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*Digital Transformation Management for Agile Organizations highlights and explores new dynamics regarding how current digital developments globally scale, by examining the threats, as well as the opportunities these innovations offer to organizations of all kinds.*

*Discover how award-winning educator and author Chuck Williams does management like no one else with the latest edition of EFFECTIVE MANAGEMENT. Whether*

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*you prefer to listen, see, read, or act, you will find the learning style or combination of learning approaches that appeal to you in this innovative, streamlined text and media-driven package. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.*

*Most project managers would agree that every project is unique. But not all project managers would agree that the best way to manage a unique project is unique. Many still cling to the old practice of having a methodology that is applied to all projects. "One size fits all" is still in common use, and this approach has proven to lead to project failure. Flexibility, situational intelligence, and creativity*

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*are essential to deliver project success. The need to recognize and master ever-changing requirements and environmental conditions is a tough challenge for professional project managers. The same practices that led to success yesterday may cause failure today. Selecting favorable responses to a given situation is often the most critical factor of the dynamics of success and failure. This book is designed to help project professionals assess a situation, predict the appropriate approach, methodology and achieving styles, and then apply them in a situational fashion. To guide project managers in selecting the appropriate responses, Situational Project Management (SitPM) shows how to*

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*assess a given project, determine its unique characteristics, and select the appropriate methods to complete the project. With this book, projects managers can use SitPM to develop profiles of their projects on the basis of the projects' physical characteristics, the project teams' behavioral characteristics, the enterprise environment, and the market environments receiving project deliverables. These profiles help project managers to determine the appropriate project life cycle approach and leadership style. The book also explores various ways to engage stakeholders on the basis of a project's SitPM profile. The book's author, Oliver F. Lehmann, has developed a set of templates to apply*

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*SitPM in practice. It can be downloaded from [www.oliverlehmann.com/SitPM/Templates.zip](http://www.oliverlehmann.com/SitPM/Templates.zip).*

*A guide to programming Symbian OS smartphones using OPL (The Open Programming Language): a simple to learn, open-source scripting language, ideal for fast-track development of enterprise applications. This book provides a hands-on development environment for both the experienced and aspiring programmer, demonstrating the ease of use of Symbian OS technologies through the utilization of OPL. OPL has a shallow learning curve which allows bespoke corporate tools to be developed in house by technical staff who aren't necessarily trained programmers. Rapid Mobile Enterprise Development For*

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*Symbian OS provides a clear guide on both how to program, and understanding the structure of the language through a keyword dictionary. Any bespoke OPL application can grow with a company, eventually providing access to more advanced C++ code through OPX extensions. From the home programmer who wants to do more with their phone, to the enterprise developer, Rapid Mobile Enterprise Development For Symbian OS is the ideal starting point for simple, innovative application design using OPL. Source code is available from [www.symbian.co.uk/books](http://www.symbian.co.uk/books)  
Software Development Using the Symbian OS Security Architecture*

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*Designing Multi-Device Experiences*

*A Hands-On Guide for Programmers and Designers*

*An Ecosystem Approach to User Experiences across  
Devices*

*The Social, Cultural and Environmental Costs of Hyper-  
Connectivity*

*Learning iOS Design*

*and its Application to Wireless Networking*

The ebook edition of this title is Open Access, thanks to Knowledge Unlatched funding, and freely available to read online. This book investigates the profound effects 21st century digital technology is having on our individual and collective lives and seeks to confront the realities of a new digital age.

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4LTR Press solutions give students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their course resource. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This state-of-the-art volume covers recent developments in research on audio description, the professional practice dedicated to making audiovisual products, artistic artefacts and performances accessible to those with supplementary visual and cognitive needs. Harnessing the power of the spoken word, the projects covered in this book illustrate the value of audiovisual content descriptions not only in relation to the role of breaking down physical, cognitive and emotional barriers to entertainment

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but also in informing broader media practices such as video archive retrieval, video gaming development and application software creation. The first section maps out the field, discusses key concepts in relation to new developments and illustrates their application; the second part focuses on new audiences for AD, whilst the third part covers the impact of new technologies. Throughout this book contributors focus on methodological innovation, regarding audio description as an opportunity to engage in multi-dimensional linguistic and user-experience analysis, as it intersects with and contributes to a range of other research disciplines. This book is key reading for researchers, advanced students and practitioners of audiovisual translation, media, film and performance studies, as well as those in related fields including cognition, narratology, computer vision and

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artificial intelligence.

A pioneer of cloud computing and big data offers his vision of the future world taking shape around us. Jian Wang was the founder and architect of Alibaba's cloud and has been the driving force behind its technology innovations. He was also the founder of the City Brain initiative to develop a new digital infrastructure for sustainable cities. Being Online is his meditation on the moment we are in, as the digital era shifts to the internet era, spawning new innovations at a seemingly dizzying pace: cloud computing, 5G, artificial intelligence, big data, wearables, robots, virtual reality, the internet of things, blockchain, and more. For Wang, the invisible hand that connects them is being online. The conjunction of computing, data, and the internet has erased the difference between being online and off. When computing can be

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done in the cloud, it is on the road to becoming a utility. When data is connected, making it big, its usefulness multiplies exponentially in unforeseeable ways, as does its value. This moment will be as transformative for humanity as Henry Ford's production line. Data is changing the nature of business. Computing is reshaping the economy. The cloud will help us do things we could never do before, at scales that were previously impossible. It will reshape our vision of the world, as electrification once did and, more recently, the transition from analog to digital. While telling the story of Alibaba's breakthroughs and the development of his own understanding of the internet, Jian Wang's visionary book lays out the implications of this shift and how to think about being online.

Ringtone

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Enjoy the rewards while app and games works for you

The Dynamics of Success and Failure

The Ultimate Guide to Making the Internet Work for You and Your Business

A compass to sail the digital world

PC Magazine

Rapid Mobile Enterprise Development for Symbian OS

**Social Media Strategy** is your guide to practicing marketing, advertising, and public relations in a world of social media-empowered consumers. Grounded in a refreshing balance of concept, theory, industry statistics, and real-world examples, Keith Quesenberry introduces readers to the steps of building a complete social media

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plan and how companies can integrate the social media consumer landscape. This simple, systematic text leads readers through core marketing concepts and how to think critically about the competitive marketplace—even as it shifts the perspective from an outdated communications-control model to a more effective consumer engagement method provides a step-by-step roadmap for planning social media marketing strategy emphasizes the need to apply solid marketing principles to social media explores how to integrate social media throughout an entire organization gives students and other readers skills vital for leveraging consumer

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knowledge and influence for the good of a brand. The end result delivers the context, process and tools needed to create a comprehensive and unique social media plan for any business or organization. **FOR PROFESSORS:**

Ancillary resources are available for this title, including a sample syllabus and templates for social media audits, content calendars, storylines, and more.

As a co-founder of Symbian and former executive of Psion Software, David Wood has been actively involved in well over 100 smartphone development projects worldwide.

Over the time spent on these projects, he has come to understand the key issues which determine the difference

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between successful and unsuccessful projects for Symbian OS. This book highlights and explains: How to tame the awesome inner complexity of smartphone technology Optimal project team organisation, combining agility and reliability The design and the philosophy behind key features of Symbian OS The potential trouble spots of smartphone integration, testing, and optimisation How to receive the full benefit of the diverse skills in the extensive Symbian partner ecosystem The methods that are most likely to deliver commercial success when using Symbian OS The wider significance of Symbian OS skills and expertise in the evolving mobile marketplace The

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particular importance of software leaders in bringing breakthrough smartphone products to the market

You've been thrown on your company's app project. Now what? Where do you start? What's all this gibberish about platforms, devices, resolutions, and density? How do you find a good team to work with? How do you not sound like a tool when you talk with them? Relax. This book has you covered. With years of design and development experience behind me, I wrote a book to help clients and corporate employees understand mobile apps. From the vague to the specific, this book explains: Why build a mobile app: Get advice, direction, opinions, and industry

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research so you can guide your company (or at least occupy an informed seat at the table). Understanding apps: Learn the nuts and bolts of different platforms (iOS, Android, BlackBerry, Windows Phone, Symbian) and HTML5. Learn about distribution, resolution, and specifics on the largest platforms. Getting your app built: Know what they cost, how to find and review a firm, what the build process is like, and see use cases. Case Studies: Real world examples and the advice clients would pass on to other people starting an app project. Whether you are building for iOS for iPad, iPhone and iPod, Android for mobile and tablet, HTML5--or all three, this book has the

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information you will need. Even if you are considering BlackBerry, Windows Phone or Symbian (Nokia) development you will be able to show up to meetings with an informed stance. Only have 10 minutes? Want to cut to the chase and whip out some answers to almost every question you have? Want a quick guide to every piece of information in this book? Skip right to the chapter, Everything You Need to Know in This Book--in Ten Minutes. [NOTE: This book is the DELUXE EDITION and contains color photographs, screenshots and color formatting throughout. The content is the same as the standard (black and white interior) and Kindle editions.]

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The complete reference guide to the hot technology of cloud computing. Its potential for lowering IT costs makes cloud computing a major force for both IT vendors and users; it is expected to gain momentum rapidly with the launch of Office Web Apps later this year. Because cloud computing involves various technologies, protocols, platforms, and infrastructure elements, this comprehensive reference is just what you need if you'll be using or implementing cloud computing. Cloud computing offers significant cost savings by eliminating upfront expenses for hardware and software; its growing popularity is expected to skyrocket when Microsoft introduces Office Web Apps

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This comprehensive guide helps define what cloud computing is and thoroughly explores the technologies, protocols, platforms and infrastructure that make it so desirable Covers mobile cloud computing, a significant area due to ever-increasing cell phone and smartphone use Focuses on the platforms and technologies essential to cloud computing Anyone involved with planning, implementing, using, or maintaining a cloud computing project will rely on the information in Cloud Computing Bible.

Increase your internet productivity and efficiency by a factor of ten . . . or more

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Innovation in Audio Description Research

Spotify For Dummies

Emerging Trends in Global Management and  
Information Technology

PC Mag

Being Online

An Introduction to OPL Application Design and  
Programming

The goal of this ebook is to introduce you to mobile Web development. In many ways it is very similar to desktop Web site development - HTML5 is HTML5 no matter what device you install it on. What is different is

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how you use and interface with the device.

Smartphones and tablets like the iPad, iPhone, and android devices are just very different than laptops and desktops. Find out how to work within mobile versions of popular web browsers while maximizing your design with HTML5 and CSS3 basics. Discover how to place items, work with fonts, and control color detail as well as other critical yet simple design elements. Work on graphical control with Bitmap, SVG and Canvas elements

Just as pilots and doctors improve by studying crash reports and postmortems, experience designers can

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improve by learning how customer experience failures cause products to fail in the marketplace. Rather than proselytizing a particular approach to design, *Why We Fail* holistically explores what teams actually built, why the products failed, and how we can learn from the past to avoid failure ourselves.

This book is a compendium of papers presented in the International Conference on Emerging Global Economic Situation: Impact on Trade and Agribusiness in India. The book covers thirty four papers covering the emerging trends in global management and information technology. This book

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will be very useful for all those are interested in issues related to global management and information technology.

A technology reporter's behind-the-scenes history of the device that has taken over our lives. How have smartphones shaped the way we socialize and interact? Who tracks our actions, our preferences, our movements as recorded by our smartphones? These are just some of the questions that Elizabeth Woyke, a journalist who has covered the industry for Bloomberg Businessweek, Forbes, and MIT Technology Review, addresses in this book. Including photos and an in-

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depth look at the early decades of mobile communication, *The Smartphone* offers not only a step-by-step account of how smartphones are designed and manufactured but also a bold exploration of the darker side of this massive industry, including the exploitation of labor, the disposal of electronic waste, and the underground networks that hack and smuggle smartphones. Featuring interviews with key figures in the development of the smartphone and expert assessments of the industry's main players—Apple, Google, Microsoft, and Samsung—*The Smartphone* is the perfect introduction to this most personal of

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gadgets. Your smartphone will never look the same again. "The author does a good job explaining the relationships among the makers, carriers and developers, and she delivers an engrossing chapter on design trends." —Kirkus Reviews

The Power of Paranoid Optimism to Lead Through  
Colossal Change

Situational Project Management

Symbian OS Platform Security

Beginning Nokia Apps Development

Anatomy of an Industry

A Resource Guide for Clients and Corporations

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### Digital Wars

An introduction to the new security architecture of Symbian OS v9, describing the security model, the implications for the design of software running on it, and new programming interfaces for working with platform security features. The book will present the philosophy of the platform security architecture in general terms, explain the security model employed, and then follow up with targeted advice for the developers of specific classes of software. The book will conclude with a market-oriented discussion of possible future developments in the field of mobile device security. The Platform Security architecture

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influences the decisions made by every developer that uses Symbian OS, either for device creation or for application creation. The approach of the book will be to explain the philosophy of platform security as well as the implementation. This approach, mixing concepts and narrative with code segments and examples will explain the context and need for Platform Security on mobile devices and the concepts that underly the architecture, such as the core principles of 'trust', 'capability' and 'data caging' explain how to develop on a secure platform: the development environment and how to write secure applications, servers and plugins; and how to share data safely between device

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explain the concepts of application certification and signing, the industry 'gatekeepers' of platform security. The ultimate developer's guide to Symbian OS C++ programming. Programming Symbian OS is a key skill for mass market phone application development.

Whether you are developing applications and services for shipping mobile phones, or involved in pre-market mobile phone development, this book will help you understand the fundamental theory behind developing Symbian OS C++ code for constrained devices. A collaborative book, incorporating the expertise of over 30 Symbian engineers Comprehensive coverage of Symbian OS suitable for programming Nokia and Sony

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Ericsson systems and any Symbian OS v7.0 based smartphone Also provides supporting material for Symbian OS v6.0 and v6.0 phones Accompanying CD includes demo version of Metrowerks toolchain for the P800

“This book contains everything you need to know to create awesome, life-altering applications. . . . I pride myself on knowing a lot about design, but when reading this book, I probably didn’t encounter a single page that didn’t offer at least one interesting idea, new concept, or clever design technique. It’s also written in a way that prevents you from putting it down. . . . You’re in for a treat.” -From the Foreword by LUKAS

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MATHIS, author of [ignorethecode.net](http://ignorethecode.net) Transform Your Ideas into Intuitive, Delightful iOS Apps! As an app developer, you know design is important. But where do you start? Learning iOS Design will help you think systematically about the art and science of design, and consistently design apps that users will appreciate—and love. Pioneering Omni Group user experience expert William Van Hecke first explains what design really means, and why effective app design matters so much. Next, using a sample concept, he walks through transforming a vague idea into a fleshed-out design, moving from outlines to sketches, wireframes to mockups, prototypes to finished apps. Building on

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universal design principles, he offers practical advice for thinking carefully, critically, and cleverly about your own projects, and provides exercises to guide you step-by-step through planning your own app's design. An accompanying website ([learningiosdesign.com](http://learningiosdesign.com)) provides professional-grade sketches, wireframes, and mockups you can study and play with to inspire your own new project. Coverage includes Planning and making sense of your app idea Exploring potential approaches, styles, and strategies Creating more forgiving, helpful, and effective interactions Managing the constraints of the iOS platform (or any platform) Crafting interfaces that are graceful, gracious, and

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consistently enjoyable to use Balancing concerns such as “focus versus versatility” and “friction versus guidance” Understanding why all designs are compromises—and how to find the best path for your own app Register your book at [informit.com/register](http://informit.com/register) to gain access to a supplemental chapter in which Bill Van Hecke discusses the design changes made in iOS 7.

The last decade has witnessed the rise of the cell phone from a mode of communication to an indispensable multimedia device, and this phenomenon has led to the burgeoning of mobile communication studies in media, cultural studies, and

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communication departments across the academy. The Routledge Companion to Mobile Media seeks to be the definitive publication for scholars and students interested in comprehending all the various aspects of mobile media. This collection, which gathers together original articles by a global roster of contributors from a variety of disciplines, sets out to contextualize the increasingly convergent areas surrounding social, geosocial, and mobile media discourses. Features include: comprehensive and interdisciplinary models and approaches for analyzing mobile media; wide-ranging case studies that draw from this truly global field, including China, Africa, Southeast Asia, the

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Middle East, and Latin America, as well as Europe, the UK, and the US; a consideration of mobile media as part of broader media ecologies and histories; chapters setting out the economic and policy underpinnings of mobile media; explorations of the artistic and creative dimensions of mobile media; studies of emerging issues such as ecological sustainability; up-to-date overviews on social and locative media by pioneers in the field. Drawn from a range of theoretical, artistic, and cultural approaches, *The Routledge Companion to Mobile Media* will serve as a crucial reference text to inform and orient those interested in this quickly expanding and far-reaching

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field.

Symbian for Software Leaders

Working the Cloud

Effective Management

100 Industrial-Strength Tips & Tools

Mobile App Manual: The Blueprint

Androids

Principles of Successful Smartphone Development

Projects

Learn how to master the online technology for your small business needs. If you want every part of your business to be more productive and therefore more profitable

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look no further. Working the Cloud gives you the knowledge to harness the power of free online tools and resources and watch the internet turn into a crucial asset for your business. Whether you've already got your business up and running or you're just starting up, learn how to save time and cut costs with online tools. Working the Cloud helps you embrace new devices, apps and technologies and evolve your small business in the changing digital market. TV's Kate Russell who appears weekly on the BBC's flagship technology

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show, Click, looks at every part of your business from social media and marketing to office management and cost cutting, explaining how to improve any business. Find out: Where to find free online tools and resources and how to use them How to build a successful online community and positively engage with customers How successful entrepreneurs used the internet to build their businesses and brand Accompanied by a free smartphone and tablet app which contains exclusive interviews with entrepreneurs and

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technology experts. Check out the promo video for Working the Cloud here:

[http://www.youtube.com/watch?v=BoaY5\\_oAiVI](http://www.youtube.com/watch?v=BoaY5_oAiVI)

"There are so many secrets packed in here, I have to wonder if the Illuminati will have this author assassinated" - Derrick Mennings, Marxist Internet Weekly Digest  
Written by an engineering expert with comprehensive knowledge of SEO marketing, computers, and the best Belgian beers to drink with them. Preview the book to enter enlightenment. Give Me A Couple Of Hours And I'll Turn You Into An Internet Wizard!

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There are other internet secrets books and they work as excellent paperweights and have some therapeutic benefits, too: you can use them to put you to sleep. This book is not to be equated with all those boring-as-all-hell books with dubious internet insights and SEO tips. Trust us: what you know about the internet isn't as much as you think you know. Beyond the basics, how clued in are you really about the internet? You probably know more about Bangladesh (which ain't much, right?) than you do about web development, link

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building, and search engine optimization.

The internet may play an integral role in our lives, yet in informal testing, close to 92% of internet users scored no more than basic competence with it. Less than 16% had any legitimate knowledge of SEO marketing. I can hear you from here:

"Basic competence is good enough for me. Why would I want or need to do more than that?" You can use the Google or Bing search engine (but lazily, not with any genuine optimization), get around the Gmail and Hotmail interfaces, buy an

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airline ticket at Expedia, order a book at Amazon, and post an update at Facebook. Is that mastery when anyone can do that? Complacency never does anyone any favors. If the complacent had won out, we'd still believe the world is flat and airplane flight is impossible. Do you really need to be told that the internet is one of those things you cannot afford to be complacent about? Your livelihood, your identity, your social networks, your ability to distinguish yourself from the competition will all one day be measured

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by the breadth and depth of your internet skills. Development of the web hasn't stood still. Should your skills? Every single one of these internet secrets will shoot your internet productivity into the stratosphere and leave you head and shoulders above your peers. We're not naive to think you don't know any of these secrets, but we're confident you don't know about most of them. Any of these 100+ internet insights will more than make up for the book's cost \* Keep your computer and other devices protected: the best anti-

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virus & malware tools internet tools you should install to keep your computer, mobile phone, and tablet from being crippled. \* Set up sharable internet networks wherever you happen to be, like standing in front of Buckingham Palace. \* Start building your favorite link bookmarks across all internet browsers and platforms. \* Avoid internet scams. \* Download and view internet videos offline. Video streaming sucks bandwidth from your 4G plan. \* Keep your identity safe. \* Transfer large files. \* Set up online

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music libraries so you can listen to your music anywhere, anytime. \* Shop on the internet for the absolute best prices. \* View web sites optimally on any device. \* Remember your passwords for any site and situation. \* And much, much more. Some of these internet secrets you could discover if you knew where to look, but it would take you months to collect the same knowledge you'll find here. Other internet tools we've picked up from years of experience. You won't find those gems anywhere else. Dump your other SEO books

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and for-idiots web development guides. You will not find another internet book this practical or enjoyable for any price. The new internet isn't going anywhere, but you should. Let's get going, with us as your guide along this infinitely more diverse Information Superhighway.

The great Nokia turnaround—universal business lessons for leaders in any industry Nokia once dominated the smartphone industry. It was to mobile phones as Kleenex is to facial tissues. Then iPhones and Androids appeared out of

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nowhere and pushed Nokia off the cliff. In just four years, the company lost over 90 percent of its value. Revenues were in freefall; massive layoffs became common. Pundits predicted that bankruptcy wasn't a matter of if, it was a matter of when. Then something equally shocking occurred. In record time, Nokia bounced back. With a vengeance. Nokia reinvented itself and is now the second-biggest player in the \$100 billion-dollar global wireless market. In *Transforming Nokia*, the man who orchestrated and led Nokia's

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comeback—Chairman of the Board Risto Siilasmaa—reveals the story of Nokia's fall and resurrection. He reveals the inside story of the collapse and provides survival strategies and change-management methods any business leader can take to the bank. You'll learn how to harness the power of what Siilasmaa calls "paranoid optimism" and apply his winning entrepreneurial leadership model to rise above any challenge and drive sustainable success. Whether you lead a team or a corporate division, head a start-up or a

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massive organization, and whether your business is on the rocks or running smoothly, Transforming Nokia provides everything you need to sharpen your foresight, expand your options, seize opportunities, and thrive, no matter what changes tomorrow brings.

Welcome to our multi-device world, a world where a user's experience with one application can span many devices—a smartphone, a tablet, a computer, the TV, and beyond. This practical book demonstrates the variety of ways devices

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relate to each other, combining to create powerful ensembles that deliver superior, integrated experiences to your users. Learn a practical framework for designing multi-device experiences, based on the 3Cs—Consistent, Complementary, and Continuous approaches Graduate from offering everything on all devices, to delivering the right thing, at the right time, on the best (available) device Apply the 3Cs framework to the broader realm of the Internet of Things, and design multi-device experiences that anticipate a fully

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connected world Learn how to measure your multi-device ecosystem performance Get ahead of the curve by designing for a more connected future

MGMT7

How to Start Creating Mobile Apps Using jQuery Mobile and PhoneGap Build

Building Websites with HTML5 to Work with Mobile Phones

Marketing and Advertising in the Consumer Revolution

PC World

Sleeping Through the Revolution

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Qt and HTML5 for Symbian and MeeGo

This book provides a solid overview of mobile phone programming for readers in both academia and industry. Coverage includes all commercial realizations of the Symbian, Windows Mobile and Linux platforms. The text introduces each programming language (JAVA, Python, C/C++) and offers a set of development environments "step by step," to help familiarize developers with limitations, pitfalls, and challenges.

- Which of Apple, Google and Microsoft had an office with a "drawer of broken dreams" - and what (real) objects lay inside it? - When did Microsoft have the chance to catch Google in making money from search - and who vetoed it? - Why did Google test 40 shades of blue on its users? - How

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long did outside developers wait before asking to write apps for Apple's iPhone after Steve Jobs announced it? - Who said that Microsoft should have its own music player - and why did it fail? The answers, and much more, can be found in this new book by Charles Arthur, technology editor of The Guardian newspaper of London. Digital Wars starts in 1998, when the internet and computing business was about to be upended - by an antitrust case, a tiny start-up and a former giant rebuilding itself. It looks at what are now the three best-known tech companies, and through the voices of former and current staff examines their different strategies to try to win the battle to control the exploding network connecting the world. Microsoft was a giant - soon to become the highest-valued company in the world, while

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Apple was a minnow and Google just a startup. By February 10 2012, Apple was worth more (\$462bn) than both Microsoft (\$258bn) and Google (\$198bn) combined. The chance had come from tumultuous battles between the three... To win their battles... Apple used design, the vertical model of controlling the hardware and software, and a relentless focus on the customer to the exclusion of others; Microsoft depended on the high quality of its employees' programming skills and its monopolies in software to try to move into new markets - such as search and music; Google focused on being quick, efficient, and using the power of data analysis - not human "taste" - to make decisions and get ahead of would-be rivals. With exclusive information from interviews with people such as Don Norman, former VP

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of Apple Computer and Pieter Knook, former SVP of the Mobile Communications Business at Microsoft, and many more current and former staff of the three companies - including one person who has worked for all three - Arthur also addresses: - what the inventors of the hard drive used in the iPod thought it would really be used for - how Apple transformed the smartphone market - which of Android or Apple that forced Microsoft to abandon Windows Mobile - what happened to Microsoft's tablet plans - and much more. In less than three decades, Nokia emerged from Finland to lead the mobile phone revolution. It grew to have one of the most recognizable and valuable brands in the world and then fell into decline, leading to the sale of its mobile phone business to Microsoft. This book explores and analyzes that

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journey and distills observations and learning points for anyone keen to understand what drove Nokia's amazing success and sudden downfall. With privileged access to Nokia's senior managers over the last twenty years followed by a more concerted research agenda from 2015, the authors describe and analyze, the various stages in Nokia's journey. The book describes leaders making strategic and organizational decisions, their behavior and interactions, and how they succeeded and failed to inspire and engage their employees. Perhaps most intriguingly, it opens the proverbial 'black box' of why and how things actually happen at the top of organizations. Why did things fall apart? To what extent were avoidable mistakes made? Did the world around Nokia change too fast for it to adapt? And,

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did Nokia's success contain the seeds of its failure?

The ultimate beginner guide to the groundbreaking music service, Spotify! Spotify is a free online streaming music platform that allows users to listen to songs on demand over the Internet--without having to buy or own the actual tracks. This fun and friendly guide walks you through how best to use this sweet-sounding service. Covering everything from using Spotify on selected mobile phones to creating and sharing your own playlists, Spotify For Dummies has it all. Experienced author Kim Gilmour details the ins and outs of this revolutionary music, from installing and setup to discovering new artists and taking your musical enjoyment to new levels. Explores the social networking aspects of Spotify and how to integrate with

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them Helps you navigate through the various editions of Spotify Shows you how to take Spotify with you on your mobile device Encourages you to merge your own music collection with Spotify This book is spot on! Start using Spotify today with this handy guide by your side.

Building a Mobile App [Deluxe Edition]

On Computing, Data, the Internet, and the Cloud

The Smartphone

Why We Fail

Transforming NOKIA

Mobile Phone Programming

Exploring the Rise and Fall of Nokia in Mobile Phones

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**delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology. Enjoy the rewards while technology works for you! The title of this E-book may appear misleading to some people but it is possible to make clever use of technology to mint money for you while you enjoy the fruits of life. Who doesn't want to go on a vacation that never ends? But working 9-5 in an office for your boss or running your own small business will never leave you enough time and money to live life king size.**

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**If you want to live life on your own terms, invest your time and money in something that starts to generate a steady stream of income for the rest of your life. No, I am not asking you to waste your time and money on MLM (Multi Level Marketing) business schemes or internet marketing business. There is one business that requires little investment in terms of time and money but it is so lucrative that it can keep on pouring money in your bank account for a long time to come. Have you ever thought of mobile apps as a business? Billions of kids, men, and women across the world are today downloading and using different types of apps**

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**in their smartphones and using them for information and entertainment. From apps that give information about weather and time to apps helping people to earn money by connecting to stock market software, mobile apps have engulfed and invaded our lives. If you see around you, you will find people busy with one app or another on their smartphones. They may be listening to music or chatting with their friends but the fact is that these apps have become an integral part of the lives of most people in modern times. If television occupied an important place in the lives of people a decade ago, that place has been usurped by these**

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**mobile apps these days. There are no less than 21 billion mobile apps that have been downloaded by people around the world on just two platforms namely Apple and Android. This number means roughly 3 apps per person.**

**While media buzz regularly circulates around iPhone and Android, Nokia still leads the pack in terms of world market share. Symbian, for instance, remains the most widely used mobile operating system. With Nokia's open development platform, the opportunities available for mobile developers to target this vastly popular operating system are abundant and clear. Use**

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**Qt to target both platforms: Symbian, the most widely used mobile operating system in the world, as well as MeeGo, the Intel/Nokia platform for mobile devices. Develop HTML5 applications for both Symbian and MeeGo platforms that will run with little modification on other mobile platforms. Novice developers learn the basics of Qt with a mobile slant, giving them the ability to target both desktop and mobile platforms. Mobile App Manual: The Blueprint is a starting point for building native mobile applications using web technologies. You'll learn about a process developed using tools like jQuery Mobile and PhoneGap Build,**

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**that will allow you to create mobile applications quickly and easily. You'll also learn how to leverage skills typically used to develop desktop websites to create modern hybrid mobile applications, so you can write your code once, and deploy your apps across a wide variety of devices and app stores.**

**How to reap the rewards while technology works for you**

**MGMT8**

**The Team That Built the Android Operating System**

**Symbian OS C++ for Mobile Phones**

**Learning from Experience Design Failures**

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### **Cloud Computing Bible**

### **Apple, Google, Microsoft and the Battle for the Internet**

*IRC (Internet Relay Chat) may very well turn out to be the world's most successful hack. In 1988, Jarkko Oikarinen wrote the original IRC program at the University of Oulu, Finland. As he says in his foreword, "IRC started as one summer trainee's programming exercise. A hack grew into a software development project that hundreds of people participated in, and then became a worldwide environment where tens of thousands of people now spend time with each other. I have found many of my friends through IRC and*

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*learnt a significant part of my present software engineering knowledge while using and working with IRC. That would not have been possible without learning from code examples and hacks from others". IRC has continued to grow in popularity since its inception. Millions of people from all over the world now use IRC to chat with friends, discuss projects and collaborate on research. With a simple, clearly defined protocol, IRC has become one of the most accessible chat environments, with clients written for a multitude of operating systems. And IRC is more than just a simple chat system it is a network of intercommunicating servers, allowing thousands of clients to connect from anywhere in the world using*

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*the IRC protocol. While IRC is easy to get into and many people are happy to use it without being aware of what's happening under the hood, there are those who hunger for more knowledge, and this book is for them. IRC Hacks is a collection of tips and tools that cover just about everything needed to become a true IRC master, featuring contributions from some of the most renowned IRC hackers, many of whom collaborated on IRC, grouping together to form the channel #irchacks on the freenode IRC network ([irc.freenode.net](http://irc.freenode.net)). Like all of our Hacks books, there are many different ways to use IRC Hacks. You can read the book from cover to cover, but you might be better served by picking an interesting item from the*

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*table of contents and just diving in. If you're relatively new to IRC, you should considering starting with a few hacks from each progressive chapter. Chapter 1 starts you off by showing you how to connect to IRC, while Chapter 2 acquaints you with the everyday concepts you'll need to use IRC effectively. Chapter 3 is all about users and channels, and introduces the first pieces of code. Chapter 4 shows you how to make useful enhancements to IRC clients. Chapter 5 is where you will learn the basics about creating IRC bots, with Chapters 6-12 introducing more complex bots that can be used for logging, servicing communities, searching, announcing, networking, managing channels or simply for having fun. Chapter*

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*13 delves into the IRC protocol in more detail, and Chapter 14 demonstrates some interesting alternative methods for connecting to IRC. Finally, Chapter 15 will move you on to new pastures by showing you how to set up your own IRC server. This book presents an opportunity to learn how IRC works and how to make best use of some of the features that have made it the most successful, most scalable, and most mature chat system on this planet. IRC Hacks delves deep into the possibilities.*

*In 2004, Android was two people who wanted to build camera software. But they couldn't get investors interested. Today, Android is a large team at Google, shipping an operating system (including camera*

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*software) to over three billion devices worldwide. This is the inside story, told by the people who made it happen. "What are the essential ingredients that lead a small team to build software at the sheer scale and impact of Android? We may never fully know, but this first person account is probably the closest set of clues we have." -Dave Burke, VP of Android Engineering "Androids captures a strong picture of what the early development of Android, as well as the Android team, was like." -Dianne Hackborn, Android Framework Engineer "Androids is the engaging tale of a motley group of coders with a passion to make insanely great products who banged out the operating system when that idea seemed nuts. True to his geek*

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*genes, Chet Haase tells this remarkable tale of technical and business success from the trenches, an inspiring, massive collective effort of dozens of programmers who flipped their seemingly late timing to their advantage, and presaged a generation of platform builders. Read Androids to discover what it takes to create a hot tech team that shipped a product running today on more than 3 billion devices.” -Jonathan Littman, co-author of The Entrepreneurs Faces: How Makers, Visionaries and Outsiders Succeed, and author of The Fugitive Game All profits from the book will be donated to charity. InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic*

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*Centers. InfoWorld also celebrates people, companies, and projects.*

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*The Independent Guide to IBM-standard Personal Computing*

*The Routledge Companion to Mobile Media*

*IRC Hacks*

*InfoWorld*

*Volume 1: Professional Development on Constrained Devices*