

## Web Resources

Business & E-commerce

Databases

Design & Creative Media

Hardware

IT Management

Networking and Communications

Operating Systems

Productivity Applications

Programming

Web Development

## Website Search

 

## Webmaster Resources

Useful Links

Request Link Exchange

## Online Support

Skype

Yahoo

MSN

Google Talk



[Home](#) / [Resources](#) / [Business and E-Commerce](#)

## Business and E-commerce

- Business Re-engineering
- Customer Service/Relations
- E-commerce
- Executive Skills Development
- Information Systems
- Investments
- Management Strategy
- Marketing and Strategy
- Online Strategy
- Personal Development
- Productivity
- Quality Management
- Security

## Articles

### Article :: Keyword Optimization for Google AdSense

Eric Giguere shows you how to fine-tune your web page to raise the prominence of specific keywords for the Google AdSense program.

### Article :: Living the "Least Privilege" Lifestyle, Part 4: Is Developing Secure Software as an Administrator an Impossible Dream?

Now that Don Kiely has convinced us of the need to run as mere users whenever possible, he focuses on how software developers can (and should) live the least privilege lifestyle to ensure that applications they write are secure.

### Article :: A Practical Introduction to eBay's Web API

eBay's API is more powerful than ever, and offers plenty of functionality for creating powerful and interesting applications. However, getting up to speed can be a bit daunting. Tim Stevens will get you started.

### Article :: Living the "Least Privilege" Lifestyle, Part 3: Surviving as a Mere User

In the first two parts of this series, Don Kiely scared us good with how dangerous it is to run as an admin, and pointed out what a pain it is to run as a mere user. But he has some tricks and tools up his sleeve to make the "least privilege" lifestyle a little more bearable, which he covers in this installment.

### Article :: Web Ad Layout and Placement Strategies for Maximum Clickthroughs

Although there are no absolute rules about placing advertisements on your website and which layout options to choose, Eric Giguere gives you some general guidelines to follow to help maximize clickthroughs.

### Article :: Achieving Robust Designs with Six Sigma: Dependable, Reliable, and Affordable

Developing "best-in-class" robust designs is crucial for creating competitive advantages. Customers want their products to be dependableâ€"plug-and-play." They also expect them to be reliableâ€"last a long time.' Furthermore, customers are cost-sensible; they anticipate that products will be affordable. Becoming robust means seeking winâ€"win solutions for productivity and quality improvement. This chapter will help you to achieve all of this.

#### **Article :: Find Money with Google's AdSense for Search Program**

Veteran author and Web developer Eric Giguere tells you all about Google's AdSense search and how you can use it to make your Web site more profitable.

#### **Article :: How to Think Clearly in a Time of Change: Substituting the Spiral for the Pendulum**

People commonly think of history as a pendulum, swinging back and forth between two extremes. This image doesn't quite capture reality, however, because context is constantly changing. A better metaphor might be a spiral, circling around a center point while constantly shifting context. This chapter explains this metaphor with illustrations from real life.

#### **Article :: On-Demand Computing: A New Paradigm**

When an organization as big as IBM stakes its future on a new approach to computing (called on-demand computing), we all should take note. Microsoft did the same thing when it bet the farm on its launch of Windows back in the 1990s. The main element of on-demand computing uses the IT infrastructure of today as a foundation for a more powerful model. Stephen Morris looks beyond the marketing hype to explore this model and what it might mean for IT workers.

#### **Article :: The Upgraded Digital Divide: Are We Developing New Technologies Faster than Consumers Can Use Them?**

TiVos and Treos and BlackBerrys. Wi-Fi and HDTV and plasma screens. Picture phones, digital cameras, iPods and now iPod cell phones. Complexity among consumer technology products has never been greater -- a good thing if the complexity means product improvement. But Wharton experts say new bells and whistles pose challenges to businesses and consumers alike. Complexity -- along with choice -- can have a big impact on how firms make and market new and improved gizmos, and on the decision processes of the people expected to buy them. Are we at a point, one commentator asks, where the next innovation will actually be the idea that ease of use is the most compelling feature of tech products?

#### **Article :: Why Search Marketing Is Important**

Since the rise of the Web in the 1990s, more and more of your customers have turned to the Web, and more specifically to Web search, to find what they are looking for. Learn how to take advantage of search engines to ensure that users are coming to *your* site for your product instead of a competitor's.

#### **Article :: Do Talk to Strangers: Encouraging Performative Ties to Create Competitive Advantage**

Often, what gives firms competitive advantage isn't just their repository of knowledge, but their use of "performative ties" — those impromptu communications made by colleagues who are strangers in which critical knowledge is transferred with no expectation of a quid pro quo. Learn how performative ties function in daily practice and — more importantly — how managers can go about encouraging them.

#### **Article :: From Minority to Majority: McDonald's Discovers the Woman Inside the Mom**

While most companies have come to accept that women are the most powerful force in the worldâ€"s increasingly consumer-driven economy, many still face the challenge of creating successful strategies to reach those women who have changed dramatically during the past 50 years. This excerpt from *The Power of the Purse* discusses the dramatic shift in the marketing focus of these companies.

**Article :: Surviving Sarbanes-Oxley Audits: Lessons Learned by Database DBAs**

Publicly held companies are now required to track and accurately report financial information as defined by the Sarbanes-Oxley Act enacted in 2002. One purpose of Sarbanes-Oxley (SOX) legislation is to guarantee that such companies have secure systems for managing, reporting on, and auditing their financial transactions, which translates into having financial databases with secure access, sensible controls, and reasonable disaster recovery capability. Louis Columbus explains how SOX, particularly Section 404, affects databases in the enterprise resource planning arena.

**Article :: Using AdSense for Content to Rent Ad Space to Google**

Ever the advertising pioneer, Google offers website owners the chance to rent ad space to Google with its simple but sophisticated program called AdSense for content. Eric Giguere provides the details in this article.

**Article :: Interview with David Sanders, MVP: Founding Visionary and President of Culminis – Bringing IT Together**

Stephen Ibaraki, I.S.P., offers an exclusive interview with Dave Sanders, Microsoft Most Valued Professional (MVP) recipient, founding visionary, and president of Culminis, the world's largest IT Pro organization. Culminis brings together and unites into an alliance IT Pros from user group organizations/societies/associations, corporations, and academia.

**Article :: Learn How to Make Decisions Confidently**

Knowing how to reach clarity on a decision quickly, especially in critical times, is a differentiating mark of an accomplished leader. It also looks effortless and easy to an observer. Of course, it isn't effortless and easy, but this chapter will help you learn how to make decisions confidently.

**Article :: Linking Strong Moral Principles to Business Success**

In *Moral Intelligence: Enhancing Business Performance & Leadership Success*, Doug Lennick and Fred Kiel look at the connection between strong moral principles and business success. Using original research, the authors show how the best performing companies have leaders who are able to promote moral intelligence throughout their organizations, despite the fact that the business world all too often rewards bad behavior, at least in the short run. Included in their book is what the authors call their Moral Competency Inventory, a metric that can help leaders assess where they and their organization currently stand.

**Article :: Managing Passwords In an Unsafe World**

How do you keep track of the gazillion passwords needed to access your various resources? Steve Schafer gives you the skinny on consumer options available for managing all those passwords.

**Article :: Economic Outlook for Week of September 20, 2005**

Despite Katrina and now Rita, it's still business-as-usual at the Federal Reserve. The Fed's latest quarter point rate hike, to 3.75%, now puts the economic expansion in jeopardy. As post-hurricane economic data trickles in, the outlook becomes more alarming. Simply put: The destruction caused by Katrina COMBINED with the deterioration in household finances AND the Fed's propensity to just keep on hiking rates will result in a prolonged period of growth recession in the next two to three quarters. Bernard Baumohl explains.

**Article :: Alternate Data Streams: Threat or Menace?**

By now, you're probably aware of how easy it is to accidentally leave metadata in your Microsoft Word documents, offending or amusing recipients who can easily uncover your mistakes. Did you also know that bad guys might be helping you to even more embarrassment (or danger), by using the alternate data streams (ADS) capability of Windows NTFS to hook warez, pornography, or even hacker's tools to your innocent files?

**Article :: Living the Least Privilege Lifestyle, Part 2: Why Running as a Non-Admin is Safer**

Most of us want more power, never less. But Don Kiely explains how deliberately limiting **your** power over your system can help you to prevent **someone else** from getting power over it. Running as a "mere user" is sometimes inconvenient, but the aggravations are outweighed by the control you gain.

**Article :: Picking Up the Pieces from Katrina: What Lies Ahead**

When Hurricane Andrew struck south Florida in 1992, it caused what was then the largest natural disaster in American history, with more than \$30 billion worth of damage. The economic fallout from Hurricane Katrina -- which last week ravaged New Orleans, La., and the Gulf coast -- looks to be much larger; indeed, some estimates put the damages/losses as high as \$200 billion. Still uncalculated is Katrina's effect on the oil and gas industry, insurers, real estate, tourism and the financial markets, not to mention the future of hundreds of thousands of people displaced by the storm. Wharton professors assess the impact of what is clearly the costliest natural disaster ever to strike the U.S.

**Article :: The Importance of Service Level Agreements in Outsourcing Contracts**

Outsourcing business functionality sounds like an easy way to cut costs: "Just get someone cheaper to do it." But hiring an application service provider doesn't abdicate your responsibilities to your own customers. How will you guarantee that the vendor provides an appropriate level of support? As Nadeem Ahmed explains, a carefully crafted service level agreement helps to protect both sides of the bargaining table.

**Article :: Handling Tough Questions: The Critical Dynamics of Q&A**

This chapter demonstrates exactly how *not* to respond when faced with difficult questions. A Defensive, evasive, or contentious response can actually damage your cause even more than an unpopular but honest one. This chapter outlines each of these improper responses, and provides an illustration of each which demonstrates how they can be harmful.

[Freelance Web Designer](#) | [Site Map](#) | [Contact Us](#) | [Send Feedback](#)

Use of this website signifies your agreement to the Terms of Use. © 2002-2005 Web Design India. All rights reserved.