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journalist, tech entrepreneur image credit: Unsplash Nowadays, in the era of information overload, it might still be difficult to find practical tips to use to build a business or product. The right books and ebooks can become a great source of insight, real-life experiences to review and analyze, the coach helps avoid typical mistakes. Here is a list of such books dedicated to online marketing that every industry professional or entrepreneur should read in 2020.1. Content Marketing Traffic and Sales Daniel Daines-Hutt Daniel Daines-Hutt's Content Marketing traffic and sales is perfect for any marketer who believes their content doesn't do what it should be. It's perfect for you if you feel that your content is missing something, and you're not sure why? Everyone else tells you to write more often, but you go crazy for all the work and small results. Daines-Hutt shows you what content will change things for you, and then tells you how you can make the most of this content.2. Theory and practice. The Ultimate Guide to Online Content Marketing by Aleksandr Lashkov This book is designed to help you solve practical marketing tasks. Alex Lashkov runs his own content marketing agency in Miami, and has worked with dozens of start-up technology companies over the past decade. A technology industry expert, he has a lot of experience helping technology companies talk to people using languages that people can understand. This guide focuses on the practical issues each creator faces in his daily work. It is a learning foundation that gives you knowledge of modern content types and tactics that can help drive help and engagement. All notifications are supported by real-life case studies.3. Lead Machine Small Business Guide to Digital Marketing by Rich Brooks Rich Brooks describes the critical aspects of today's digital marketing and shows how you can expand them and grow your business. He 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 some elements of digital marketing has been simplified and readers are presented with a book that simplifies what they need to do. The book provides a step-by-step to grow your online business, which is ideal for marketers and entrepreneurs in any niche.4. Hooked: How to Build Habit-Forming Products by Nir Eyal 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 make a habit of buying your product. Another important fact about this book is that Product Hunt founder Ryan Hoover helped make the content even more practical. The author outlines the methods used by modern companies to draw attention and connect directly the product or service they sell. This book is a practical tool to manage your business's retention metrics.5. Hacking Growth: As today's fastest growing companies drive breakout success By Sean Ellis and Morgan Brown hacking growth is a relatively recent book and, more importantly, the ideas it contains are not repackaged from the old old things by Philip Kotler. Both authors have solid practical knowledge, especially since Ellis and Brown have pioneered the growth of hacking. This book will provide a hands-on insight into a number of available distribution models. With it you will get a real guide on how to implement growth hacking in your company.6. Data-driven marketing with artificial intelligence: Use forecasting marketing and machine marketing power by Magnus Unemry in 2018 This is a pretty unique Magnus Unemry job. First, it features insight into the application of AI marketing, which Unemry got by interviewing business and marketing execs at companies that make up top products. Secondly, it offers completely structured content, because all products are divided into several categories. These categories include competitive information, forecasting bids, ad strategy, e-commerce, content marketing, lead and customer acquisition, customer relationships, segmentation, and customer journey. These categories let you understand how and what tools can help you solve certain tasks.7. Choice Factory: 25 Behavioral Biases that Affect What We Buy by Richard Shotton Behavioral science explains what really motivates people, not what they claim motivates them. Choice Factory shows how the findings from this strong field can easily be applied to trade. Shotton emphasizes the complexity of target selection and discusses how marketers should do so. Even if you are not a marketer, this book provides a fascinating insight into consumerism and human behavior. It focuses on everyday decisions and explores what makes us take them, and so that's what makes us tick. What great marketing books worth reading do you know? Join Hacker Noon Create your free account to unlock your custom reading experience. What do the numbers mean? Everyone would like to have healthy blood pressure. But what exactly does that mean? When your doctor takes your blood pressure, it is expressed as a measurement with two numbers, one number up (systolic) and one on the bottom (diastolic), such as a fraction. For example, 120/80 mm Hg. The upper number refers to the amount of pressure in the arteries during the contraction of the heart muscle. This is called systolic pressure. The lower number refers to your blood pressure if your heart muscle is between beats. This is called diastolic pressure. Both figures are important for determining the state of your heart health. Numbers larger than the ideal range indicate that your heart too heavy to pump blood pumped into the body. Part about Pinterest About normal reading, your blood pressure is required to show a top number (systolic pressure) that is between 90 and less than 120 and the lower number (diastolic pressure) that is between 60 and less than 80. The American Heart Association (AHA) believes that blood pressure is within the normal range where both your systolic and diastolic numbers are within these ranges. Blood pressure readings are expressed in millimetres of mercury. This unit is shortened as mm Hg. Normal reading should be any blood pressure below 120/80 mm Hg and above 90/60 mm Hg in adults. If you are in the normal range, no medical intervention is required. However, you should maintain a healthy lifestyle and a healthy weight to help prevent hypertension from developing. Regular exercise and a healthy diet can also help. You may need to be even more wary of your lifestyle if hypertension works in your family. The number greater

than 120/80 mm Hg is a red flag that you need to take on heart healthy habits. If your systolic pressure is between 120 and 129 mm Hg and your diastolic pressure is less than 80 mm Hg, this means that you have high blood pressure. Although these numbers are not technically considered high blood pressure, you've moved beyond the normal range. High blood pressure is a good chance of turning into actual high blood pressure, which causes you to increase your risk of heart disease and stroke. No medications are required for high blood pressure. But that's when you should make healthier lifestyle choices. A balanced diet and regular exercise can help lower your blood pressure to a whole range and help prevent high blood pressure from developing in full hypertension. You will usually be diagnosed with high blood pressure if your systolic blood pressure reaches between 130 and 139 mm Hg or if your diastolic blood pressure reaches between 80 and 89 mm Hg. This is considered to be stage 1 hypertension. However, AHA notes that if you only get one reading of this high, you may not have really high blood pressure. What determines the diagnosis of hypertension at any stage is the average of your number over a period of time. Your doctor may help you measure and track your blood pressure to confirm if it is too high. You may need to start taking medications if your blood pressure does not improve after one month after a healthy lifestyle, especially if you already have a high risk of heart disease. If you're at a lower risk, your doctor may want to keep up with it for three to six months after you've adopted a more healthy habit. If you are 65 years of age or older and otherwise healthy, your doctor will probably recommend treatment and lifestyle changes when your systolic Treatment in adults aged 65 years and over who have an important health risk on a case-by-case basis. The treatment of high blood pressure in older adults seems to reduce memory problems and dementia. Stage 2 high blood pressure indicates an even more serious condition. If your blood pressure reading shows the top number is 140 or more, or the lower number is 90 or more, it is considered stage 2 hypertension. At this stage, your doctor will recommend one or more medications to keep your blood pressure under control. But you should not rely solely on medications to treat hypertension. Lifestyle habits are just as important in stage 2 as they are at other stages. Some medications that can supplement a healthy lifestyle include: Blood pressure reading above 180/120 mm Hg indicates a serious health problem. The AHA refers to these high measurements as a hypertensive crisis. Blood pressure in this range requires urgent treatment, even if there are no additional symptoms. You should seek urgent treatment if you have blood pressure in this range that can supplement symptoms such as: However, sometimes high reading can occur temporarily, and then your numbers will return to normal. If your blood pressure measures at this level, your doctor will probably take a second reading in a few minutes. A second high reading indicates that you will need treatment either as soon as possible or immediately depending on whether you have any of the symptoms described above. Even if you have healthy figures, you should take preventive measures to keep your blood pressure in the normal range. This can help you reduce your risk of developing hypertension, heart disease, and stroke. As you age, prevention becomes even more important. Systolic pressure tends to creep up when you're over 50, and it's much more important to predict the risk of coronary heart disease and other conditions. Some health conditions, such as diabetes and kidney disease, may play a role. Talk to your doctor about how you can manage overall health to help prevent the appearance of hypertension. The following preventive measures can help reduce or off from high blood pressure: Reducing sodium intake. Some people are sensitive to the effects of sodium. These individuals should not consume more than 2300 mg per day. In adults who already have hypertension, it may be necessary to limit sodium intake to 1500 mg per day. It's best to start with not adding salt to your foods that increase your total sodium intake. Limit processed food as well. Many of these foods are of low nutritional value, but also high in fat and sodium. Reduction of caffeine intake of caffeine. Consult your doctor to see if caffeine sensitivity plays a role in your blood pressure readings. GymnasticsMizra more often. Consistency is the key to healthy blood pressure reading. It is better to use 30 30 daily instead of a few hours only on weekends. Try this gentle yoga routine to lower your blood pressure. Maintaining a healthy weightSo you are already healthy weight, maintain it. Do lose weight if necessary. If overweight, losing as much as 5 to 10 pounds can affect your blood pressure readings. Managing stressManage your stress levels. Moderate exercise, yoga, or even 10-minute meditation sessions can help. Check out these 10 easy ways to relieve your stress. Reducing alcohol consumption and smoking cessationSnow the intake of alcohol. Depending on your situation, you may need to stop drinking altogether. It is also important to give up or refrain from smoking. Smoking is incredibly harmful to your heart health. Low blood pressure is known as hypotension. In adults, a blood pressure reading of 90/60 mmHg or below is often considered to be hypotension. This can be dangerous because too low blood pressure does not protect your body and heart with enough oxygen in your blood. Some possible causes of hypotension may include: Hypotension is usually associated with depression or dizziness. Consult your doctor to find out the cause of your low blood pressure and what you can do to raise it. Keeping your blood pressure in the normal range is essential for preventing complications such as heart disease and stroke. A combination of healthy lifestyle habits and medications can help lower your blood pressure. If you're overweight, weight loss is also important to keep your numbers down. Remember that a single blood pressure reading doesn't always classify your health. The average blood pressure readings performed over time are the most accurate. That's why it's often perfect for your blood pressure by a healthcare professional at least once a year. You may need more frequent tests if your readings are high. High.

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