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January '11 Issue:

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New Books & Videos:



Mining the Social Web



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vi and Vim Editors Pocket Reference
Second Edition

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Fourth Edition

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O'Reilly Media titles to help you start a new year

O'Reilly is here to help you ease into the New Year with a special month-long promotion. Simply compile a wish list of O'Reilly titles - print or ebook or video or all - that you'd like to own, totaling up to **\$500 in value**. Post that list online

(your blog, your Facebook page, etc.), and [send us the link](#) by 11:59pm PST on Tuesday, Feb. 22, 2011. One lucky person will receive the titles on his or her list. [More information](#).



O'Reilly News & Commentary

New geolocation app connects citizen first responders to heart attack victims

By [Alex Howard](#)

A new iPhone app will dispatch trained citizens to help others in cardiac arrest. The app is the latest evolution of the role of citizens as sensors, where resources and information are connected to those who need it most in the moment.

[Read more.](#)

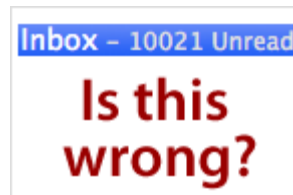


Open question: What's the point of inbox zero?

By [Mac Slocum](#)

I have more than 10,000 unread messages in my inbox, and I think I'm okay with that. But am I missing something by not pursuing "inbox zero"?

[Read more.](#)



Can open source reinvent the music business?

By [Jono Bacon](#)

Chart success would be nice, but Severed Fifth has a loftier goal than most bands. They want to use hallmarks of the open source movement - specifically, community involvement and free distribution - to change the music business.





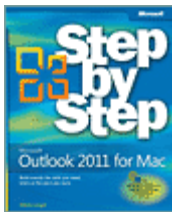
The Facebook Marketing Book



Windows Phone 7 Developer Guide



HTML5 Step by Step



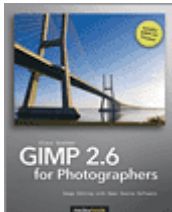
Microsoft Outlook 2011 for Macintosh Step by Step: Rough Cuts Version



Microsoft Dynamics CRM 2011 Step by Step



Network Your Computers & Devices Step by Step



GIMP 2.6 for Photographers

Take Control of iPhone and iPod touch Networking & Security, iOS 4

[Read more.](#)

Getting started with HTML5 mobile web development

HTML5 mobile development promises to be a big growth area in the years ahead because the learning curve is relatively minor. As [HTML5 Mobile Web Development](#) instructor Jake Carter notes in the following interview, you don't need extensive programming experience to get going. [Read more.](#)



More from O'Reilly Answers:

- [How to decide between RDBMS and Cassandra](#)
- [Items you should have on hand when building your own PC](#)
- [10 tips for Android application development](#)
- [How to change the look of Outlook](#)

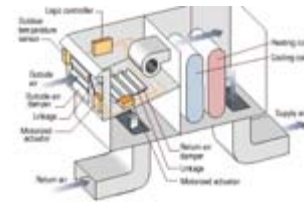
Share knowledge, ask questions on [O'Reilly Answers](#) today.

Strata Week: Data centers

By [Julie Steele](#)

This week, we look at the problem of too much government data, and companies beginning to build air-economized data centers (some in barns!). Plus: a few suggestions for pre-Strata reading on big data.

[Read more.](#)



Suggestion for Amazon: Open source the Kindle apps

By [Joe Wikert](#)

Joe Wikert has some advice for Amazon: Turn the Kindle apps into open source projects and enlist the help of the community to enhance and improve them. [Read more.](#)



Upcoming Webcasts - Meet Experts Online

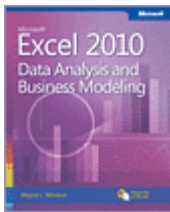
Inside Google eBooks: The Platform, Partners and Titles

A Free Live Webcast - Feb 3 @ 10AM PT

Google eBooks is a device-agnostic e-commerce platform that helps publishers, authors and retailers reach new, connected readers. Two months since launch, what does Google eBooks mean to you? Test your know-how, refresh your memory and learn the latest about the web reader, apps, retail and reader



Edition



Microsoft Excel 2010: Data Analysis and Business Modeling
Third Edition



Creating List-Based Apps in App Inventor



Connecting to Web Data and APIs with App Inventor



Crap Detection 101: How to Distinguish Good and Bad Information Online



Software Testing Foundations
Third Edition



HTML5 and CSS3
(Pragmatic Bookshelf)

Inside the Microsoft Build Engine

trends from Google. The fact-filled presentation will be followed by a lively and interactive Q&A session.

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More upcoming webcasts:



How Sharding Works

Presented by [Kristina Chodorow](#)

February 4, 2011 @ 10 PT

Check out our [Webcast page](#) for on-demand videos of past webcasts and more upcoming live events.



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Featured Video: David Pogue's "Making Stuff" NOVA series

New York Times technology columnist and creator of the [O'Reilly Missing Manuals](#) book series David Pogue is hosting a new four-part series called "Making Stuff," which airs on PBS today, January 19th.



Second Edition

[More New Books >](#)



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Enter into the Sweetwater Win Your Wish List Giveaway at www.sweetwater.com/winyourwishlist to win \$5000 in Gear from your wishlist. Win Type : Gift Total ARV Value : \$5000 Entry Type : entries on monthly basis. Difficulty Level : Moderate (4 out of 10). Sweetwater always comes first in our mind when we think about purchasing musical instruments. It is famous for its high-tech and pro musical instrument. Now, you could win up to \$5,000 of your dream gear that you saved in your online wish list! It's not a joke, it's true! So, just create your wish list for a chance to win it. Limit: Each entrant can receive only one entry into the Giveaway per month during promotional period. The minimum age required to enter the Giveaway is 18 years. How to Enter Gino's Win Your Wish List (previously Win Your Wish List from 2014-2016) is a British game show that first aired on BBC One as a National Lottery show from 27 December 2014 to 7 May 2016 with Shane Richie as host and then on Channel 5 since 28 July 2018 with Gino D'Acampo as host. In each episode, a family of five compete in six rounds to try to win prizes from list of six gifts they have previously chosen (their "Wish List"). Each of the six rounds is based on either a question and answers on a