

# Studiehandleiding Module Lead Generation

Isatis Academy

*Witek ten Hove & Roel Linssen*

*2017-10-07*



# Contents

<b>1</b>	<b>Prerequisites</b>	<b>5</b>
<b>2</b>	<b>Introduction</b>	<b>7</b>
<b>3</b>	<b>Literature</b>	<b>9</b>
<b>4</b>	<b>Methods</b>	<b>11</b>
<b>5</b>	<b>Applications</b>	<b>13</b>
5.1	Example one . . . . .	13
5.2	Example two . . . . .	13
<b>6</b>	<b>Final Words</b>	<b>15</b>



# Chapter 1

## Prerequisites

This is a *sample* book written in **Markdown**. You can use anything that Pandoc's Markdown supports, e.g., a math equation  $a^2 + b^2 = c^2$ .

For now, you have to install the development versions of **bookdown** from Github:

```
devtools::install_github("rstudio/bookdown")
```

Remember each Rmd file contains one and only one chapter, and a chapter is defined by the first-level heading #.

To compile this example to PDF, you need to install XeLaTeX.



## Chapter 2

# Introduction

You can label chapter and section titles using `{#label}` after them, e.g., we can reference Chapter 2. If you do not manually label them, there will be automatic labels anyway, e.g., Chapter 4.

Figures and tables with captions will be placed in `figure` and `table` environments, respectively.

```
par(mar = c(4, 4, .1, .1))
plot(pressure, type = 'b', pch = 19)
```

Reference a figure by its code chunk label with the `fig:` prefix, e.g., see Figure 2.1. Similarly, you can reference tables generated from `knitr::kable()`, e.g., see Table 2.1.

```
knitr::kable(
  head(iris, 20), caption = 'Here is a nice table!',
  booktabs = TRUE
)
```

You can write citations, too. For example, we are using the **bookdown** package (Xie, 2017) in this sample book, which was built on top of R Markdown and **knitr** (Xie, 2015).



Figure 2.1: Here is a nice figure!

Table 2.1: Here is a nice table!

Sepal.Length	Sepal.Width	Petal.Length	Petal.Width	Species
5.1	3.5	1.4	0.2	setosa
4.9	3.0	1.4	0.2	setosa
4.7	3.2	1.3	0.2	setosa
4.6	3.1	1.5	0.2	setosa
5.0	3.6	1.4	0.2	setosa
5.4	3.9	1.7	0.4	setosa
4.6	3.4	1.4	0.3	setosa
5.0	3.4	1.5	0.2	setosa
4.4	2.9	1.4	0.2	setosa
4.9	3.1	1.5	0.1	setosa
5.4	3.7	1.5	0.2	setosa
4.8	3.4	1.6	0.2	setosa
4.8	3.0	1.4	0.1	setosa
4.3	3.0	1.1	0.1	setosa
5.8	4.0	1.2	0.2	setosa
5.7	4.4	1.5	0.4	setosa
5.4	3.9	1.3	0.4	setosa
5.1	3.5	1.4	0.3	setosa
5.7	3.8	1.7	0.3	setosa
5.1	3.8	1.5	0.3	setosa



## Chapter 3

# Literature

Here is a review of existing methods.



## Chapter 4

# Methods

We describe our methods in this chapter.



## Chapter 5

# Applications

Some *significant* applications are demonstrated in this chapter.

### 5.1 Example one

### 5.2 Example two



## Chapter 6

# Final Words

We have finished a nice book.





# Bibliography

Xie, Y. (2015). *Dynamic Documents with R and knitr*. Chapman and Hall/CRC, Boca Raton, Florida, 2nd edition. ISBN 978-1498716963.

Xie, Y. (2017). *bookdown: Authoring Books and Technical Documents with R Markdown*. R package version 0.5.