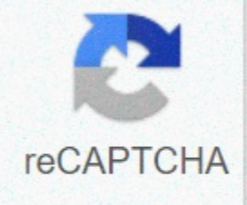




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Journalist, Technology Entrepreneur Credit Image: UnsplashNowadays, in the age of information overload, it might still be difficult to find practical advice to use for building a business or product. Good books and ebooks can become a great source of ideas, real life experience to review and analyze, a coach helping to avoid typical mistakes. Here is a list of these online marketing books that every industry professional or entrepreneur should read in 2020.1. Content Marketing for Traffic and Sales by Daniel Daines-HuttDaniel Daines-Hutt Content Marketing for Traffic and Sales is perfect for any marketer who feels their content is not doing what it should. It's ideal for you if you feel your content is missing something, and you're not sure why? Everyone tells you to write more often, but you go crazy for all the work and small results. Daines-Hutt tells you what content will make a difference for you, and then tells you how you can get the most out of that content.2. Theory and practice. The Ultimate Guide To Online Content Marketing by Aleksandr LashkovThis book is intended to help you solve practical marketing tasks. Alex Lashkov runs his own content marketing agency in Miami, and has worked with dozens of technology start-ups over the past ten years. An expert in the technology industry, he has extensive experience in helping technology companies talk to people using language that people can understand. This guide focuses on the practical issues that each content creator faces in their day-to-day work. This is a training ground that gives you knowledge about the types of modern content and tactics that can help raise awareness and engagement. All statements are supported by actual case studies3. Rich BrooksRich Brooks' The Lead Machine The Small Business Guide to Digital Marketing describes the critical aspects of modern digital marketing and shows you how you can grow them and grow your business. It talks about the different strategies you can use to get visitors to your website and how you can make sure they keep coming back. The complexity around certain elements of digital marketing is simplified and readers are presented with a book that simplifies what they need to do. The book provides a step-by-step guide to developing your online business that is perfect for marketers and entrepreneurs in any niche.4 Hooked: How to Build Habit-Forming Products by Nir Eyal is an expert in the field of behavioral design, and the book is the result of his ten years of research. Eyal helps you understand not how to get people to buy your product, but to get into the habit of buying your product. Another important fact about this book is that Product Hunt founder Ryan Hoover has helped make the content even more convenient. The author describes the real methods that are used by modern companies to attract attention and build a direct connection to the product or service they sell. This book is a handy tool for driving your company's retention measures.5 Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success By Sean Ellis and Morgan Brown Hacking Growth is a relatively new book and, more importantly, the ideas it contains are not reconditioned from the good old things of Philip Kotler. Both authors have solid practical knowledge, especially since Ellis and Brown are pioneers of growth piracy. This book will give you a practical overview of the multiple distribution models available. With it, you'll get a real guide on how to implement growth piracy within your business.6 Data-Driven Marketing with Artificial Intelligence: Harness the Power of Predictive Marketing and Machine AI for Marketing by Magnus Unemyr, 2018 This is quite a unique work by Magnus Unemyr. First, it has information about the application of AI to marketing, which Unemyr acquired by interviewing companies and marketing executives in high-level product construction companies. Second, it has a perfectly structured content, because all products are divided into several categories. These categories include competitive intelligence, predictive pricing, ad strategy, e-commerce, content marketing, lead and customer acquisition, customer relationships, segmentation and customer journey. These categories allow you to understand how and what tools can help you solve specific tasks7. The Choice Factory: 25 Behavioural Biases That Influence What We Buy by Richard ShottonBehavioral science explains what really motivates people, rather than what they claim motivates them. The factory of choice shows how the results of this strong field can easily be applied to marketing. Shotton highlights the complexity of target selection and discusses how marketers should do so. Even if you're not a marketer, this book provides fascinating insights into consumerism and human behavior. It focuses on day-to-day decisions and examines what drives us to make them and, therefore, what makes us tick. What great marketing books are you familiar with? Join Hacker Noon Create your free account to unlock your personalized playback experience. An online master's degree in reading usually does not lead to initial certification as a teacher. On the contrary, the diploma offers current teachers advanced reading and writing skills. Most graduate programs in focus on the evaluation and supervision of classroom reading, language arts and children's literature, as well as the diagnosis and resolution of reading difficulties. Some programs focus on literature, while others examine various theories of reading pedagogy. In many states, obtaining a master's degree in online reading is a prerequisite for meeting state standards for certification as reading specialists. Not all students in a master's program in reading intend to seek employment as reading specialists. Reading, teachers can also use the diploma to improve their skills, and pedagogical coordinators use their diplomas to help teachers throughout the school improve reading instruction. In general, an online reading master's degree takes about 30-38 credits and about 18-24 months to complete. Most online degrees include the same courses as their campus counterparts. What common courses are offered as part of a master's degree in reading and literacy? An online master's degree combines courses in educational strategy, learning theories, reading concepts and children's literature. Although programs vary by school and program, the list below describes some of the most common courses students complete. Experienced teachers and educators develop skills to teach reading to various students. They plan culturally and linguistically diverse lessons by analyzing topics, themes and issues from a range of perspectives. Learners are also exploring strategies to improve reading teaching in content areas. Commercial books in elementary class business books are commercially published fiction and non-fiction books designed for the general readership. Students in this course identify and use significant business books in the elementary class. This includes identifying appropriate business books and using them as an additional resource throughout the curriculum. Socio-psycholinguistic theory applications to reading instruction Socio-psycholinguistic theory states that readers construct the meaning of a text from their own cultural experiences and values. Students apply this theory to indirect and independent methods of teaching reading in the classroom. Diagnosis in Language Difficulties Students learn to recognize signs of dyslexia and other reading difficulties in students at all levels. They also learn to identify warning signs in early language slow language learners who may report reading difficulties later on. Advanced Study of Content Reading and Literacy for Secondary Education This course presents advanced studies of theory and practice for reading and writing teaching at the secondary level. Students explore reading and writing strategies in all areas of content. They also design and evaluate a high school reading program. Most schools need hours of practice in this course. What specialisations are as part of a master's degree in reading and literacy? While some schools offer a general master's degree in online reading, others offer concentrations for students to adjust their degree. Depending on your academic interests and professional goals, you may be able to obtain certification in more than one area. Specialization options vary by school, but the list below includes a sample of those available. This specialization focuses on multicultural and international perspectives within the canon of literature for children and young adults. Students in this may pursue a doctorate, complete a teaching certificate or complete additional graduate studies in librarianship. The program focuses on theoretical methods, research approaches and educational strategies in the field. Language Arts Education Designed for future literacy education consultants, reading teachers and diagnosticians in reading clinics, this specialization focuses on the arts of language in literature-based reading programs. The courses include language reading issues, assessment and development of reading skills, clinical experiences in reading assessment and teaching. Graduates can obtain a specialized degree in reading and literacy in some states. English as a Second Language This specialization combines the fields of learning English with reading and literacy. The courses include second language acquisition, ESL teaching methods and multicultural and multilingual learning environments. Students also complete courses in linguistics and language arts pedagogy. Students can do internships in the ESL and reading teaching. Many master's programs in online reading end with a capstone project such as a thesis, portfolio, final exam or electronic evaluation. Some schools even allow students to choose the scope and style of their headstone. A thesis requires students to conduct research in the field of reading and literacy, and to submit an analysis to a faculty committee. A portfolio, on the other hand, usually emerges from the work done during an internship. Programs that require a final review create a comprehensive but targeted formal evaluation based on all courses in the program. An electronic evaluation introduces digital technology into an existing literacy class. How can I choose a quality online master's degree in reading and literacy? Choosing the right master's program in online reading can be a challenge; however, prospective students should consider the reputation, accreditation status and affordability of a program. Education programs with a solid reputation are likely to meet the standards of many states for a reading specialist certification. You should also assess the graduation rate of a prospective school; a high graduation rate indicates that an institution is committed to helping students get an education. Accreditation is also important. Students should ensure that the programs they plan to be accredited regionally. Many of the best online reading master's programs are accredited to the Council for Educator Readiness Accreditation (CAEP). Although not vital, caep accreditation certifies a school's commitment to excellence in teacher training. Finally, students entering a teaching career should consider all available sources of funding to avoid significant student loan debt. Most students who pursue an online master's degree in reading and literacy can improve a teacher's skills while positioning them for leadership jobs. Reading specialists serve students at all levels, from kindergarten to post-secondary school. They can teach full classes, small groups or individual students, and many reading specialists develop programs to help classroom teachers teach literacy. Some also take responsibility for school-wide reading programs. Educational coordinators can select, implement and evaluate their schools' reading programs. As a member of the leadership team of a K-12 school, educational coordinators oversee teaching standards and curricula. These educators choose the curriculum, work with teachers and school leaders to implement the curriculum, and evaluate its effectiveness at the school level. They also plan and coordinate educational conferences for teachers, as well as mentor and coach teachers. Some teaching coordinators serve the general school, while others specialize in a field of instruction, such as reading and literacy. Many certified K-5 teachers earn their master's degree in literacy to increase their earning potential and improve classroom reading instruction. They can also pursue a career as a reading specialist, which requires additional certification in most states. In addition to helping struggling readers, a reading specialist trains teachers and assistants in new methods of teaching reading, and develops school-wide reading initiatives. The college's teachers educate students in grades 5 to 9. They work mainly in public or private schools, but may also work in online learning environments. The day-to-day activities of high school teachers include lesson preparation, direct instruction, supervision of reading groups, assessment of student achievement and classroom management. Many of the college's reading teachers also supervise after-school writing or reading clubs and arrange meetings with parents or other education professionals. Secondary school teachers teach students in grades 9 to 12 in public, private and online schools. While most reading teachers focus on reading high school literacy teachers work with struggling readers who must meet minimum standards to graduate. These professionals choose workbooks and novels for students and recommend testing learning disabilities. They also provide support to the special education system, sponsor clubs and keep records. Usually employed in a technical school, a liberal arts college or a research university, post-secondary educators teach students in their field of specialization. A reading education teacher can teach teachers about education, literacy or reading education. In addition to classroom work, post-secondary educators also sit on committees, write grants, sponsor student clubs and Some post-secondary teachers work in higher education full-time, while others serve as part-time assistants or instructors. Source: Bureau of Labor Statistics, 2018 What is the expected growth in employment for reading and literacy careers? The Bureau of Labor Statistics (BLS) predicts that library training, education and science occupations will increase by 9% between 2016 and 2026. Because public schools depend on state budgets determined by elected legislators, the growth rates of education professions fluctuate across states and can change significantly over time. Reading and literacy specialists working in community programs or adult education should not expect growth as strong as those working in public education or as post-secondary teachers. Earning a master's degree in online reading can be a rewarding but costly experience. Fortunately, many financial assistance programs can help students reduce or eliminate the cost of higher education. The U.S. government offers loans, grants and loan cancellation programs to eligible teachers. States, municipalities and private donors also provide financial assistance to future teachers. Students can benefit from federal financial assistance programs such as grants, vocational programs and a range of loans. Assistance kits that specifically assist military personnel and veterans are also available. To begin the federal financial assistance process, students must complete the free application for Federal Student Assistance (FAFSA), available online at studentaid.ed.gov. Teacher loan cancellation through the Teacher Loan Forgiveness Program, current and potential educators can apply to the U.S. government to cancel their current Perkins federal loans. To be eligible, recipients must teach low-income families in a high-needs area, as their state says, for 1 to 5 years. Other qualifications may apply. State and municipal financial assistance States and cities support public education by providing grants, scholarships and other incentives to education students. The Milwaukee-area Teachers' Scholarship, for example, funds current Milwaukee teachers who are pursuing graduate studies through Marquette University. Illinois also offers a refund program teacher. TEACH Grant's graduate education students can receive up to \$8,000 from the U.S. government through the TEACH grant. This award is not a needs-based subsidy. Instead, grant recipients must teach for at least four years in a high-needs field in a low-income school and maintain a MOYENNE of 3.25 or more. Private scholarships Future teachers can apply for private funds through scholarships created by foundations and other private organizations. The amount and qualifications vary in both quantity and qualifications. Teach.org offers a large scholarship database exclusively for teachers. Sites such as scholarships.com, collegescholarships.org and fastweb.com also offer searchable databases Scholarships. Scholarships.

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