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journalist, tech entrepreneurImage credit: UnsplashNowadays, in an era of information overload, it can still be difficult to find practical advice for use in building a business or a product. Real books and ebooks can become a great source of insight, real life experience to review and analyze, a coach help avoid typical mistakes. Here is the list of such books dedicated to online marketing that any industry professional or entrepreneur should read in 2020.1. Content Marketing For Traffic and sales of Daniel Daines-HuttDaniel Daines-Hutt's Content Marketing for Traffic and Sales is perfect for any marketer who feels that their content doesn't do what it should. It's ideal for you if you feel 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 to get the most out of this 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 tech start-ups over the past decade. A technology industry expert, he has a wealth of experience in helping technology companies talk to people using a language that people can understand. This guide focuses on the practical problems faced by each content creator in their day-to-day work. It is a training area that gives you knowledge about the types of modern content and the tactics that can help drive outreach and engagement. All statements are supported by real case studies.3. The Lead Machine The Small Business Guide to Digital Marketing by Rich BrooksRich Brooks describes the critical aspects of modern digital marketing and shows you how to expand them and grow your business. He talks about the different strategies you can use to get visitors to your site and how you can make sure they return. The complexity of some elements of digital marketing is simplified, and readers are presented with a book that simplifies what to do. The book provides a step-by-step guide to growing your online business that is perfect for marketers and entrepreneurs in any niche.4. Hooked: How to build habit-shaping products by Nir EyalNir Eyal is an expert in behavioral design, and the book is the result of his ten years of research. Eyal helps you not understand how to get people to buy your product, but to make it a habit to buy your product. Another significant fact about this book is that Product Hunt founder Ryan Hoover helped make the content even more practical. The author outlines real methods used by modern to draw attention to and build a direct connection with the product or service they are selling. This book is a handy tool to run your business'. metrics5. 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 repackaged from the good old stuff of Philip Kotler. Both writers have solid practical knowledge, especially since Ellis and Brown are pioneers in growth hacking. This book will give you practical insight into the many distribution models available. With it, you will get a real guide on how to implement growth hacking within your business.6. Data-driven artificial intelligence marketing: Leverage the power of Predictive Marketing and Machine AI for marketing by Magnus Unemyr, 2018This is a unique work by Magnus Unemyr. First, it features insight into applying AI to marketing, which Unemyr gained by interviewing business and marketing execs at companies that build top products. Secondly, it has perfectly structured content, as 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 journeys. These categories allow you to understand how and what tools can help you solve specific tasks.7. The Choice Factory: 25 Behavioural Biases That influence what we buy from Richard ShottonBehavioral science explains what really motivates people, rather than what they claim motivates them. The selection factory shows how results from this strong field can easily be used for marketing. Shotton highlights the complexity of target selection and discusses how marketers should do it. Even if you're not a marketer, this book provides fascinating insights into consumerism and human behavior. It focuses on daily decisions and examines what drives us to make them, and therefore what makes us tick. What great marketing books worthy of reading do you know? Sign up for Hacker Noon Create your free account to unlock your custom reading experience. An online master's in reading typically does not lead to initial certification as a teacher. Rather, the degree provides current classroom teachers with advanced skills in reading and writing instruction. Most graduate programs in reading focus on classroom reading assessment and oversight, language arts and children's literature, and diagnose and solve problems of reading. Some programs emphasize literature, while others examine various theories about reading pedagogy. In many states, earning a master's in reading online is a prerequisite for meeting state standards of certification as reading specialists. Not all students in a reading master's program plan to apply for jobs as reading specialists. Class teachers can also use the degree to sharpen their skills, and use their degree to help teachers throughout the school improve reading education. In general, an online master in i takes about 30-38 credits and about 18-24 months to complete. Most online degrees include the same courses as their on-campus counterparts. What joint courses are offered in a master's degree in the Reading & Literacy Program? An online master's degree combines courses in educational strategy, theories of learning, reading concepts and children's literature. While curricula vary from school to school and program, the list below outlines some of the more common courses students complete. Teachers and experienced educators develop skills to teach different students reading. They plan culturally and linguistically different lessons by analysing topics, themes and topics from a range of perspectives. Students are also exploring strategies to improve teaching reading in content areas. Trade Books in Elementary Classroom Trade books are commercially published fiction and nonfiction books designed for general readership. Students in this course identify and use meaningful trading books in the elementary classroom. This includes identifying relevant trade books and using them as a complementary resource across the curriculum. Socio-psycholinguistic applications to Reading Instruction Socio-psycholinguistic theory states that readers construct the meaning of a text from their own experiences and cultural values. Students apply this theory to indirect, 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 red flags in slow-moving regions at early childhood levels that can signal reading difficulties later on. Advanced study of content reading and literacy for secondary education This course introduces advanced studies of theory and practice of reading and writing education at secondary school level. Students explore reading and writing strategies across all content areas. They also design and evaluate a curriculum for secondary reading. Most schools require practicum hours in this course. What specializations are available in a master of the Reading & Literacy Program? While some schools offer a general master's degree in reading online, others provide concentrations for students to tailor their degree. Depending on your academic interests and professional goals, you may be able to earn certification in more than one area. Specialization options vary from school to school, but the list below includes a sample of the available ones. This specialization emphasizes the multicultural and international perspectives within the canon of children and young adult literature. Students in this specialization can pursue Doctoral work, complete a teaching certificate, or complete further master's degrees in library science. The programme focuses on theoretical methods, and instruktion strategies in this area. Language Arts Education Designed for future teaching and writing teachings reading teachers, and diagnosticians in reading clinics, this specialization emphasizes language art in literature-based reading programs. The courses cover language questions in reading, assessment and development of reading skills, clinical experience in reading assessment and teaching. Graduates can get a reading and literacy specialist credentials in some states. English as a second language This specialisation blends the areas of English-language learning with reading and literacy. Courses include the acquisition of second languages, methods of teaching esl and multicultural and multilingual learning environments. The students also complete courses in linguistics and language art pedagogy. Students can complete practicums in both ESL and reading education. Many online reading master's degrees conclude with a capstone project such as a dissertation, portfolio, final exam, or electronic assessment. Some schools even allow students to choose the scope and style of their capstone. A dissertation requires students to conduct research in the field of reading and literacy, and present an analysis to a committee of faculty. A portfolio, on the other hand, usually occurs without work done during an internship. Programs that require a final exam create a comprehensive but focused formal assessment that draws from all courses in the program. An electronic assessment introduces digital technology to an existing literacy and numeracy classroom. How can I choose a Quality Online Master's in the Reading & Literacy Program? Choosing the right online reading master's program can be a challenge; however, prospective students should consider a program reputation, accreditation status, and affordability. Training programs with strong reputations are likely to meet many states' standards for a reading specialist certification. You should also evaluate a future school's graduation rate; a high graduation rate signals that an institution is committed to helping students obtain an education. Accreditation is also important. Prospective students should secure the programs they are considering to hold regional accreditation. Many of the best online reading master's programs hold additional accreditation with the Council for Accreditation of Educators Preparation (CAEP). While not essential, CAEP accreditation certifies a school's commitment to excellence in teacher education. Finally, students entering teaching careers should consider all available funding sources to avoid significant student loan debt. Most students who pursue an online master's in reading already serve as certified classroom teachers. A master's degree in reading and literacy can improve a teacher's skills while positioning them for management jobs. Reading specialists serve students at all levels from kindergarten through postsecondary level. They can teach whole classes, small groups individual students, and many reading specialists develop programs to help teachers in the classroom read Some also take responsibility for school-wide reading programs. Instructional coordinators can select, implement, and evaluate curricula for their schools. As a member of the management team at a K-12 school, instructional coordinators oversee teaching standards and curricula. These teachers choose curricula, work with teachers and school leaders to implement curricula and assess its effectiveness in the institution. They also plan and coordinate instructional conferences for teachers as well as mentoring and coach teachers. Some instructional coordinators serve the general school, while others specialise in a teaching area, such as reading and literacy. Many certified K-5 teachers earn their master's in literacy to increase their earning potential and improve reading lessons in the classroom. They can also pursue a career as a reading specialist, which requires additional certification in most states. Along with helping struggling readers, a reading specialist coaches teachers and helpers in new methods of reading teaching, and develops school-wide reading initiatives. Middle school teachers educate pupils in grades 5-9. They work primarily in public or private schools, but can also work in online learning environments. Daily activities for middle school teachers include preparing for a lesson, direct teaching, monitoring reading groups, evaluating pupils' performance, and managing the classroom. Many middle school reading teachers also oversee after-school creative writing or reading clubs, and conduct meetings with parents or other education professionals. High school teachers instruct students in 9th to 12th grades at public, private and online schools. While most reading teachers focus on younger grades, high school skills teachers work with struggling readers who must meet minimum standards to earn their diplomas. These professionals choose workbooks and novels for students and recommend tests for learning disabilities. They also provide support to the special education system, sponsor clubs and keep records. Usually employed at a technical school, liberal arts college, or research university, postsecondary educators instruct college students in their field of specialization. A reading teacher can teach courses in education, reading or reading for aspiring teachers. In addition to class work, postsecondary educators also serve in committees, write grants, sponsor student clubs, and publish research. Some post-rich teachers work full-time in higher education, while others act as supplements or part-time teachers. Source: Bureau of Labor Statistics, 2018 What is the expected job growth for Reading & Literacy Careers? The Bureau of Labor Statistics (BLS) projects the education, education and library science profession to grow by 9% between 2016 and 2026. As public schools rely on state budgets set by elected legislators, state and can change significantly over time. Literacy and reading specialists working in community-based programmes or in adult education should not expect the same robust growth as those working in public education or as postsecondary teachers. Earning a master in reading online can be a rewarding, but expensive, experience. Fortunately, many financial aid packages can help students reduce or eliminate the cost of higher education. The U.S. government offers loan, grants and loan forgiveness programs to qualified teachers. municipalities and private donors also provide financial support to future teachers. Students can benefit from federal financial aid programs such as grants, work study programs, and a variety of loans. Aid packages that specifically assist military personnel and veterans are also available. To get started in the federal financial aid process, students must complete the free application for Federal Student Aid (FAFSA), available online at studentaid.ed.gov. Teacher Loan Cancellation Through Teacher Loan Forgiveness Program, current and prospective educators may ask the U.S. government to cancel their outstanding Federal Perkins Loans. To qualify, recipients must teach low-income families in a high-need area, as designated by their state, for 1-5 years. Other qualifications may apply. State and municipal financial support individual states and cities support public education by offering grants, scholarships and other incentives to educating students. The Milwaukee Area Teachers Scholarship, for example, provides support to current Milwaukee teachers pursuing higher education through Marquette University. Illinois also offers a teacher loan repayment program. TEACH Grant Graduate students in education can receive up to \$8,000 from the U.S. government thanks to teach grant. This price is not a needs-based subsidy. Instead, grant recipients must teach for at least four years in a high-income area of a low-income school and maintain a 3.25 GPA or higher. Private Scholarships Future teachers can apply for private funds through scholarships created by foundations and other private organizations. The scholarships vary both in amounts and in qualifications. Teach.org offers a large scholarship database exclusively for teachers. Sites such as scholarships.com, collegescholarships.org and fastweb.com also offer free searchable databases of general scholarships. Scholarships.

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