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Programming Perl

O'Reilly Media **Perl is a powerful programming language that has grown in popularity since it first appeared in 1988. The first edition of this book, Programming Perl, hit the shelves in 1990, and was quickly adopted as the undisputed bible of the language. Since then, Perl has grown with the times, and so has this book.Programming Perl is not just a book about Perl. It is also a unique introduction to the language and its culture, as one might expect only from its authors. Larry Wall is the inventor of Perl, and provides a unique perspective on the evolution of Perl and its future direction. Tom Christiansen was one of the first champions of the language, and lives and breathes the complexities of Perl internals as few other mortals do. Jon Orwant is the editor ofThe Perl Journal, which has brought together the Perl community as a common forum for new developments in Perl.Any Perl book can show the syntax of Perl's functions, but only this one is a comprehensive guide to all the nooks and crannies of the language. Any Perl book can explain**

typeglobs, pseudohashes, and closures, but only this one shows how they really work. Any Perl book can say that my is faster than local, but only this one explains why. Any Perl book can have a title, but only this book is affectionately known by all Perl programmers as "The Camel."This third edition of Programming Perl has been expanded to cover version 5.6 of this maturing language. New topics include threading, the compiler, Unicode, and other new features that have been added since the previous edition.

User Story Mapping

Discover the Whole Story, Build the Right Product

<u>"O'Reilly Media, Inc."</u> User story mapping is a valuable tool for software development, once you understand why and how to use it. This insightful book examines how this often misunderstood technique can help your team stay focused on users and their needs without getting lost in the enthusiasm for individual product features. Author Jeff Patton shows you how changeable story maps enable your team to hold better conversations about the project throughout the development process. Your team will learn to come away with a shared understanding of what you're attempting to build and why. Get a high-level view of story mapping, with an exercise to learn key concepts quickly Understand how stories really work, and how they come to life in Agile and Lean projects Dive into a story's lifecycle, starting with opportunities and moving deeper into discovery Prepare your stories, pay attention while they're built, and learn from those you convert to working software

Hadoop: The Definitive Guide

<u>"O'Reilly Media, Inc."</u> Counsels programmers and administrators for big and small organizations on how to work with large-scale application datasets using Apache Hadoop, discussing its capacity for storing and processing large amounts of data while demonstrating best practices for building reliable and scalable distributed systems.

Resource-Oriented Computing with NetKernel

Taking REST Ideas to the Next Level

<u>"O'Reilly Media, Inc."</u> **Take resource-oriented computing out for a spin with this hands-on introduction to NetKernel, and discover how ROC can improve the way you design and implement software and software systems. Learn how ROC's new approach combines core ideas from the REST architectural style with the Unix development model. By using NetKernel to create and then string simple services together, you can develop complex systems that scale as easily as the Internet does. Author Tom Geudens helps you create several NetKernel modules right away, and then walks you through the results to demonstrate their effectiveness. Create, test, and document Netkernel modules from scratch Learn the basic principles of ROC's abstract computing model Design an interface in NetKernel that lets you insert, update, delete, and select actions in MongoDB Use the Visualizer to trace information about root requests processed by NetKernel Handle resource requests with DPML—NetKernel's Declarative-Request Process Markup Language Compose modular XML documents with the XML Recursion Language (XRL) Build solutions using nCoDE in NetKernel's visual editor**

Inside Book Publishing

<u>Routledge</u> **Now in its fifth edition, Inside Book Publishing remains the classic introduction to the book publishing industry, being both a manual for the profession for over two decades and the bestselling textbook for students of publishing. This new edition has been fully updated to respond to the rapid changes in the market and technology. Now more global in its references and scope, the book explores the tensions and trends affecting the industry, including the growth of ebooks, self-publishing, and online retailing, and new business models and workflows. The book provides excellent overviews of the main aspects of the publishing process, including commissioning, product development, design and production, marketing, sales and distribution. The book remains essential reading for publishing students, those seeking a career in publishing, recent entrants to the industry, and authors seeking an insider's view. The accompanying website supports the book by providing up-to-date and relevant content.**

Node: Up and Running

Scalable Server-Side Code with JavaScript

"O'Reilly Media, Inc." **This book introduces you to Node, the new web development framework written in JavaScript. You'll learn hands-on how Node makes life easier for experienced JavaScript developers: not only can you work on the front end and back end in the same language, you'll also have more flexibility in choosing how to divide application logic between client and server. Written by a core contributor to the framework, Node: Up and Running shows you how Node scales up to support large numbers of simultaneous connections across multiple servers, and scales down to let you create quick one-off applications with minimal infrastructure. Built on the V8 JavaScript engine that runs Google Chrome, Node is already winning the hearts and minds of many companies, including Google and Yahoo! This book shows you why. Understand Node's event-loop architecture, non-blocking I/O, and event-driven programming Discover how Node supports a variety of database and data storage tools Learn best practices for writing easy-to-maintain code for Node Get concrete examples of how to use the various Node APIs in practice Take advantage of the book's complete API reference**

The Connected Company

"O'Reilly Media, Inc." **With a foreword by Alex Osterwalder.**

Getting Started with RFID

"O'Reilly Media, Inc." **If you want to experiment with radio frequency identification (RFID), this book is the perfect place to start. All you need is some experience with Arduino and Processing, the ability to connect basic circuits on a breadboard with jumper wire—and you're good to go. You'll be guided through three hands-on projects that let you experience RFID in action. RFID is used in various applications, such as identifying store items or accessing a toll road with an EZPass system. After you build each of the book's projects in succession, you'll have the knowledge to pursue RFID applications of your own. Use Processing to get a sense of how RFID readers behave Connect Arduino to an RFID**

reader and discover how to use RFID tags as keys Automate your office or home, using RFID to turn on systems when you're present, and turn them off when you leave Get a complete list of materials you need, along with code samples and helpful illustrations Tackle each project with easy-to-follow explanations of how the code works

Mapping with Drupal

"O'Reilly Media, Inc." Build beautiful interactive maps on your Drupal website, and tell engaging visual stories with your data. This concise guide shows you how to create custom geographical maps from top to bottom, using Drupal 7 tools and out-of-the-box modules. You'll learn how mapping works in Drupal, with examples on how to use intuitive interfaces to map local events, businesses, groups, and other custom data. Although building maps with Drupal can be tricky, this book helps you navigate the system's complexities for creating sophisticated maps that match your site design. Get the knowledge and tools you need to build useful maps with Drupal today. Get up to speed on map projections, the ethics of making maps, and the challenges of building them online Learn how spatial data is stored, input by users, manipulated, and queried Use the OpenLayers or GMap modules to display maps with lists, tables, and data feeds Create rich, custom interactions by applying geolocation Customize your map's look and feel with personalized markers, map tiles, and map popups Build modules that add imaginative and engaging interactions

Intermediate Perl

Beyond The Basics of Learning Perl

"O'Reilly Media, Inc." This book picks up right where Learning Perl leaves off. With Intermediate Perl, you'll graduate from short scripts to much larger programs, using features that make Perl a general-purpose language. This gentle but thorough guide introduces you to modules, complex data structures, and object-oriented programming. Each chapter is small enough to be read in just an hour or two, ending with exercises to help you practice what you've learned. If you're familiar with the material in Learning Perl and have the ambition to go further, Intermediate Perl will teach you most of the core Perl language concepts you need for writing robust programs on any platform. Topics include: Packages and namespaces References and scoping, including regular expression references Manipulating complex data

structures Object-oriented programming Writing and using modules Testing Perl code Contributing to CPAN Just like Learning Perl, material in this book closely follows the popular introductory Perl course the authors have taught since 1991. This second edition covers recent changes to the language up to version 5.14.

The Connected Company

O'Reilly Media Incorporated **Previously published in hardcover: 2012.**

Programming Perl

Unmatched Power for Text Processing and Scripting

"O'Reilly Media, Inc." **Introduces the programming language to beginners and provides a Perl language reference for experienced users, covering operators, statements, formats, modules, objects, threads, tied variables, debugging, and security.**

The Content Machine

Towards a Theory of Publishing from the Printing Press to the Digital Network

Anthem Press **This ground-breaking study, the first of its kind, outlines a theory of publishing that allows publishing houses to focus on their core competencies in times of crisis. Tracing the history of publishing from the press works of fifteenth-century Germany to twenty-first-century Silicon Valley, via Venice, Beijing, Paris and London, and fusing media theory and business experience, 'The Content Machine' offers a new understanding of content, publishing and technology, and defiantly answers those who contend that publishing has no future in a digital age.**

Introduction to Media Production

The Path to Digital Media Production

Taylor & Francis **Introduction to Media Production began years ago as an alternative text that would cover ALL aspects of media production, not just film or just tv or just radio. Kindem and Musburger needed a book that would show students how every form of media intersects with one another, and about how one needs to know the background history of how film affects video, and how video affects working in a studio, and ultimately, how one needs to know how to put it all together. Introduction to Media Production is the book that shows this intersection among the many forms of media, and how students can use this intersection to begin to develop their own high quality work. Introduction to Media Production is a primary source for students of media. Its readers learn about various forms of media, how to make the best use of them, why one would choose one form of media over another, and finally, about all of the techniques used to create a media project. The digital revolution has exploded all the former techniques used in digital media production, and this book covers the now restructured and formalized digital workflows that make all production processes by necessity, digital. This text will concentrate on offering students and newcomers to the field the means to become aware of the critical importance of understanding the end destination of their production as a part of pre-production, not the last portion of post production. Covering film, tv, video, audio, and graphics, the fourth edition of Introduction to Digital Media promises to be yet another comprehensive guide for both students of media and newcomers to the media industry.**

Religion, Media, and Social Change

Routledge **In an era of heightened globalization, macro-level transformations in the general socioeconomic and cultural makeup of modern societies have been studied in great depth. Yet little attention has been paid to the growing influence of media and mass-mediated popular culture on contemporary religious sensibilities, life, and practice. Religion, Media, and Social Change explores the correlation between the study of religion, media, and popular culture and broader sociological theorizing on religious change. Contributions devote serious attention to broadly-defined**

media including technologies, institutions, and social and cultural environments, as well as mass-mediated popular culture such as film, music, television, and computer games. This interdisciplinary collection addresses important theoretical and methodological questions by connecting the study of media and popular culture to current perspectives, approaches, and discussions in the broader sociological study of religion.

Spring Data

Modern Data Access for Enterprise Java

"O'Reilly Media, Inc." **You can choose several data access frameworks when building Java enterprise applications that work with relational databases. But what about big data? This hands-on introduction shows you how Spring Data makes it relatively easy to build applications across a wide range of new data access technologies such as NoSQL and Hadoop. Through several sample projects, you'll learn how Spring Data provides a consistent programming model that retains NoSQL-specific features and capabilities, and helps you develop Hadoop applications across a wide range of use-cases such as data analysis, event stream processing, and workflow. You'll also discover the features Spring Data adds to Spring's existing JPA and JDBC support for writing RDBMS-based data access layers. Learn about Spring's template helper classes to simplify the use ofdatabase-specific functionality Explore Spring Data's repository abstraction and advanced query functionality Use Spring Data with Redis (key/value store), HBase(column-family), MongoDB (document database), and Neo4j (graph database) Discover the GemFire distributed data grid solution Export Spring Data JPA-managed entities to the Web as RESTful web services Simplify the development of HBase applications, using a lightweight object-mapping framework Build example big-data pipelines with Spring Batch and Spring Integration**

Learning Perl

"O'Reilly Media, Inc." **If you're just getting started with Perl, this is the book you want—whether you're a programmer, system administrator, or web hacker. Nicknamed "the Llama" by two generations of users, this bestseller closely follows the popular introductory Perl course taught by the authors since 1991. This 6th edition covers recent changes**

to the language up to version 5.14. Perl is suitable for almost any task on almost any platform, from short fixes to complete web applications. Learning Perl teaches you the basics and shows you how to write programs up to 128 lines long—roughly the size of 90% of the Perl programs in use today. Each chapter includes exercises to help you practice what you've just learned. Other books may teach you to program in Perl, but this book will turn you into a Perl programmer. Topics include: Perl data and variable types Subroutines File operations Regular expressions String manipulation (including Unicode) Lists and sorting Process management Smart matching Use of third party modules

The Global EBook Market: Current Conditions & Future Projections

"O'Reilly Media, Inc." **The Global eBook Report documents and analyses how ebook markets emerge in the US, UK, continental Europe, Brazil, China, India, Russia, and the Arab world. It combines the best available data and references to specialized local actors, with thematic chapters, focusing on critical policy debates and on key driving forces, notably ebook bestsellers and pricing strategies across European markets, self-publishing, government regulation, piracy, and the expanding impact of global players. The Global eBook Report is available for download from October 1st , 2013, at www.global-ebook.com. A project of Rüdiger Wischenbart Content and Consulting.**

Writing Local History Today

A Guide to Researching, Publishing, and Marketing Your Book

Rowman & Littlefield **Writing Local History Today guides local historians through the process of researching, writing, and publishing their work. Mason & Calder present step-by-step advice to guide aspiring authors to a successful publication and focus not only on how to write well but also how to market and sell their work. Highlights include: Discussion of how to identify an audience for your writing project Tips for effective research and planning Sample**

documents, such as contracts and requests for proposals Discussion of how to use social media to leverage your publication Discussion of the benefits and drawbacks to self-publishing An essay by Gregory Britton, the editorial director of John Hopkins University Press, about financial pitfalls in publishing This guide is useful for first-time authors who need help with this sometimes daunting process, or for previously published historians who need a quick reference or timely tip.

Ethics of Big Data

Balancing Risk and Innovation

"O'Reilly Media, Inc." **What are your organization's policies for generating and using huge datasets full of personal information? This book examines ethical questions raised by the big data phenomenon, and explains why enterprises need to reconsider business decisions concerning privacy and identity. Authors Kord Davis and Doug Patterson provide methods and techniques to help your business engage in a transparent and productive ethical inquiry into your current data practices. Both individuals and organizations have legitimate interests in understanding how data is handled. Your use of data can directly affect brand quality and revenue—as Target, Apple, Netflix, and dozens of other companies have discovered. With this book, you'll learn how to align your actions with explicit company values and preserve the trust of customers, partners, and stakeholders. Review your data-handling practices and examine whether they reflect core organizational values Express coherent and consistent positions on your organization's use of big data Define tactical plans to close gaps between values and practices—and discover how to maintain alignment as conditions change over time Maintain a balance between the benefits of innovation and the risks of unintended consequences**

Autobiography of Thomas Jefferson

Lulu.com **This short but richly detailed memoir by Thomas Jefferson offers a rare autobiographical glimpse into the fascinating mind of this Founding Father during the tumultuous events of his remarkable public career. In addition to being America's third President, Jefferson was Minister to France during the early stages of the French Revolution,**

wartime Governor of Virginia, Washington's Secretary of State and Vice President during the John Adams administration. This new edition of the Autobiography includes an essay on Jefferson by historian Elbert Hubbard.

Directory of Publishing 2012

United Kingdom and The Republic of Ireland

Bloomsbury Publishing **Now in its 37th edition, and compiled in association with the Publishers Association, this is the most authoritative, detailed trade directory available for the United Kingdom and the Republic of Ireland, listing over 900 book publishers. Comprehensive entries include, where available: - full contact details including addresses and websites - details of distribution and sales and marketing agents - key personnel - listing of main fields of activity - information on annual turnover, numbers of new titles and numbers of employees - ISBN prefixes including those for imprints and series - details of trade association membership - information on overseas representation - details of associated and parent companies. In addition to the detailed entries on publishers, the Directory offers in-depth coverage of the wider UK book trade and lists organizations associated with the book trade: packagers, authors' agents, trade and allied associations and services. The directory is also available to purchase as an online resource, for more information and a free preview please visit www.continuumbooks.com/directoryofpublishing**

KnowThis Marketing Basics 2nd Ediition

Knowthis Media **KnowThis: Marketing Basics 2nd edition offers detailed coverage of essential marketing concepts. This very affordable book is written by a marketing professor and covers the same ground as much more expensive books while offering its own unique insights. The book takes a highly applied approach including offering over 150 real-world examples. The new edition includes enhanced coverage of numerous new developments and how these affect marketing including social networks, mobile device applications ("apps"), neuro-research, group couponing, smartphone payments, quick response codes, to name a few. The new edition also features expanded coverage of globalization, Internet and mobile networks, consumer purchase behavior and much more. The book is ideal for marketing professionals, students, educators, and anyone else who needs to know about marketing. Supported by**

KnowThis.com, a leading marketing resource. Contents: 1: What is Marketing? 2: Marketing Research 3: Managing Customers 4: Understanding Customers 5: Targeting Markets 6: Product Decisions 7: Managing Products 8: Distribution Decisions 9: Retailing 10: Wholesaling & Product Movement 11: Promotion Decisions 12: Advertising 13: Managing the Advertising Campaign 14: Sales Promotion 15: Public Relations 16: Personal Selling 17: Pricing Decisions 18: Setting Price 19: Managing External Forces 20: Marketing Planning & Strategy Appendix: Marketing to the Connected Customer

PayPal APIs

Up and Running

"O'Reilly Media, Inc." **If your web application's success depends on how quickly and easily users can make transactions, PayPal APIs provide effective solutions you can't afford to overlook. This concise book takes you hands-on through several options to help you determine the best choice for your situation, whether you're collecting money via websites or mobile apps for products and services, donations, or anything else. In each chapter, you'll work with a different PayPal API by integrating it into the book's sample application, using Python and the Google App Engine framework. This expanded edition introduces two new options: Express Checkout for Digital Goods and Instant Payment Notifications, complete with sample project code. By the end of this book, you'll understand how to take full advantage of PayPal and its powerful features. Learn PayPal API basics, and get an introduction to Google App Engine Explore the Express Checkout option, and understand what distinguishes it from other generic workflows Tailor Express Checkout for electronic documents, videos, and other "in app" digital purchases Apply the Adaptive Payments option for transactions that involve multiple recipients Embed the payment process into your site with no mention of PayPal, using Website Payments Pro Use the Instant Payment Notifications you receive as triggers to take follow-up action**

Smart Social Media

Your Guide to Becoming a Highly Paid Social Media Manager

Createspace Independent Pub **Smart Social Media is the definitive hands-on guide on how to claim your share of the current social media marketing boom and how to build a lucrative business part-time by providing social media marketing services to businesses and entrepreneurs both locally and worldwide. This guide collects valuable lessons from current Social Media Managers and highlights key marketing strategies related toFacebook, video marketing, and YouTube. In Smart Social Media, you will discover: Why there is such a high demand for Social Media Managers and so many opportunities for the services they offer How you can start TODAY, even if you have no prior experience Expert advice on how to close a sale with your clients, charge top dollar, and increase your fees Expert advice on how to avoid common pitfalls when starting out as a Social Media Manager Why being a Social Media Manager can provide for a great lifestyle How to deliver effective and powerful Facebook, video marketing, and YouTube campaigns to grow your clients' businesses How to grow your own business through outsourcing and delegation Other online marketing services you can offer to your clients And much, much more... This is a step-by-step guide that shares strategies and techniques you can implement immediately to build a successful social media marketing business for small businesses while living anywhere you want and servicing clients all around the world.**

Getting Started with Dwarf Fortress

Learn to play the most complex video game ever made

"O'Reilly Media, Inc." **Dwarf Fortress may be the most complex video game ever made, but all that detail makes for fascinating game play, as various elements collide in interesting and challenging ways. The trick is getting started. In this guide, Fortress geek Peter Tyson takes you through the basics of this menacing realm, and helps you overcome the formidable learning curve. The book's focus is the game's simulation mode, in which you're tasked with building a dwarf city. Once you learn how to establish and maintain your very first fortress, you can consult the more advanced**

chapters on resource management and training a dwarf military. You'll soon have stories to share from your interactions with the Dwarf Fortress universe. Create your own world, then locate a site for an underground fortress Equip your party of dwarves and have them build workshops and rooms Produce a healthy food supply so your dwarves won't starve (or go insane) Retain control over a fortress and dozens of dwarves, their children, and their pets Expand your fortress with fortifications, stairs, bridges, and subterranean halls Construct fantastic traps, machines, and weapons of mass destruction

Social Media

A Critical Introduction

SAGE **Never look at social media the same way again. Social media are an integral part of contemporary society. From news and politics to language and everyday life, they have changed the way we communicate, use information and understand the world. So we have to ask critical questions about social media. We have to dig deeper into issues of ownership, power, class and (in)justice. This book equips you with a critical understanding of the complexities and contradictions at the heart of social media's relationship with society. The revised and expanded**

Programming Interactivity

"O'Reilly Media, Inc." **Looks at the techniques of interactive design, covering such topics as 2D and 3D graphics, sound, computer vision, and geolocation.**

Version Control with Git

Powerful tools and techniques for collaborative software

development

<u>"O'Reilly Media, Inc."</u> **Get up to speed on Git for tracking, branching, merging, and managing code revisions. Through a series of step-by-step tutorials, this practical guide takes you quickly from Git fundamentals to advanced techniques, and provides friendly yet rigorous advice for navigating the many functions of this open source version control system. This thoroughly revised edition also includes tips for manipulating trees, extended coverage of the reflog and stash, and a complete introduction to the GitHub repository. Git lets you manage code development in a virtually endless variety of ways, once you understand how to harness the system's flexibility. This book shows you how. Learn how to use Git for several real-world development scenarios Gain insight into Git's common-use cases, initial tasks, and basic functions Use the system for both centralized and distributed version control Learn how to manage merges, conflicts, patches, and diffs Apply advanced techniques such as rebasing, hooks, and ways to handle submodules Interact with Subversion (SVN) repositories—including SVN to Git conversions Navigate, use, and contribute to open source projects though GitHub**

Big Data-Enabled Nursing

Education, Research and Practice

<u>Springer</u> **Historically, nursing, in all of its missions of research/scholarship, education and practice, has not had access to large patient databases. Nursing consequently adopted qualitative methodologies with small sample sizes, clinical trials and lab research. Historically, large data methods were limited to traditional biostatical analyses. In the United States, large payer data has been amassed and structures/organizations have been created to welcome scientists to explore these large data to advance knowledge discovery. Health systems electronic health records (EHRs) have now matured to generate massive databases with longitudinal trending. This text reflects how the learning health system infrastructure is maturing, and being advanced by health information exchanges (HIEs) with multiple organizations blending their data, or enabling distributed computing. It educates the readers on the evolution of knowledge discovery methods that span qualitative as well as quantitative data mining, including the expanse of data**

visualization capacities, are enabling sophisticated discovery. New opportunities for nursing and call for new skills in research methodologies are being further enabled by new partnerships spanning all sectors.

The Librarian's Introduction to Programming Languages

A LITA Guide

Rowman & Littlefield **The Librarian's Introduction to Programming Languages presents case studies and practical applications for using the top programming languages in library and information settings. While there are books and Web sites devoted to teaching programming, there are few works that address multiple programming languages or address the specific reasons why programming is a critical area of learning for library and information science professionals. There are many books on programming languages but no recent items directly written for librarians that span a variety of programs. Many practicing librarians see programming as something for IT people or beyond their capabilities. This book will help these librarians to feel comfortable discussing programming with others by providing an understanding of when the language might be useful, what is needed to make it work, and relevant tools to extend its application. Additionally, the inclusion of practical examples lets readers try a small "app" for the language. This also will assist readers who want to learn a language but are unsure of which language would be the best fit for them in terms of learning curve and application. The languages covered are JavaScript, PERL, PHP, SQL, Python, Ruby, C, C#, and Java. This book is designed to provide a basic working knowledge of each language presented. Case studies show the programming language used in real ways, and resources for exploring each language in more detail are also included.**

Highly-Distributed Systems

IoT, Robotics, Mobile Apps, Energy Efficiency , Security

Springer Nature **So, you are reading a book that aims to cover the field of recent innovations in network services and distributed systems. The book's target audience includes university and technical college students, graduate engineers and teaching staff. If you are someone else, don't worry, the topics covered may still be of interest to you! The Authors Prof. Dr. habil. Andriy Luntovskyy is professor at the Saxon University of Cooperative Education - State Study Academy of Saxony in Dresden (BA Dresden). His "alma mater" is the Kiev University of Technology "Igor Sikorsky KPI", Ukraine (diploma with award in 1989). From 1989 until 2001, he worked at University of Technology Kiev "Igor Sikorsky KPI" Ukraine as PhD student, teaching assistant, lecturer, senior lecturer, as well as private docent. In the same timetable, he worked part-time for several companies and institutions as a software developer and project manager. From 2001 until 2008, he worked as lecturer and PostDoc at the Chair of Computer Networks at Dresden Technical University (TU Dresden). Since 2008, he obtained his position at BA Dresden. Dr. Dietbert Gütter is lecturer emeritus at Dresden Technical University (TU Dresden) and at the Saxon University of Cooperative Education - State Study Academy of Saxony in Dresden (BA Dresden). His "alma mater" is TU Dresden with his doctorate in 1974. He worked at the Chair of Computer Networks at TU Dresden for over 40 years as a researcher and continues to teach at BA Dresden and various Saxon educational institutions. .**

Digital Business and E-commerce Management

Pearson UK

Learning Rails 3

Rails from the Outside In

"O'Reilly Media, Inc." **If you're a web developer or designer ready to learn Rails, this unique book is the ideal way to start. Rather than throw you into the middle of the framework's Model-View-Controller architecture, Learning Rails 3 works from the outside in. You'll begin with the foundations of the Web you already know, and learn how to create something**

visible with Rails' view layer. Then you'll tackle the more difficult inner layers: the database models and controller code. All you need to get started is HTML experience. Each chapter includes exercises and review questions to test your understanding as you go. Present content by building an application with a basic view and a simple controller Build forms and process their results, progressing from simple to more complex Connect forms to models by setting up a database, and create code that maps to database structures Use Rails scaffolding to build applications from a view-centric perspective Add common web application elements such as sessions, cookies, and authentication Build applications that combine data from multiple tables Send and receive email messages from your applications "Learning Rails 3 feels like a brisk pair programming session with professionals who know how to use Ruby on Rails to get things done, and get them done well." -Alan Harris, author of Sinatra: Up and Running

WebGL: Up and Running

Building 3D Graphics for the Web

"O'Reilly Media, Inc." Get a quick introduction to WebGL, the new standard for 3D rendering on the Web and a member of HTML5's family of technologies. With this hands-on guide, you'll learn essential WebGL development and production concepts, using the JavaScript 3D engine Three.js. At the end of the book, you'll put everything together and build a full 3D application with WebGL. You don't have to be a game development wizard or have 3D graphics experience to get started. If you use HTML, CSS, and JavaScript—and have familiarity with JQuery and Ajax—this book will help you gain a working knowledge of WebGL through clear and simple examples. Understand core 3D graphics concepts and how to implement them in WebGL Create WebGL sample pages as you learn, and build a racing game application in the final chapter Get to know the Three.js open source library in detail Develop working knowledge of graphics rendering, texturing, animation, interaction, and behaviors Seamlessly integrate 3D graphics with other content on the page Learn the tools, file formats, and techniques for developing robust and secure applications in a production environment "WebGL: Up and Running is an ideal introduction to the world of 3D programming on the web. It's well-written, clear, and fun. I wish it had been around when I started learning!" —Giles Thomas, LearningWebGL.com

Dreams of Trees

Createspace Independent Pub **Thomas is a man who appreciates simple things: his small house and the beautiful trees that surround it. When the trees are removed and replaced by buildings, Thomas must cope with this change, and readers learn to see beauty in their surroundings. Featuring lush, bright, intricate illustrations.**

Software Engineering at Google

Lessons Learned from Programming Over Time

O'Reilly Media **The approach to and understanding of software engineering at Google is unlike any other company. With this book, you'll get a candid and insightful look at how software is constructed and maintained by some of the world's leading practitioners. Titus Winters, Tom Manshreck, and Hyrum K. Wright, software engineers and a technical writer at Google, reframe how software engineering is practiced and taught: from an emphasis on programming to an emphasis on software engineering, which roughly translates to programming over time. You'll learn: Fundamental differences between software engineering and programming How an organization effectively manages a living codebase and efficiently responds to inevitable change Why culture (and recognizing it) is important, and how processes, practices, and tools come into play.**

Hulu and Jason Kilar

The Rosen Publishing Group, Inc **This biography follows Internet and television innovator Jason Kilar from the family vacation in Florida's Disney World that sparked his interest in customer service when he was still a child, to his rise through the ranks of two of the most intriguing and successful new media companies: Amazon and Hulu. In addition to an account of Kilar's personal journey, readers will get an overview of how media technology and the Internet have evolved over the last two decades, radically altering the landscape of commerce as well as entertainment and making it possible for companies like Amazon and Hulu to thrive.**

MOJO: The Mobile Journalism Handbook

How to Make Broadcast Videos with an iPhone or iPad

<u>CRC Press</u> **MOJO: The Mobile Journalism Handbook is the first book devoted specifically to training citizens, journalism students and media professionals to produce professional-quality videos with only a mobile device. As journalism becomes increasingly competitive, students and emerging professionals need a broader skillset to make themselves more employable, whether as mainstream or entrepreneurial journalists. This book by Dr. Ivo Burum and Dr. Stephen Quinn, world experts in mobile journalism, provides comprehensive coverage of all the skills and practices needed to be a mobile journalist. Key features: Burum and Quinn underline the importance of story and storytelling, the crucial context journalists always need to keep in mind. Other books and tutorials merely offer step-by-step guidance to mobile technology and apps. The book synthesizes the knowledge and more than 70 years of combined expertise of two of the world's leading mobile journalism practitioners, offering sage advice and tips from people who have trained mojos in more than 20 countries. Companion Website: How-to videos on the companion website offer powerful ways for learners to absorb the content easily, walking them through the key mojo components of research, shooting, scripting, voice-over, editing and post-production. www.routledge.com/cw/burum Ivo Burum is an award-winning writer, director and television executive producer. He has more than 30 years' experience working across genres including frontline international current affairs. A pioneer in UGS creation, Dr. Burum lectures in multimedia journalism. This is his second book about mojo. He runs Burum Media, a mojo and web TV consultancy that provides training for journalists, educators and remote communities internationally. Stephen Quinn was a journalist for 20 years before he became a university professor in 1996. Dr. Quinn taught journalism in five countries until he returned to journalism in 2011 in Hong Kong. His UK-based company MOJO Media Insights trains mobile journalists around the world. This is his twenty-first print book. He has also produced 5 iBooks. He co-writes a weekly column syndicated to seven countries.**

The Innovator's Dictionary

555 Methods and Instruments for More Creativity and Innovation in Your Company

<u>Walter de Gruyter GmbH & Co KG</u> **More and more people have to organize or moderate innovation processes, creative workshops and design thinking projects and need help when choosing appropriate tools. At the same time, the number of available methods has virtually exploded in recent years – making it difficult to find the most appropriate method. This book presents 555 of the most important innovation methods and tools, selected and curated by experienced innovation professionals. A step-by-step explanation for each method allows for easy implementation in your own team meeting or workshop. Further information on each method, such as method results, experience insights, required innovation skills and numerous illustrations help the reader to select the right instrument and adapt it to their respective goal. Whether you are a beginner or a professional, the book will help you to select methods quickly and safely. Innovation managers and everyone responsible for projects and products will find invaluable help for their work in this dictionary. It also offers a Design Thinking reference for all methods as well as a free online method search with various search paths.**