App Savvy Turning Ideas Into Ipad And Iphone Apps Customers Really Want

This is the classic readers' advisory tool and text, updated and improved for today's users. Genres and reading trends are demystified as more than 5,000 titles are classified, with two new chapters on Christian fiction and emerging genres. You'll also find essays by genre experts and the foremost proponents of readers' advisory today. For the past 150 years, America's public libraries have supplied billions of books to billions of people, and most of those books have been (and continue to be) popular fiction. The new edition of Genreflecting explains not only what library patrons are reading, but why. In the process, it casts reading in a new light, demonstrating the way in which it functions as an essential information service that creates communities in culturally democratic ways. Focusing on what today's readers read, this classic guide introduces current genre fiction and popular reading tastes. By defining genres, describing their features and characteristics, and grouping titles by genre, subgenre, and theme, the book helps those who work with readers understand distinct patterns in reading habits and book selection. It thus helps users identify read-alikes and other titles their patrons will enjoy. Genreflecting has become a standard reference and readers' advisory tool for library practitioners, and an insightful text for students of library and information science. Building upon previous editions, this new volume features informative essays on the essence, history, and latest trends of various genres, contributed by top scholars and genre experts, edited by Dr. Wayne Wiegand. New chapters on Christian fiction and emerging genres (women's fiction and chick lit) have been added. In addition, more than 5,000 titles, approximately one-third new to this edition, are classified, focusing on titles published since the last edition along with perennial classics and benchmark titles. The popular feature D's Picks identifies new and noteworthy titles in each genre. Other features new to this edition include lists of selected classic authors and titles in each genre, sections on genreblends in those areas where they occur (e.g., horror/humor, mystery/romance), and three new essays. The Social Nature of Reading by Dr. Wiegand, The Readers' Advisory Interview by Dr. Catherine Ross, and A Brief History of Readers' Advisory by Melanie A. Kimball offer further insight into the nature and importance of this field.

An innovative guide to living gamefully, based on the program that has already helped nearly half a million people achieve remarkable personal growth In 2009, internationally renowned game designer Jane McGonigal suffered a severe concussion. Unable to think clearly or work or even get out of bed, she became anxious and depressed, even suicidal. But rather than let herself sink further, she decided to get better by doing what she does best: she turned her recovery process into a resilience-building game. What started as a simple motivational exercise quickly became a set of rules for "post-traumatic growth" that she shared on her blog. These rules led to a digital game and a major research study with the National Institutes of Health. Today nearly half a million people have played SuperBetter to get stronger, happier, and healthier. But the life-changing ideas behind SuperBetter are much bigger than just one game. In this book, McGonigal reveals a decade's worth of scientific research into the ways all games—including videogames, sports, and puzzles—change how we respond to stress, challenge, and pain. She explains how we can cultivate new powers of recovery and resilience in everyday life simply by adopting a more "gameful" mind-set. Being gameful means bringing the same psychological strengths we naturally display when we play games—such as optimism, creativity, courage, and determination—to real-world goals. Drawing on hundreds of studies, McGonigal shows that getting superbetter is as simple as tapping into the three core psychological strengths that games help you build: • Your ability to control your attention, and therefore your thoughts and feelings • Your power to turn anyone into a potential ally, and to strengthen your existing relationships • Your natural capacity to motivate yourself and super-charge your heroic qualities, like willpower, compassion, and determination SuperBetter contains nearly 100 playful challenges anyone can undertake in order to build these gameful strengths. It includes stories and data from people who have used the SuperBetter method to get stronger in the face of illness, injury, and other major setbacks, as well as to achieve goals like losing weight, running a marathon, and finding a new job. As inspiring as it is down to earth, and grounded in rigorous research, SuperBetter is a proven game plan for a better life. You'll never say that something is "just a game" again.

Summary Usability Matters: Mobile-first UX for developers and other accidental designers gives you practical advice and guidance on how to create attractive, elegant, and useful user interfaces for native and web-based mobile apps. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology Just because a mobile app works doesn't mean real people are going to like it. Usability matters! Most mobile developers wind up being part-time designers, and mastering a few core principles of mobile UI can make the difference between app and crap. About the Book Usability Matters is a guide for developers wrestling with the subtle art of mobile design. With each expertly presented example, app developer and designer Matt Lacey provides easy-to-implement techniques that instantly boost your design IQ. Skipping highbrow design theory, he addresses topics like gracefully handling network dropouts and creating intuitive data inputs. Read this book and your apps will look better, your users will be happier, and you might even get some high-fives at the next design review. What's Inside Understanding your users Optimizing input and output Creating fast, responsive experiences Coping with poor network conditions Managing power and resources About the Reader This book is for mobile developers working on native or web-based apps. About the Author Matt Lacey is an independent mobile developer and consultant and a Microsoft MVP. He's built, advised on, and contributed to apps for social networks, film and TV broadcasters, travel companies, banks and financial institutions, sports companies, news organizations, music-streaming services, device manufacturers, and electronics retailers. These apps have an installed base of more than 500,000,000 users and are used every day around the world. Matt previously worked at a broad range of companies, doing many types of development. He has worked at startups, small ISVs, national enterprises, and global consultancies, and written software for servers, desktops, devices, and industrial hardware in more languages than he can remember. He lives in the UK with his wife and two children. Table of Contents Introduction Part 1 - Context Who's using the app? Where and when is the app used? What device is the app running on? Part 2- Input How people interact with the app User-entered data Data not from a user Part 3 - Output Displaying items in the app Non-visible output Part 4 - Responsiveness Understanding the perception of time Making your app start fast Making your app run fast Part 5 - Connectivity Coping with varying network conditions Managing power and resources

A vibrant new voice . . . a modern classic. For generations, the Beaumont family has harbored a magical secret. They each possess a "savvy"—a special supernatural power that strikes when they turn thirteen. Grandpa Bomba moves mountains, her older brothers create hurricanes and spark electricity . . . and now it's the eve of Mibs's big day. As if waiting weren't hard enough, the family gets scary news two days before Mibs's birthday: Poppa has been in a terrible accident. Mibs develops the singular mission to get to the hospital and prove that her new power can save her dad. So she sneaks onto a salesman's bus . . . only to find the

bus heading in the opposite direction. Suddenly Mibs finds herself on an unforgettable odyssey that will force her to make sense of growing up—and of other people, who might also have a few secrets hidden just beneath the skin.

How can you make your iPad or iPhone app stand out in the highly competitive App Store? While many books simply explore the technical aspects of iPad and iPhone app design and development, App Savvy also focuses on the business, product, and marketing elements critical to pursuing, completing, and selling your app -- the ingredients for turning a great idea into a genuinely successful product. Whether you're a designer, developer, entrepreneur, or just someone with a unique idea, App Savvy explains every step in the process, with guidelines for planning a solid concept, engaging customers early and often, developing your app, and launching it with a bang. Author Ken Yarmosh details a proven process for developing successful apps, and presents numerous interviews with the App Store's most prominent publishers. Learn about the App Store and how Apple's mobile devices function Follow guidelines for vetting and researching app ideas Validate your ideas with customers -- and create an app they'll be passionate about Assemble your development team, understand costs, and establish a workable process Build your marketing plan while you develop your application Test your working app extensively before submitting it to the App Store Assess your app's performance and keep potential buyers engaged and enthusiastic

Read the New York Times bestseller and companion to Newbery Honor winner Savvy! It's nine years after Savvy, and Mibs' cousin Ledge is on the verge of turning thirteen. More than anything, he wants the power to run like the wind. But when his birthday comes, he discovers that his savvy is actually making things fall apart. It starts out with small things, but then it gets worse. To top it all off, someone outside the family has witnessed his destruction. Now, in addition to trying to figure out how to control - or scumble - his savvy, he's got to worry about how to protect the family secrets. Over the course of one amazing summer, Ledge learns a lot about himself and his family, makes a new - and very unlikely - friend, and learns to appreciate his newfound skills. "Readers will delight in the tall-tale tropes and Ledge's authentic physical, emotional, and artistic challenges." - Booklist, starred review "The title stands alone in its fast-paced plot with twists and turns galore, and readers familiar with Savvy will eat it up and wish for more." - School Library Journal

A Coretta Scott King Author Honor and Boston Globe / Horn Book Honor winner!"Powerful.... Johnson writes about the long shadows of the past with such ambition that any reader with a taste for mystery will appreciate the puzzle Candice and Brandon must solve." -- The New York Times Book ReviewWhen Candice finds a letter in an old attic in Lambert, South Carolina, she isn't sure she should read it. It's addressed to her grandmother, who left the town in shame. But the letter describes a young woman. An injustice that happened decades ago. A mystery enfolding its writer. And the fortune that awaits the person who solves the puzzle.So with the help of Brandon, the quiet boy across the street, she begins to decipher the clues. The challenge will lead them deep into Lambert's history, full of ugly deeds, forgotten heroes, and one great love; and deeper into their own families, with their own unspoken secrets. Can they find the fortune and fulfill the letter's promise before the answers slip into the past yet again?

How do today's most successful tech companies—Amazon, Google, Facebook, Netflix, Tesla—design, develop, and deploy the products that have earned the love of literally billions of people around the world? Perhaps surprisingly, they do it very differently than the vast majority of tech companies. In INSPIRED, technology product management thought leader Marty Cagan provides readers with a master class in how to structure and staff a vibrant and successful product organization, and how to discover and deliver technology products that your customers will love—and that will work for your business. With sections on assembling the right people and skillsets, discovering the right product, embracing an effective yet lightweight process, and creating a strong product culture, readers can take the information they learn and immediately leverage it within their own organizations—dramatically improving their own product efforts. Whether you're an early stage startup working to get to product/market fit, or a growth-stage company working to scale your product organization, or a large, long-established company trying to regain your ability to consistently deliver new value for your customers, INSPIRED will take you and your product organization to a new level of customer engagement, consistent innovation, and business success. Filled with the author's own personal stories—and profiles of some of today's most-successful product managers and technology-powered product companies, including Adobe, Apple, BBC, Google, Microsoft, and Netflix—INSPIRED will show you how to turn up the dial of your own product efforts, creating technology products your customers love. The first edition of INSPIRED, published ten years ago, established itself as the primary reference for technology product managers, and can be found on the shelves of nearly every successful technology product company worldwide. This thoroughly updated second edition shares the same objective of being the most valuable resource for technology product managers, yet it is completely new—sharing the latest practices and techniques of today's most-successful tech product companies, and the men and women behind every great product.

Many of the richest young entrepreneurs in the world have earned their money by developing digital products. Digital products are goods and services that can be stored, used, and delivered in an electronic format. Today, they include a wide variety of products, such as apps, Web sites, blogs, games, and online social networks. Technological advancements—including the continual release of new platforms—provide a growing number of opportunities for young digital entrepreneurs. The author explains how to develop a concept for a digital product that users will love. In addition, chapters cover practical matters involved in creating a start-up, including evaluating the market, writing a business plan, and protecting one's intellectual property. Stories of real-life teen entrepreneurs enliven the text and inspire the reader.

THE INSTANT #1 NEW YORK TIMES BESTSELLER "An unforgettable—and Hollywood-bound—new thriller... A mix of Hitchcockian suspense, Agatha Christie plotting, and Greek tragedy." —Entertainment Weekly The Silent Patient is a shocking psychological thriller of a woman's act of violence against her husband—and of the therapist obsessed with uncovering her motive. Alicia Berenson's life is seemingly perfect. A famous painter married to an in-demand fashion photographer, she lives in a grand house with big windows overlooking a park in one of London's most desirable areas. One evening her husband Gabriel returns home late from a fashion shoot, and Alicia shoots him five times in the face, and then never speaks another word. Alicia's refusal to talk, or give any kind of explanation, turns a domestic tragedy into something far grander, a mystery that captures the public imagination and casts Alicia into notoriety. The price of her art skyrockets, and she, the silent patient, is hidden away from the tabloids and spotlight at the Grove, a secure forensic unit in North London. Theo Faber is a criminal psychotherapist who has waited a long time for the opportunity to work with Alicia. His determination to get her to talk and unravel the mystery of why she shot her husband takes him down a

twisting path into his own motivations—a search for the truth that threatens to consume him....

Turn your app ideas into a money-making goldmine More than 10 billion apps have been downloaded from Apple's AppStore and with the right combination of original ideas, great features, solid coding, unique designs, and savvy marketing, your apps could be a part of that staggering number. This book shows you how to turn your ideas into profit-making success stories. Citing a fascinating array of real-world examples, this useful book invites you to meet the rich and famous of the app development world. You'll look behind the scenes of these successful visionaries to learn their secrets first hand and discover how these "bedroom coders" became overnight millionaires. Serves as a must-have introduction to the fascinating, cutting-edge world of app design, where innovation reaps reward Shows you how to structure your app development process based on the Appillionaires who made their fortune Explores what works and what doesn't with regards to getting your app featured and enticing buyers Looks at successful apps such as Angry Birds, Cut the Rope, Fruit Ninja, and many others that have taken the app world by storm If you were unaware of the potential to make money from selling your apps, then app-arently, you really need this book!

We've all heard stories of amazing product successes: the brilliant college kid who started a business in his dorm room; the team who built a business from the back of a napkin with just a few friends and sold it for millions. Yet for every amazing success story, there are thousands of stories of products that went nowhere. Most of us aren't looking at billion-dollar valuations; we're not looking for an exit. Instead we have a few ideas -- some innovative, some not -- and we're trying to determine which to pursue. Likely, you're working for a company today and you need a step-by-step approach to turn ideas, regardless of their source, into businesses. In Turn Ideas into Products, author Steve Johnson introduces a nimble idea-to-market process with strong emphasis on personal experience with customers. From business planning to product launch, this approach for managing products empowers your product team to work smarter and collaborate better with colleagues and customers.

Do you have a million-dollar idea but aren't sure how to make it a reality? Young entrepreneur Pete Williams can show you where to start! Pete Williams has been referred to as Australia's Richard Branson. At just 21 years of age, Pete embarked on a highly publicised and successful entrepreneurial venture, to sell the Melbourne Cricket Ground, in pieces! In How to turn your million dollar idea into a reality, Pete passes on the techniques he used to sell the G, including: developing your idea to reach a hungry market achieving maximum sales for minimal expense using publicity and leverage structuring your business to suit your lifestyle pricing your products and services for maximum sales tapping into a worldwide market online using networking and team force to build your business. Readers will also gain access to a wealth of free material on Pete's website, including discounts on his marketing seminars and products.

Can blockchain solve your biggest business problem? While the world is transfixed by bitcoin mania, your competitors are tuning out the noise and making strategic bets on blockchain. Your rivals are effortlessly tracking every last link in their supply chains. They're making bureaucratic paper trails obsolete while keeping their customers' data safer and discovering new ways to use this next foundational technology to sustain their competitive advantage. What should you be doing with blockchain now to ensure that your business is poised for success? "Blockchain: The Insights You Need from Harvard Business Review" brings you today's most essential thinking on blockchain, explains how to get the right initiatives started at your company, and prepares you to seize the opportunity of the coming blockchain wave. Business is changing. Will you adapt or be left behind? Get up to speed and deepen your understanding of the topics that are shaping your company's future with the Insights You Need from Harvard Business Review series. Featuring HBR's smartest thinking on fast-moving issues--blockchain, cybersecurity, AI, and more--each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series will help you grasp these critical ideas--and prepare you and your company for the future.

NATIONAL BESTSELLER • From one of the stars of ABC's Shark Tank and QVC's Clever & Unique Creations by Lori Greiner comes a hands-on, nuts-and-bolts guide to getting a new product or company off the ground and making it a success. Turn your idea into a reality. Become your own boss. Make your first million. Achieve financial freedom. Lori Greiner shows you how. Invent It, Sell It, Bank It! is a hands-on, nuts-and-bolts guide to getting a new product or company off the ground and making it profitable. Sharing her own secret formula and personal stories along the way, Lori provides vital information and advice on topics that can often intimidate, frustrate, and stump aspiring entrepreneurs. Offering behind-the-scenes insights into her experiences on ABC's Shark Tank and QVC-TV's Clever & Unique Creations by Lori Greiner, as well as valuable lessons learned from the mistakes and triumphs of her early career, Lori proves that, with hard work and the right idea, anyone can turn themselves into the next overnight success. Lori covers such topic as . . . • Market research: Is your idea a hero or a zero? Don't be so fixated on the end result that you forget to make something that people actually want to buy. • Product design: I have an idea, now what's next? From concept to prototype to final product: How do I make it and where do I start? • Funding: Although loans, investments, and crowd-sourcing are great ways to access cash, first tap into your own resources as wisely as possible. • Manufacturing: Seeing your final product roll off the assembly line is a magical moment, but there are things to watch out for so you get there in a cost-effective way. • Protecting your idea: To patent or not to patent, and other things you can do to safeguard your idea. • The secrets to selling successfully: You got the product made, now learn how to get people to buy it!

"This feel-good, empowering rom-com will blow you away, guaranteed." —Sarah Smith, author of Simmer Down A delicious debut rom-com about a plus-size sweetheart who gets a full-life makeover after a brutal breakup. Savvy Sheldon spends a lot of time tiptoeing around the cracks in her life: her high-stress and low-thanks job, her clueless boyfriend and the falling-apart kitchen she inherited from her beloved grandma—who taught her how to cook and how to

love people by feeding them. But when Savvy's world starts to crash down around her, she knows it's time for some renovations. Starting from the outside in, Savvy tackles her crumbling kitchen, her relationship with her body, her work–life balance (or lack thereof) and, last but not least, her love life. The only thing that doesn't seem to require effort is her ride-or-die squad of friends. But as any home-reno-show junkie can tell you, something always falls apart during renovations. First, Savvy passes out during hot yoga. Then it turns out that the contractor she hires is the same sexy stranger she unintentionally offended by judging based on appearances. Worst of all, Savvy can't seem to go anywhere without tripping over her ex and his latest "upgrade." Savvy begins to realize that maybe she should've started her renovations the other way around: beginning with how she sees herself before building a love that lasts. "Indistractable provides a framework that will deliver the focus you need to get results." —James Clear, author of Atomic Habits "If you value your time, your focus, or your relationships, this book is essential reading. I'm putting these ideas into practice." —Jonathan Haidt, author of The Righteous Mind National Bestseller Winner of the Outstanding Works of Literature (OWL) Award Included in the Top 5 Best Personal Development Books of the Year by Audible Included in the Top 20 Best Business and Leadership Books of the Year by Amazon Featured in The Amazon Book Review Newsletter, January 2020 Goodreads Best Science & Technology of 2019 Finalist You sit down at your desk to work on an important project, but a notification on your phone interrupts your morning. Later, as you're about to get back to work, a colleague taps you on the shoulder to chat. At home, screens get in the way of quality time with your family. Another day goes by, and once again, your most important personal and professional goals are put on hold. What would be possible if you followed through on your best intentions? What could you accomplish if you could stay focused? What if you had the power to become "indistractable?" International bestselling author, former Stanford lecturer, and behavioral design expert, Nir Eyal, wrote Silicon Valley's handbook for making technology habit-forming. Five years after publishing Hooked, Eyal reveals distraction's Achilles' heel in his groundbreaking new book. In Indistractable, Eyal reveals the hidden psychology driving us to distraction. He describes why solving the problem is not as simple as swearing off our devices: Abstinence is impractical and often makes us want more. Eyal lays bare the secret of finally doing what you say you will do with a four-step, research-backed model. Indistractable reveals the key to getting the best out of technology, without letting it get the best of us. Inside, Eyal overturns conventional wisdom and reveals: • Why distraction at work is a symptom of a dysfunctional company culture—and how to fix it • What really drives human behavior and why "time management is pain management" • Why your relationships (and your sex life) depend on you becoming indistractable • How to raise indistractable children in an increasingly distracting world Empowering and optimistic, Indistractable provides practical, novel techniques to control your time and attention—helping you live the life you really want. Create your very own apps for the latest iOS devices. You'll start with the basics, and then work your way through the process of downloading and installing Xcode and the iOS 10 SDK, and then guides you though the creation of your first simple application. Assuming little or no working knowledge of the Swift programming language, and written in a friendly, easy-to-follow style, Beginning iPhone Development with Swift 3 offers a comprehensive course in iPhone and iPad programming. In this third edition of the best-selling book, you'll learn how to integrate all the interface elements iOS users have come to know and love, such as buttons, switches, pickers, toolbars, and sliders. Every single sample app in the book has been rebuilt from scratch using the latest Xcode and the latest iOS 10-specific project templates, and designed to take advantage of the latest Xcode features. Discover brand-new technologies, as well as significant updates to existing tools. You'll master a variety of design patterns, from the simplest single view to complex hierarchical drill-downs. The art of table building will be demystified, and you'll learn how to save your data using the iOS file system. You'll also learn how to save and retrieve your data using a variety of persistence techniques, including Core Data and SQLite. And there's much more! What You Will Learn Develop your own bestselling iPhone and iPad apps Utilize Swift playgrounds Display data in Table Views Draw to the screen using Core Graphics Use iOS sensor capabilities to map your world Get your app to work with iCloud and more Who This Book is For Anyone who wants to start developing for iPhone and iPad. DIVNick Evans runs the popular food blog macheesmo.com, and he came up with a simple yet effective concept for everyday cooking: Create one foundation dish, in decent quantity, when you have the time--perhaps on a lazy Sunday afternoon--and then repurpose it to make other delicious dishes throughout the week. Cooking this way saves time and money and allows busy people to eat well every night. Love Your Leftovers includes breakfast, lunch, dinner, and dessert options as well as a wide range of cuisines. Each main dish will have eight to ten creative recipes for leftovers. So, if you make a Roast Chicken one night, you can then make Chicken Tortilla Soup, Creamy Chicken Pesto Pasta, or Chicken and Dumplings another night. A Flank Steak can morph into Spicy Beef Wontons or Vietnamese Noodle Salad. Spicy Black Beans can become Black Bean Burgers or Crunchy Black Bean Tacos. Love Your Leftovers will also feature chapters on kitchen and pantry basics and Meal Planning 101, as well as a helpful index of vegetarian and thirty-minute meals. /div Are you ready to turn your ideas into reality and build a wildly successful business? There has never been a better time to say yes! With a computer and an Internet connection you can get your ideas, messages, and business out there like never before and create so much success. In this book, Carrie Green shows you how. Carrie started her first online business at the age of 20—she knows what it's like to be an ambitious and creative woman with big dreams and huge determination . . . but she also knows the challenges of starting and running a business, including the fears, overwhelm, confusion, and blocks that entrepreneurs face. Based on her personal, tried-and-tested experience, she offers valuable guidance and powerful exercises to help you: • Get clear on your business vision • Move past the fears and doubts that can get in the way • Understand your audience, so you can truly connect with them • Create your brand and build a tribe of raving fans, subscribers, and customers • Manage your time, maintain focus, and keep going in the right direction •

Condition yourself for success . . . and so much more! If you're a creative and ambitious female entrepreneur, or are contemplating the entrepreneurial path, this book will provide the honest, realistic, and practical tools you need to follow your heart and bring your vision to life.

Explains how to design, create, and market a successful application across any mobile platform, including iPhone, iPad, Android, and BlackBerry.

Anyone can start a business. But only leaders cansucceed. Most entrepreneurs know the long odds: only a fraction of themwill lead their enterprises through the rocky stages of growth tolaunch self-sustaining companies. Very few know how to outflank thefailures that await them at every turn, including the mostpainful—being abandoned by key members of their team orgetting pushed out by their board just as their business starts togenerate real value. Derek Lidow is on a mission to improve these odds and changethese outcomes. Throughout his long career—as CEO, innovator,and entrepreneur—he has tested virtually every aspect oflaunching a business. Lidow now argues that success is far lessdependent upon a firm's idea or any grand strategy than it isupon something more personal: leadership. Emerging companies havespecific leadership requirements, stage by fast-moving stage. Fewfounders have been able to leverage the tremendous power of thisunderrecognized reality—until now. Startup Leadership demonstrates how founders can adoptthe skills that are required at each stage of their journey.Whether you are at the idea stage or managing a more matureenterprise, you can start to recognize the fundamental conflict:how to balance your selfish drives with the more selflessleadership required by the organization at any given time. The bookshows you how to achieve this balance by: Assessing your unique motivations, traits, and skills Creating a personal leadership strategy that leverages yourstrengths and mitigates your weaknesses Mastering how to lead teams, including boards Understanding the five prerequisites for driving change Taking control of your inevitable crises, thereby strengtheningyour team and your leadership With Lidow's help, you will learn how to become thestartup leader your business needs, and you'll move forwardwith your plans with greater confidence and success.

A digital entrepreneur not only needs to create a product of value to users, but also needs to learn to promote, sell, and stand behind the product. This book explores the role of digital marketing and getting one's product noticed in a competitive market. Digital marketing is the process of using search engines, social media, and mobile devices as part of a strategy to attract and retain customers. This book presents a variety of digital marketing techniques that can help make a name for one's app, game, blog, or website. Ideas include starting a company page on Facebook, using search engines to target customers, or microblogging on Twitter. With some creativity and know-how, teens will be on their way to marketing their digital products successfully.

So you've got an idea for an iPhone app -- along with everyone else on the planet. Set your app apart with elegant design, efficient usability, and a healthy dose of personality. This accessible, well-written guide shows you how to design exceptional user experiences for the iPhone and iPod Touch through practical principles and a rich collection of visual examples. Whether you're a designer, programmer, manager, or marketer, Tapworthy teaches you to "think iPhone" and helps you ask the right questions -- and get the right answers -- throughout the design process. You'll explore how considerations of design, psychology, culture, ergonomics, and usability combine to create a tapworthy app. Along the way, you'll get behind-the-scenes insights from the designers of apps like Facebook, USA Today, Twitterrific, and many others. Develop your ideas from initial concept to finished design Build an effortless user experience that rewards every tap Explore the secrets of designing for touch Discover how and why people really use iPhone apps Learn to use iPhone controls the Apple way Create your own personality-packed visuals

With the proliferation of smartphones and tablets, apps have taken the world by storm and captured the collective imagination. They range in nature from delightfully frivolous and whimsical to sturdily practical and utilitarian, simple and straightforward to dazzlingly elaborate. In an incredibly brief period of time, they have become fundamental to the smooth and pleasurable functioning of most people's daily lives. App designers are the new rock stars of the programming world. Any teen seeking to learn what apps are, how they work, and how they can be designed, programmed, tested, and sold to the highest bidder will find all these questions answered in these pages. This hands-on, how-to resource packed with practical insider information is sure to help launch many of the next great apps soon to be downloaded to mobile devices. Its emphasis on career-building, science, and digital literacy content fully satisfies Reading Anchor Standard 10 of the Common Core Curriculum.

INSTANT NEW YORK TIMES BESTSELLER A REESE'S BOOK CLUB WINTER YA PICK A new love, a secret sister, and a summer she'll never forget. From the beloved author of Tweet Cute comes Emma Lord's You Have a Match, a hilarious and heartfelt novel of romance, sisterhood, and friendship... When Abby signs up for a DNA service, it's mainly to give her friend and secret love interest, Leo, a nudge. After all, she knows who she is already: Avid photographer. Injury-prone tree climber. Best friend to Leo and Connie...although ever since the B.E.I. (Big Embarrassing Incident) with Leo, things have been awkward on that front. But she didn't know she's a younger sister. When the DNA service reveals Abby has a secret sister, shimmery-haired Instagram star Savannah Tully, it's hard to believe they're from the same planet, never mind the same parents — especially considering Savannah, queen of green smoothies, is only a year and a half older than Abby herself. The logical course of action? Meet up at summer camp (obviously) and figure out why Abby's parents gave Savvy up for adoption. But there are complications: Savvy is a rigid rule-follower and total narc. Leo is the camp's co-chef, putting Abby's growing feelings for him on blast. And her parents have a secret that threatens to unravel everything. But part of life is showing up, leaning in, and learning to fit all your awkward pieces together. Because sometimes, the hardest things can also be the best ones. "A YA contemporary set at summer camp? Count us in." —BuzzFeed "Heartfelt and engaging, You Have a Match is a masterclass on love in all its forms." —Sophie Gonzales, author of Only Mostly Devastated and Perfect on Paper "A bright summer tale of connection and self-discovery." —Booklist "A cute, feel-good coming-of-age story." —Kirkus

You don't have to be a mechanical genius to be an inventor. Chances are, you're already at the all-important starting ground every inventor begins at--wishing you could find a clever solution to an everyday challenge. The far-too-complicated baby swing. Slick-soled running shoes. Computer cords constantly tangled up . . . there can't be a solution unless there's a problem. And

that's where you're at!Author and inventor Patricia Nolan-Brown has turned many common annoyances into ingenious and money-making products, and she believes you can do the same. In Idea to Invention, she shares the tricks of her trade in order to help ordinary people learn how to look at their world through the eyes of an inventor. Readers will learn the six simple steps it takes to go from idea to invention, and discover:• Creativity habits that spark invention • The power of tape-and-paper prototypes to refine their vision • How to navigate the ins and outs of licensing and patenting their product • The pros and cons of finding a licensed manufacturer vs. running a home-based assembly line • How to promote their invention• Product enhancements that add years to shelf life• And moreFrom the everyday challenge and your initial concept to resolve it, all the way to the explosion of your thriving business, this all-encompassing guide simplifies the invention process and gives creative thinkers the competitive edge they need to achieve the success their amazing ideas deserve.

Do books need to change as they move from paper to screen? I've written "Breaking the Page" to answer that question. My investigation isn't a blank survey of what technology makes possible. It's a study conducted on behalf of those who care most about books: writers and readers. I cover the fundamental aspects of the reading experience. How we become aware of books and what's inside them; how we comprehend, retain, and recall what we have read; how we share with others the parts we love. As a guidebook "Breaking the Page" aims to serve those with a professional interest in bookmaking. I have included many specific design ideas, including new kinds of opening sequences, text and video integration techniques, and multi-scale document designs. But I think general interest readers will find the discussion worth their attention. The transformation of the book has implications that range from the personal to the political. Books shape how we raise our kids. They control how ideas spread and how we change the kind of person we have become. Understanding this epic shift from paper to screen... - what we gain, - what we lose, - what is to be done ...is a topic worthy of its own book.

Transform Your Blog into a Book! The world of blogging changes rapidly, but it remains one of the most efficient ways to share your work with an eager audience. In fact, you can purposefully hone your blog content into a uniquely positioned book--one that agents and publishers will want to acquire or that you can self-publish successfully. How to Blog a Book Revised and Expanded Edition is a completely updated guide to writing and publishing a saleable book based on a blog. Expert author and blogger Nina Amir guides you through the process of developing targeted blog content that increases your chances of attracting a publisher and maximizing your visibility and authority as an author. In this revised edition you'll find: • The latest information on how to set up, maintain, and optimize a blog • Steps for writing a book easily using blog posts • Advice for crafting effective, compelling blog posts • Tips on gaining visibility and promoting your work both online and off • Current tools for driving traffic to your blog • Strategies for monetizing your existing blog content as a book or other products • Profiles of bloggers who received blog-to-book deals and four new "blogged-book" success stories Whether you're a seasoned blogger or have never blogged before, How to Blog a Book Revised and Expanded Edition offers a fun, effective way to write, publish, and promote your book, one post at a time.

Shares advice for transitioning away from unfulfilling jobs to embark on adventurous, meaningful careers, outlining recommendations for starting a personal business with a minimum of time and investment while turning ideas into higher income levels. 60,000 first printing.

The definitive career guide for grad students, adjuncts, post-docs and anyone else eager to get tenure or turn their Ph.D. into their ideal job Each year tens of thousands of students will, after years of hard work and enormous amounts of money, earn their Ph.D. And each year only a small percentage of them will land a job that justifies and rewards their investment. For every comfortably tenured professor or well-paid former academic, there are countless underpaid and overworked adjuncts, and many more who simply give up in frustration. Those who do make it share an important asset that separates them from the pack: they have a plan. They understand exactly what they need to do to set themselves up for success. They know what really moves the needle in academic job searches, how to avoid the all-too-common mistakes that sink so many of their peers, and how to decide when to point their Ph.D. toward other, non-academic options. Karen Kelsky has made it her mission to help readers join the select few who get the most out of their Ph.D. As a former tenured professor and department head who oversaw numerous academic job searches, she knows from experience exactly what gets an academic applicant a job. And as the creator of the popular and widely respected advice site The Professor is In, she has helped countless Ph.D.'s turn themselves into stronger applicants and land their dream careers. Now, for the first time ever, Karen has poured all her best advice into a single handy guide that addresses the most important issues facing any Ph.D., including: -When, where, and what to publish -Writing a foolproof grant application -Cultivating references and crafting the perfect CV -Acing the job talk and campus interview -Avoiding the adjunct trap -Making the leap to nonacademic work, when the time is right The Professor Is In addresses all of these issues, and many more.

Those with an aptitude and passion for all things digital will find a vast array of creative money-making ideas, including IT work for family, friends, and neighbors, freelance Web design, photo and video services, and app creation. A balanced mixture of entrepreneurial, freelance, and traditional employment opportunities are presented, and important tips regarding networking, customer service and relations, and business ethics are offered. This one-stop, all-inclusive resource is all the budding and talented techie needs to launch him- or herself into the next great wave of innovative digital billionaires.

Burt's Bees . . . Crocs . . . MySpace . . . Every time a new story about how some nobody from nowhere got rich producing some clever new product in his garage, you may think, ôWhy canÆt I do that?ö Well, anyone canùthe trick is to take those good ideas and build them into great products that can succeed in the marketplace. In this book, you will get the 12-step plan you need to make your new product or service a profitable reality. You will learn important skills for success, including how to: Refine their idea to attract a target audience Research the competition Find the right manufacturer Create appropriate brand messaging Build buzz online and beyond Work trade shows and conventions Written by a woman with no formal business experience who turned her own idea into a million-dollar company, this book is the pragmatic yet inspiring guide every aspiring entrepreneur is looking for.

This book constitutes the thoroughly refereed post-conference proceedings of the Fourth International Conference on Mobile Computing, Applications, and Services (MobiCASE 2012) held in Seattle, Washington, USA, in October 2012. The 18 revised full papers presented together with 9 revised poster papers were carefully reviewed and selected from 51 submissions. The conference papers are organized in five topical sections, covering mobile application development, multi-dimensional interactions, system support and architecture, mobile applications, and mobile services.

Sasha Savvy decides to give Coding Camp a chance even though she thinks it will be boring and doesn't think she is good with computer stuff. Sasha's mom, a Software Developer, gives her a unique formula to help her remember how to code but will it be enough to get her through a challenging first day of camp with bugs everywhere?

As more people connect online through mobile devices, apps continue to grow in popularity. There are apps for almost every need: health, news, social networking, entertainment, and more, all designed to make the user's life run more smoothly. And app developers are growing in number by the day, turning their talent into a business. This volume gives readers all the tools they need to master the world and business of app development. It is a terrific read for current app developers or anyone interested in going into the field.

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