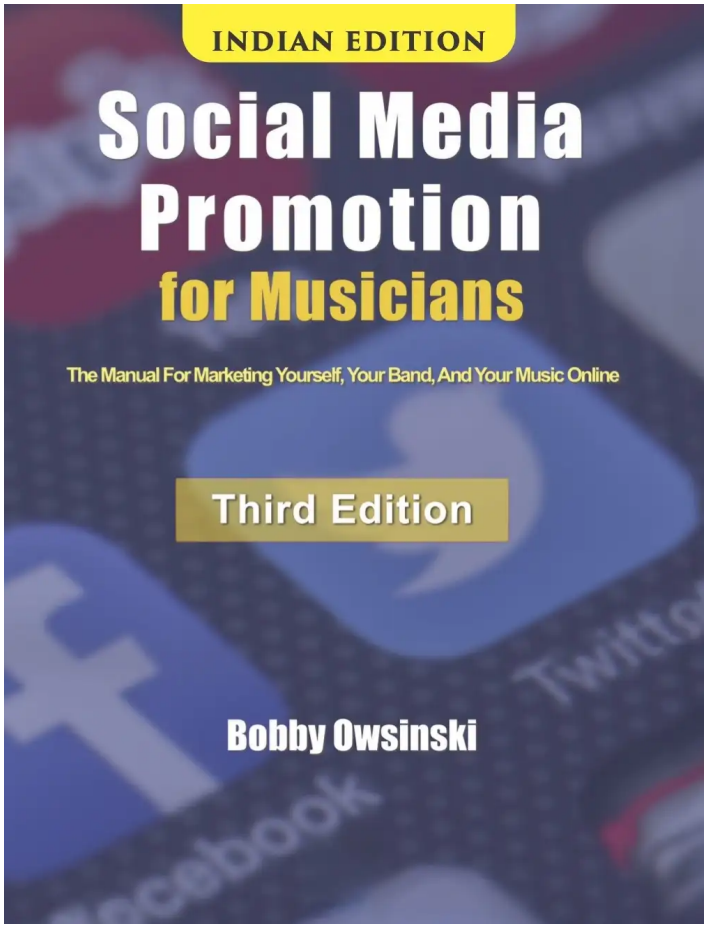

Social Media Promotion for Musicians (Indian Edition)

Author :	Bobby Owsinski
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Product Description

Learn how to efficiently use your online presence to promote your band, your music or yourself with the totally revised Third Edition of Social Media Promotion for Musicians. The updated book reveals the latest insider tips on how to use both the most popular platforms like Instagram, Facebook, YouTube and TikTok in conjunction with your website and mailing list to gain more fans, followers, views and streams. If you're an artist, band, engineer, producer or songwriter, Social Media Promotion for Musicians Third Edition provides the newest techniques and strategies to increase your online and streaming presence without taking away precious time from making music. BONUS: Now includes a special chapter on marketing to playlists| You'll Discover . How to maximize your online exposure to increase your fan base . How to have more time for creating by saving at least an hour each day on social media posting, and with better results| . Exclusive Facebook, YouTube, Instagram, TikTok and Twitter promotional tips that boost your streams, views and followers . How to uncover and develop your personal or band's brand . The secret behind successful posts and tweets that get maximum engagement . Which social platforms require your attention and which can wait . And much more|

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Introduction

1. It’s Called Promotion
2. Your Social Media Strategy
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8. Marketing With YouTube
9. Marketing With TikTok
10. Marketing with Twitter
11. Using LinkedIn for Marketing
12. Marketing With Blog
13. Playlist Marketing
14. Posting Frequency Strategy

Glossary Abou Bobby Owsinski

Author

Bobby Owsinski is one of the bestselling authors in the music industry with 24 books that are staples in audio recording, music and music business programs in colleges around the world, including the Mixing Engineer’s Handbook, The Music Producer’s Handbook, Music 4.0: A Survival Guide for Making Music in the Internet Age, and more. He’s also a contributor to Forbes covering the new music business, his popular production and music industry blogs are over 8 million visits, and he’s appeared on CNN and ABC News as a music branding and audio expert. Visit BobbyOwsinskiBlog.com, his music industry blog at Music3Point0.com, his podcast at BobbyOInnerCircle.com, and his website at BobbyOwsinski.com.

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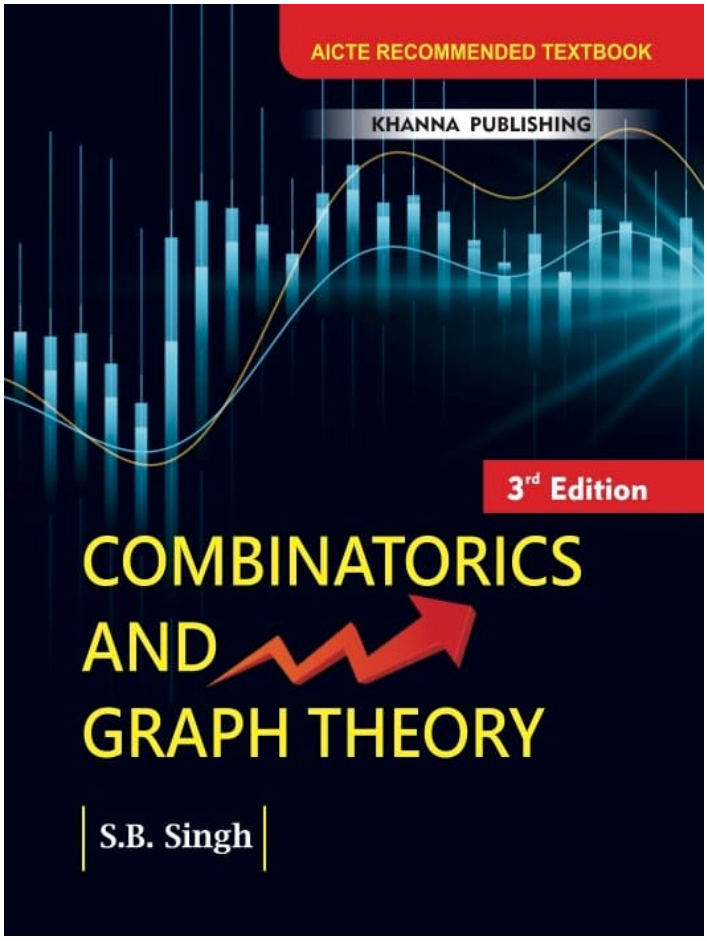

Combinatorics and Graph Theory

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Product Description

Extremely well organized and lucidly written book. Suitable textbook for the students of B.C.A., B.Sc.,(IT), B. Tech., M.C.A., M.Sc. More than 425 worked out problems with full solution. Around 400 problems of various levels of difficulty in exercises to review the understanding and testing the skills of the students. Topics are followed by figures. In total more than 760 figures are taken to back the understanding of topics.

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Chapter 1: Combinatorics. **Chapter 2:** Graph Theory. **Chapter 3:** Trees. **Chapter 4:** Planar Graph. **Chapter 5:** Matrix Representation of Graphs. **Chapter 6:** Colorings. **Chapter 7:** Directed Graph. **Chapter 8:** Enumeration.

Author

S.B. Singh Dr. S.B. Singh is an Associate Professor in the Deptt. Of Mathematics Statistics and Computer Sc., G.B. Pant University of Agri. & Tech., Pantnagar. He has around thirteen years of teaching experience at different Engineering Colleges and University. He has authored and co-authored seven more books. he has been conferred with four national awards.

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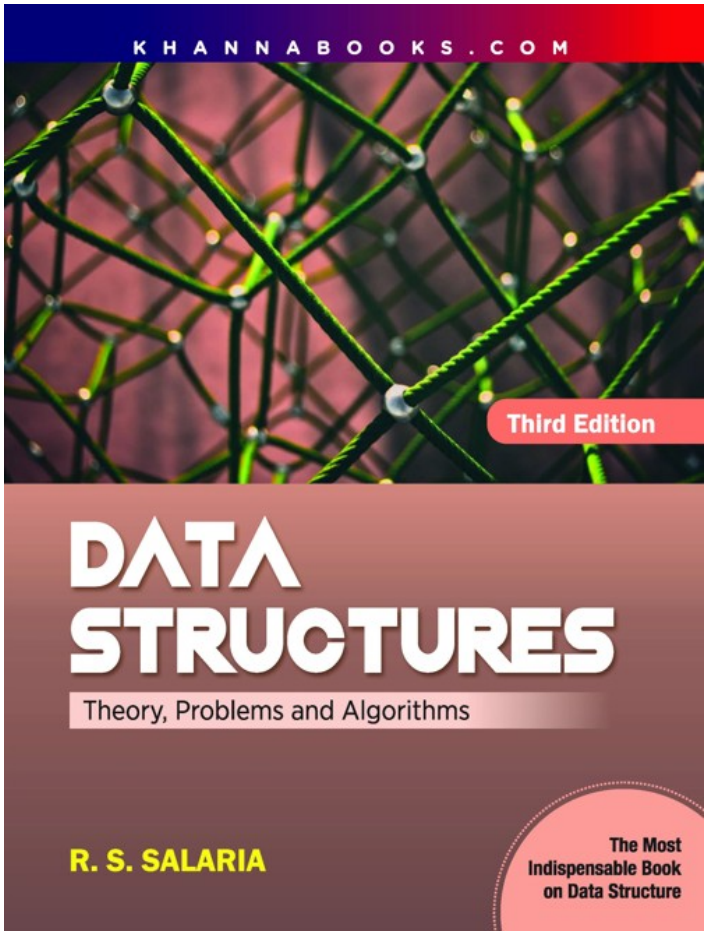

Data Structures

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Product Description

This book is specially designed to serve as textbook for the student of CA, BSc IT, MCA BE/B. Tech (CSE/IT) MSc (CS/IT) of all Indian Universities. The subject of data structures is of prime importance for the students of computer science and IT it is of practical nature and requires thorough understanding of basics and concepts of the subject before punting them into practice. This book will help the Student to meet all their basic requirements.

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Chapter 1: Introduction to Data Structures.

Chapter 2: Introduction to Algorithms.

Chapter 3: Arrays.

Chapter 4: Linked Lists.

Chapter 5: Stacks.

Chapter 6: Queues.

Chapter 7: Trees.

Chapter 8: Heaps.

Chapter 9: Graphs.

Chapter 10: Hashing and Hash Tables.

Chapter 11: Sorting Algorithms.

Author

R.S. Salaria Prof. R.S. Salaria is a superior teacher, a prolific author and a great motivator. He is an alumnus of IIT, Delhi. He is a Certified Software Quality professional by Ministry of Information Technology, Govt. of India: Sun Certified Programmer as well as Sun Certified Trainer by SUN Microsystems. He is a life member of computer society of India, Mumbai: Institution of Electronics and Telecommunication Engineers, New Delhi: Indian Society for Technical Education, New Delhi: Punjab Academy of Sciences, Patiala. Presently, he is talking initiatives to Sensitize the citizens of this great country about their fundamental responsibilities towards society and seeking their contributions to make the society a wonderful place for happy and peaceful living.

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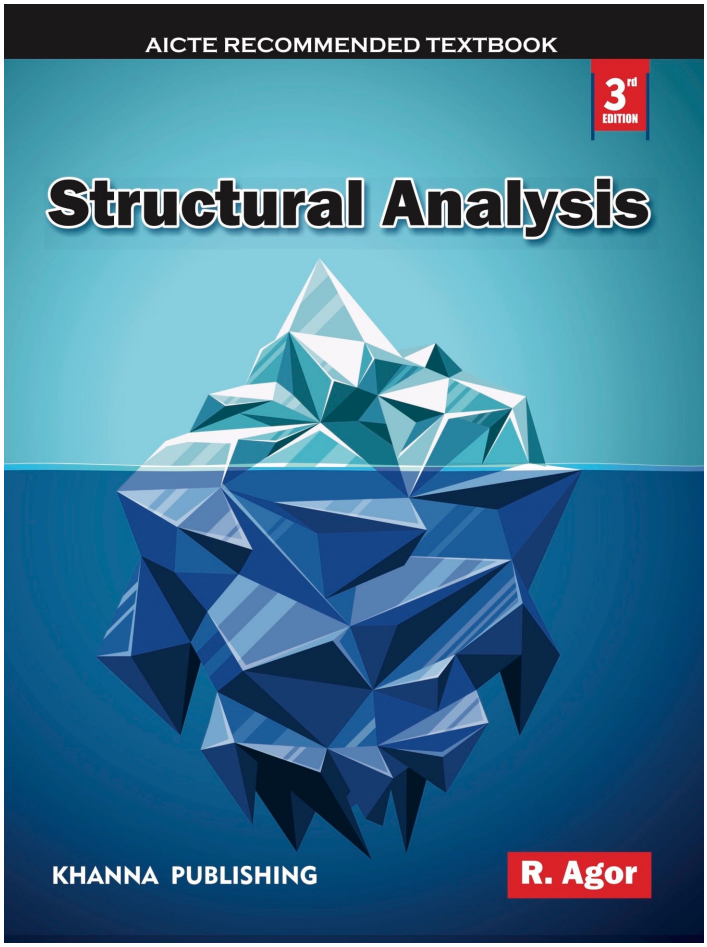

Structural Analysis

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Product Description

This Book Provided the requisite details of the subject structural analysis in a simple and lucid language to cater the needs of the undergraduate students of bachelor of Civil Engineering in Engineering Colleges of Indian universities abroad. The book is thoroughly revised and updated covering all necessary topic with a vast numerical example with neat diagrams. This edition shall be of immense help to students of engineering colleges who prepare of the U.P.S.C. Engineering Services Examination and Civil Services Examination (IAS) and sloe for gate Examination.

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Topics Covered in This Book: Chapter 1: Stress & Strains. **Chapter 2:** Centroid & Moment of Inertia. **Chapter 3:** Mass Moment of inertia of Solid Bodies. **Chapter 4:** Shearing Force and Bending Moment. **Chapter 5:**Bending Stresses in Beams. **Chapter 6:** Slope and Deflection of Beam. **Chapter 7:** Analysis of Determinate Trusses. **Chapter 8:** Deflection of Plane Frames. **Chapter 9:** Suspending Cables. **Chapter 10:** Three- Hinged Arches. **Chapter 11:** Shear Stress In Beam. **Chapter 12:** Masonry Dams And Retaining Walls. **Chapter 13:** Columns. **Chapter 14:** Torsion. **Chapter 15:** Rivetted & Bolted Joints. **Chapter 16:** Welded Joints. **Chapter 17:** Principal Stresses (Mohr's Circle). **Chapter 18:** Fixed End Beams.

Author

R. Agor, Lecturer in Civil Engineering (Retd.) Technical Education, Delhi.

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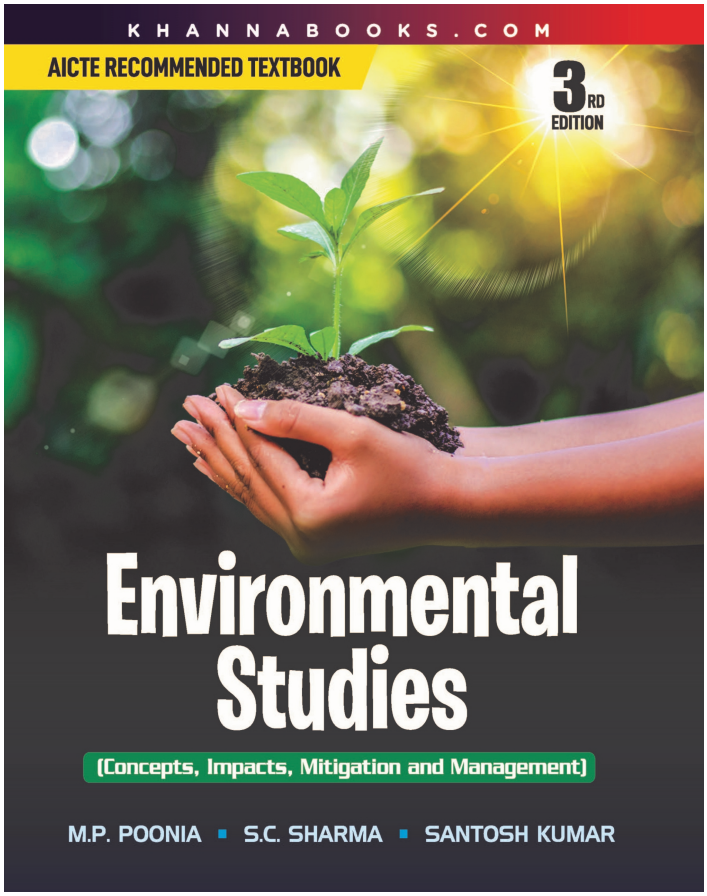

Environmental Studies

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Product Description

Environmental degradation has been major concern since past few decades, because of economic growth and development across the world has caused major impacts on the Earth's ecosystems and natural resources to an extent that can limit the well-being of future generations. India has recently started realizing the importance of environmental and the environmental education. Following the 2001 Supreme Court directive, the environmental education has been or is being included in the curriculum right from the school stage to College/University level.This book covers the syllabi of all Indian Technical Universities and other Universities for different disciplines, may it be in the name of environmental studies, environmental science. ecology or natural resource management. This book is written to bring about an awareness of a variety of environmental concerns and deals form concepts through impacts, mitigation auto management.

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Chapter 1: Introduction - Multi-Disciplinary Nature of Environmental Studies. **Chapter 2:** The Earth and the Biosphere (The Earth Sciences). **Chapter 3:** Ecology. **Chapter 4:** Ecosystems. **Chapter 5:** Biodiversity and its Conservation. **Chapter 6:** Natural Resources. **Chapter 7:** Forest Resources. **Chapter 8:** Water Resources. **Chapter 9:** Mineral Resources. **Chapter 10:** Land (Soil) Resources. **Chapter 11:** Energy Resources. **Chapter 12:** Food Resources. **Chapter 13:** Environmental Pollution (Hazards and Control). **Chapter 14:** Waste Management. **Chapter 15:** Disaster Management. **Chapter 16:** Social Issues. **Chapter 17:** Environmental Challenges. **Chapter 18:** Human Population and the Environment. **Chapter 19:** Resettlement and Rehabilitation (R&R). **Chapter 20:** Environmental Protection. **Chapter 21:** Environmental Legislations. **Chapter 22:**Environmental Impact Assessment (EIA). **Chapter 23:** Environmental Management and Environmental Management Plan. **Chapter 24:** Field Work (Project Work). **Exercise Question (Distinguishing, Short Answer Questions, Expansions, Fill in the Blanks, MC, True-False).**

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Authors

Dr. M.P. Poonia is presently serving as Vice Chairman, All India Council for Technical Education (AICTE). Prior to this, he remained as Director, National Institute of Technical Teachers' Training and Research (NITTTR), Chandigarh. Dr. Poonia is the recipient of Bharat Mata Award conferred by Indian Institute of Oriental Heritage (an International Institute of Oriental Studies and Research, Kolkata. Dr. M.P.Poonia is specialized in the field of Mechanical Engineering. He possesses a vast experience of 30 years. He has published 80 research papers in National and International Journals and published 8 books with M/s. Khanna Book Publishing Company. **S.C. Sharma** after graduation in 1966 joined as lecturer in Mechanical Engineering. He had been associated for more than 4 decades in various fields including learning and management of projects in India and abroad in different capacities. While working Hydro power projects for more than 15 years he has actively associated with various environmental and rehabilitation & resettlement issues and successfully resolved various complicated issues. He has also worked as consultant for matters related to safety, environment and R & R. He has written about a dozen books on subjects related to engineering and management including management of projects. **Prof. Santosh Kumar**, Former Professor of Civil Engineering at the Bihar College of Engineering/NIT Patna, obtained his Bachelor's degree in Civil Engineering from Regional Institute of technology/NIT Jamshedpur and Master's degree from University of Roorkee/NIT Roorkee. Further he obtained Dip. H.E. From Delft University, Netherlands. He completed his Ph.D from Patna University. Prof. Kumar taught water resources related subjects for more than 40 years. During his tenure he successfully guided four Ph.Ds. and a record 28 M.Tech dissertations. He also produced more than 50 research papers. Later he also acquired advanced knowledge in Environmental Science. Dr. Kumar was picked up by the World Bank as a consultant to its projects in Bihar at FMISC, where he served for four years. He is a Fellow of Institution of engineers India; Chairman Indian Water Resources Society (Patna Chapter).

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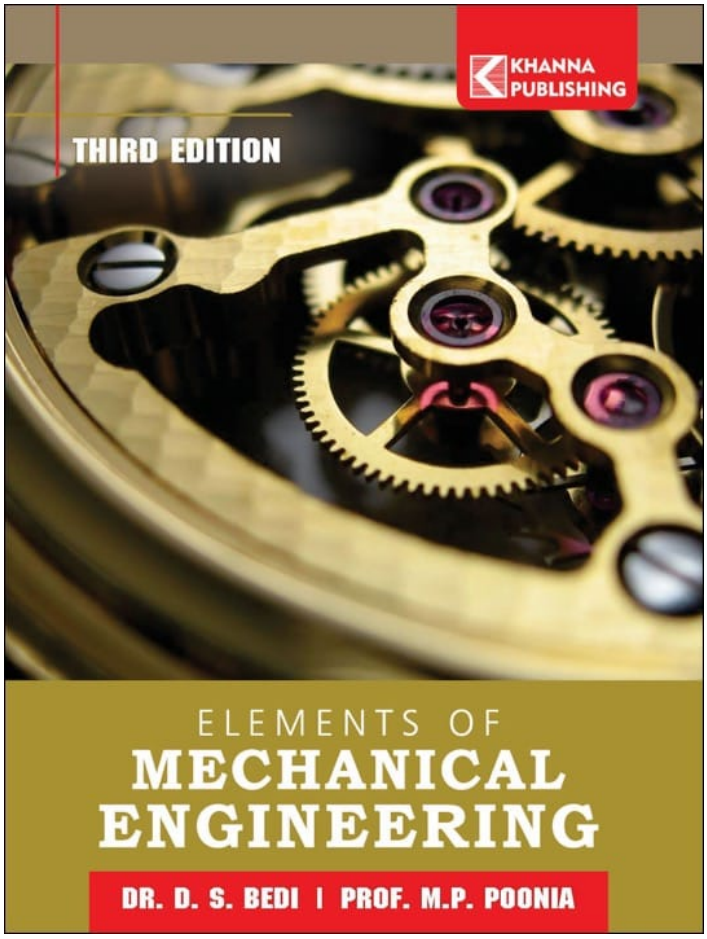

Elements of Mechanical Engineering

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Product Description

The subject 'Elements of Mechanical Engineering' embraces 3 different fields of Mechanical Engineering, namely Thermodynamics, Strength of Materials and Theory of Machines. The book is written in simple and easy to understand language. The authors have ingeniously brought in situations encountered by common man in his day-to-day life, so as to generate interest in the reader for the subject which otherwise leaves him high and dry. In addition to this, every topic is supplemented with large no. of solved examples (more than 300 examples) which deals with every possible situation. At the end of each chapter, review questions have been added so that the students are made conversant with the type of compulsory questions they have to face in university exam. These are also followed by large no. of model problems.

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Author

Dr. D.S. Bedi is one of the distinguished writers in India. He possesses a very excellent academic background. He had held various high positions viz. formerly Professor Emeritus at Department of Mechanical Engineering, Institute of Engineering and Technology (Punjab); Professor & Head, Dept. of Mechanical Engineering, Thapar Institute of Engineering & Technology (Punjab); Visiting Professor at Wayne State University, Detroit, MI (USA); Principal, Baba Banda Singh Bahadur Engineering College, (Punjab); Advisor-cum-Consultant at G.G.S. College of Modern Technology (Punjab); Director, Punjab College of Engineering; Technology, Punjab. **Dr. M.P. Poonia** is presently serving as Vice Chairman, All India Council for Technical Education (AICTE). Prior to this, he remained as Director, National Institute of Technical Teachers' Training and Research (NITTTR), Chandigarh. Dr. Poonia is the recipient of Bharat Mata Award conferred by Indian Institute of Oriental Heritage (an International Institute of Oriental Studies and Research, Kolkata. Dr. M. P. Poonia is specialized in the field of Mechanical Engineering. He possesses a vast experience of 30 years. He has published 80 research papers in National and International Journals and published 8 books with M/s. Khanna Book Publishing Company.

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