offers advice for preventing these types of social engineering hacks through security protocols, training programs, and manuals that address the human element of security.

HACKING

COMPUTER HACKING BEGINNERS GUIDE HOW TO HACK WIRELESS NETWORK, BASIC SECURITY AND PENETRATION TESTING, KALI LINUX, YOUR FIRST HACK

SPECIAL DISCOUNT PRICING: $8.95! Regularly priced: $11.99 $14.99. Get this Amazing #1 Amazon Top Release - Great Deal!This book will teach you how you can protect yourself from most common hacking attacks -- by knowing how hacking actually works! After all, in order to prevent your system from being compromised,

you need to stay a step ahead of any criminal hacker. You can do that by learning how to hack and how to do a counter-hack.Within this book are techniques and tools that are used by both criminal and ethical hackers - all the things that you will find here will show you how information security can be compromised and how you can identify an attack in a system that you are trying to protect. At the same time, you will also learn how you can minimize any damage in your system or stop an ongoing attack.With Hacking: Computer Hacking Beginners Guide..., you'll learn everything you need to know to enter the secretive world of computer hacking. It provides a complete overview of hacking, cracking, and their effect on the world. You'll learn about the prerequisites for hacking, the various types of hackers, and the many kinds of hacking attacks: Active Attacks Masquerade Attacks Replay Attacks Modification of Messages Spoofing Techniques WiFi Hacking Hacking Tools Your First Hack Passive AttacksGet Your Hacking: Computer Hacking Beginners Guide How to Hack Wireless Network, Basic Security, and Penetration Testing, Kali Linux, Your First Hack right away - This Amazing New Edition puts a wealth of knowledge at your disposal. You'll learn how to hack an email password, spoofing techniques, WiFi hacking, and tips for ethical hacking. You'll even learn how to make your first hack.Today For Only $8.90. Scroll Up And Start Enjoying This Amazing Deal Instantly

A BEGINNER'S GUIDE TO SCIENTIFIC METHOD

Cengage Learning This concise yet comprehensive guide provides an introduction to the scientific method of inquiry as well as detailed coverage of the many misapplications of scientific method that define pseudoscience. Compact enough to be used as a supplementary book in a science class, yet thorough enough in its coverage to be used as a core text in a class on scientific method, this text assists students in using the scientific method to design and assess experiments. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

CODING FREEDOM

THE ETHICS AND AESTHETICS OF HACKING

Princeton University Press Who are computer hackers? What is free software? And what does the emergence of a community dedicated to the production of free and open source software--and to hacking as a technical, aesthetic, and moral project-- reveal about the values of contemporary liberalism? Exploring the rise and political significance of the free and open source software (F/OSS) movement in the United States and Europe, Coding Freedom details the ethics behind hackers' devotion to F/OSS, the social codes that guide its production, and the political struggles through which hackers question the scope and direction of copyright and patent law. In telling the story of the F/OSS movement, the book unfolds a broader narrative involving computing, the politics of access, and intellectual property. E. Gabriella Coleman tracks the ways in which hackers collaborate and examines passionate manifestos, hacker humor, free software project governance, and festive hacker conferences. Looking at the ways that hackers sustain their productive freedom,

Coleman shows that these activists, driven by a commitment to their work, reformulate key ideals including free speech, transparency, and meritocracy, and refuse restrictive intellectual protections. Coleman demonstrates how hacking, so often marginalized or misunderstood, sheds light on the continuing relevance of liberalism in online collaboration.

THE PRODUCT BOOK: HOW TO BECOME A GREAT PRODUCT MANAGER

"Nobody asked you to show up." Every experienced product manager has heard some version of those words at some point in their career. Think about a company. Engineers build the product. Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What more does a company need? What does a product manager do? Based upon Product School's curriculum, which has helped thousands of students become great product managers, The Product Book answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed!

THE DEFINITIVE GUIDE TO SELLING ON AMAZON

As a former journalist, the plethora of click-bait headlines across the web is nauseating. I've had to draw the line plenty of times in my writing career, refusing to call something "definitive," comprehensive" or "all-inclusive" if it wasn't that. This book requires no such moral delineation. This book's headline, Definitive Guide, is the only possible way to describe what you will find in the subsequent chapters. It is by far the most complete and actionable information out there discussing how exactly to sell on Amazon. Here are some things you'll find throughout the book: - How expanding to Amazon helped a Water Polo company successfully sell swimwear to Alaska - 7 skills you must have to win on Amazon, as told to you by the former business head of Selling on Amazon - How you could lose on Amazon by winning -- and other tips and tricks to avoid a double-sided sword- Real examples of how to successfully sell on Amazon, when to use which strategies and growth hacking tips that edge on the side of controversial - Pitfalls that trip up even the best Amazon sellers out there -- and how to avoid each and every one of them - How to win the Buy Box, as told by Feedvisor, the unencumbered champion of Buy Box wins, where 82% of Amazon's sales happen - Why mobile matters most -- 70% of Amazon customers made purchases on Amazon's mobile site -- and how to optimize for it - Pricing and repricing strategies for both resellers and private label sellers alike -- plus tips to make you more, faster - How to get a 320% increase in sales in less than 10 minutes (hint: Amazon has SEO, too) - What The Mountain has to do with an Amazon customer review legend -- and how you can jump start your own with a simple email - A step-by-step guide to determining, once and for all, your actual Amazon revenue -- calculations and exactly what to measure are all included - Growth hacking tips and tricks that could earn you $5,000 for every hour you spend focused on Amazon You will find everything you need to start selling and winning on Amazon here. I can also assure you it will be a vital resource you continue to reference as you grow Amazon as a revenue channel. Even for those sellers already

highly profitable on Amazon, there are nuggets of insight to even further increase sales and operationalize your Amazon business. What are you waiting for? Dive in. Take action. Grow your business.

HOW LEARNING WORKS

SEVEN RESEARCH-BASED PRINCIPLES FOR SMART TEACHING

John Wiley & Sons Praise for How Learning Works "How Learning Works is the perfect title for this excellent book. Drawing upon new research in psychology, education, and cognitive science, the authors have demystified a complex topic into clear explanations of seven powerful learning principles. Full of great ideas and practical suggestions, all based on solid research evidence, this book is essential reading for instructors at all levels who wish to improve their students' learning." —Barbara Gross Davis, assistant vice chancellor for educational development, University of California, Berkeley, and author, Tools for Teaching "This book is a must-read for every instructor, new or experienced. Although I have been teaching for almost thirty years, as I read this book I found myself resonating with many of its ideas, and I discovered new ways of thinking about teaching." —Eugenia T. Paulus, professor of chemistry, North Hennepin Community College, and 2008 U.S. Community Colleges Professor of the Year from The Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education "Thank you Carnegie Mellon for making accessible what has previously been inaccessible to those of us who are not learning scientists. Your focus on the essence of learning combined with concrete examples of the daily challenges of teaching and clear tactical strategies for faculty to consider is a welcome work. I will recommend this book to all my colleagues." —Catherine M. Casserly, senior partner, The Carnegie Foundation for the Advancement of Teaching "As you read about each of the seven basic learning principles in this book, you will find advice that is grounded in learning theory, based on research evidence, relevant to college teaching, and easy to understand. The authors have extensive knowledge and experience in applying the science of learning to college teaching, and they graciously share it with you in this organized and readable book." —From the Foreword by Richard E. Mayer, professor of psychology, University of California, Santa Barbara; coauthor, e-Learning and the Science of Instruction; and author, Multimedia Learning

GROWTH HACKER MARKETING

A PRIMER ON THE FUTURE OF PR, MARKETING AND ADVERTISING

Profile Books Your new business went online yesterday and you've got a marketing budget of zero. How are you supposed to create a movement around your product? How can you get to your first thousand - or million - customers? Starting from zero, it feels impossible. Enter the growth hacker. You may not have heard of growth hacking yet, but you've certainly used the billion dollar brands built by it: Hotmail, AirBnB, Facebook, Dropbox, amongst many others. Growth hackers thrive on doing what traditional businessmen would consider impossible: creating something from nothing. They 'hack' their company's growth to create a narrative of sensational

success, turning excited media, users and social media into a viral marketing force that will help their business grow exponentially. Silicon Valley has realized that growth hacking - not television commercials and billboards - is the successful start-up's secret weapon. Now growth hacker extraordinaire Ryan Holiday is ready to share his experience, teaching you how to harness the power of growth to propel you to success. Featuring insights from leading growth hackers, Growth Hacker Marketing is the essential guide to the revolutionary new approach to growing your business.

NETWORKING: A BEGINNER'S GUIDE, SIXTH EDITION

McGraw Hill Professional Current, essential IT networking skills--made easy! Thoroughly revised to cover the latest technologies, this practical resource provides you with a solid foundation in networking fundamentals. Networking: A Beginner's Guide, Sixth Edition discusses wired and wireless network design, configuration, hardware, protocols, security, backup, recovery, and virtualization. You'll also get step-by-step instructions for installing, configuring, and managing Windows Server 2012, Exchange Server 2013, Oracle Linux, and Apache. This is the perfect book for anyone starting a networking career or in need of an easy-to-follow refresher. Understand network cabling, topologies, hardware, and the OSI seven-layer model Connect LANs and WANs Configure network protocols, such as TCP/IP, IPX/SPX, SMTP, DHCP, HTTP, WINS, and more Explore directory services, such as Microsoft's Active Directory, X.400, and LDAP Enable and support remote network access Secure your network and handle backup and disaster recovery Select, install, and manage reliable network servers, including Windows Server 2012, Exchange Server 2013, Oracle Linux, and Apache Manage network workstation computers Design a robust network from the ground up Work with virtualization technologies, such as Hyper-V, VMWare, and Oracle VM VirtualBox