The IPython Notebook has **two different** keyboard input modes.
Edit mode allows you to type code/text into a cell and is indicated by a green cell border.
Command mode binds the keyboard to notebook level actions and is indicated by a grey cell border.

Command Mode (press Esc to enable)

Enter : edit mode
Shift-Enter : run cell, select below
Ctrl-Enter : run cell
y : to code
m : to markdown
r : to raw
Up : select previous cell
Down : select next cell
k : select previous cell
j : select next cell
Ctrl-k : move cell up
Ctrl-j : move cell down
a : insert cell above
b : insert cell below
x : cut cell
c : copy cell
v : paste cell below
z : undo last delete
d : delete cell (press twice)
l : toggle line numbers
o : toggle output
q : close pager
s : save notebook

Edit Mode (press Enter to enable)

Tab : code completion or indent
Shift-Tab : tooltip
Cmd-] : indent
Cmd-[: dedent
Cmd-a : select all
Cmd-z : undo
Cmd-Shift-z : redo
Cmd-y : redo
Cmd-Up : go to cell start
Cmd-Down : go to cell end
Opt-Left : go one word left
Opt-Right : go one word right
Esc : command mode
Shift-Enter : run cell, select below
Ctrl-Enter : run cell
Cmd-s : save notebook