

Internet Business

CD-ROM Multimedia

New! Web Site Design

[7 CDs] Learn to master the software applications that let you design and build your own fully functional websites—this comprehensive course has it all! ©2009. Length: 7.

Recommended: HS/PS

CD-09-055-4...\$495.00 (Member: \$470.25)



Performance-Based Rubrics

Designing a Web Site Rubric

In-depth, research-based rubric for designing a web site includes detailed behavioral anchors and three sample scenarios, making it useful for both assessment and instructional purposes. Use to assess capstone activities, for competitive event preparation, in student career portfolios. Highly recommended for performance-oriented programs. ©2002.

MSC-01-011-4...\$10.95 (Member: \$7.95)

DVDs

Redesigning Your Web Site

If you are ready for an overhaul, where do you start? Learn the strategies and tools you need to begin the process, and how to weigh the costs and risks against the potential benefits you could achieve. ©2006. Length: 41. Recommended: HS+/PS/AD

DVD-06-603-4...\$89.00 (Member: \$84.55)

Us Now: What Society Gains from Online Collaboration

More than ever, large groups of people use the Internet to work together, share advice, or take public action. This program shows how digital technology has fostered radical models of social organization and collaboration. ©2008. Length: 60. Recommended: HS/PS

DVD-08-228-4...\$169.95 (Member: \$161.45)



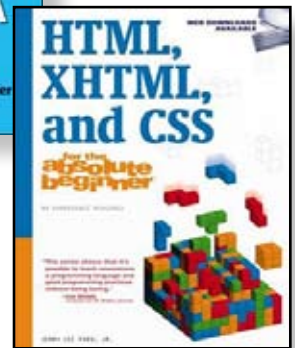
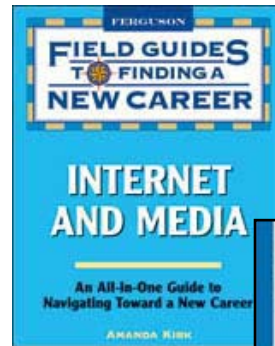
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Reference Books



New! Field Guides to Finding a New Career: Internet and Media

Designed for readers looking for a new direction in their career journey, this new career resource offers helpful advice for transitioning into the fields of the Internet and media. Internet and Media provides a brief overview of careers in this industry as well as self-assessment questions and interviews with professionals in the field. ©2009. Length: 176. Recommended: HS

Hardcover: RB-09-124HC-4...\$39.95 (Member: \$37.95)

Softcover: RB-09-124SC-4...\$16.95 (Member: \$16.10)

HTML, XHTML, and CSS For the Absolute Beginner

This book serves as a primer for client-side web development. To make learning fun, the book uses a games-based instructional approach that provides working examples that demonstrate how HTML, XHTML and CSS can be applied to the development of web pages and sites. "HTML, XHTML, & CSS For the Absolute Beginner" is a fun and easy way for a beginner to master web development through the creation of computer games. ©2009. Length: 410. Recommended: HS/PS/AD

RB-09-146-4...\$29.99 (Member: \$28.50)

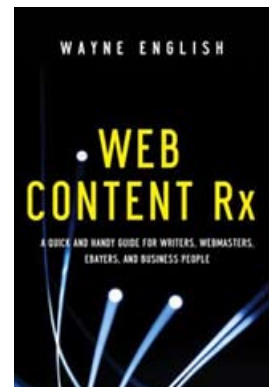
Web Content Rx

Web Content Rx is a hands-on primer that shows anyone—even technical novices—how to write high-quality, keyword-laden, search engine optimized Web content. Based on the latest research on how people read the Web, it also includes numerous tips, tricks, and techniques on writing a blog, training, and creating an audio or video podcast. ©2009. Length: 240.

Recommended: HS/PS

RB-09-129-4...\$17.99

(Member: \$17.09)



Internet Business

PowerPoints by CEV

These products are produced by CEV Multimedia and have not been reviewed by MBAResearch. Your satisfaction is guaranteed with ALL products purchased from MBAResearch. Additional, professionally produced PowerPoint presentations are listed with individual LAP modules.

Building and Maintaining a Web Site

Programs and tools used in building and maintaining Web sites. The tradeoff that exists between features and cost in building and maintaining Web sites. ©2009. Length: 59. Recommended: HS

PPT-09-100-4...\$69.00 (Member: \$65.55)

E-Commerce in Agriculture

Steps to make E-commerce a success for any agricultural business. Benefits of E-commerce, such as a tightened supply chain and increased product offering are also explored. ©2009. Length: 53. Recommended: HS

PPT-09-011-4...\$69.00 (Member: \$65.55)

E-Commerce in Business

Use of online systems such as PayPal® and Verisign®. Practices used in forming e-commerce and online sales strategies. ©2009. Length: 65. Recommended: HS

PPT-09-077-4...\$69.00 (Member: \$65.55)



E-Ethics

Do's and don'ts of electronic media and the Internet. Students will understand the laws related to Internet crime and how to report it. Furthermore, students will be able to recommend different security measures they can take to prevent Internet crime. ©2009. Length: 43. Recommended: HS

PPT-09-093-4...\$69.00 (Member: \$65.55)

E-Tailing

While exploring e-tailing, students will analyze how e-tailers are promoted and advertised, including methods to increase search engine results. ©2009. Length: 57. Recommended: HS

PPT-09-101-4...\$59.00 (Member: \$56.05)

Marketing Technology

Various forms of marketing technology and how it is used by businesses to implement strategies and successfully reach goals. ©2009. Length: 51. Recommended: HS

PPT-09-115-4...\$69.00 (Member: \$65.55)

Online Advertising

Analyze the qualities of each type of online advertising. Examine the costs and statistics of online advertising as a whole. ©2009. Length: 35. Recommended: HS

PPT-09-102-4...\$59.00 (Member: \$56.05)

Online Communities

Types of online communities and social networking, advantages and disadvantages of each. Safety and legal issues. ©2009. Length: 33. Recommended: HS

PPT-09-094-4...\$59.00 (Member: \$56.05)



Safety and Security

Past and present security issues within the technological world and strategies to increase personal security. ©2009. Length: 57. Recommended: HS

PPT-09-103-4...\$69.00 (Member: \$65.55)

PowerPoints (Continued)

Web Authoring Software and Languages

This presentation will explore use of Web authoring software such as Adobe Dreamweaver® and a computer language such as HTML. Students will discover the advantages and disadvantages of each. ©2009. Length: 51. Recommended: HS

PPT-09-095-4...\$69.00 (Member: \$65.55)

Web Content

How to communicate information using tools such as graphics, media, sizing, loading time, resolution and bit rates. Basic Web content publishing guidelines and rules. ©2009. Length: 43. Recommended: HS

PPT-09-099-4...\$59.00 (Member: \$56.05)

Web Ethics and E-Issues

Guidelines for presenting information that is appropriate over the Web. Copyright issues are a widely discussed topic, especially related to students and businesses. ©2009. Length: 50. Recommended: HS

PPT-09-096-4...\$69.00 (Member: \$65.55)



Web Names and Registration

Effective Web creation suggestions and recommendations for students. Steps one would take to register an original Web site. ©2009. Length: 40. Recommended: HS

PPT-09-097-4...\$59.00 (Member: \$56.05)

Web Security Basics

How to keep Web site secure by choosing the correct electronic security method, as well as use of firewalls. How to secure transactions conducted over the Web. ©2009. Length: 51. Recommended: HS

PPT-09-098-4...\$69.00 (Member: \$65.55)



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