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Machine-to-Machine Marketing (M3) via Anonymous Advertising Apps Anywhere Anytime (A5) CRC Press

This is the first book to deliver specific guidelines for integrating mobile and wireless technologies into a business organization to enhance business processes, reduce operating expenses, or produce additional revenue streams Builds off the material from Cap Gemini Ernst & Young Guide to Wireless Enterprise Application Architecture (0-471-20951-1), which described how to build a wireless enterprise application architecture for optimum performance

Presents a proprietary, step-by-step methodology that shows how to identify opportunities to integrate mobile technologies into an organization Describes the strategic framework and development approach used by experienced project teams for building a mobile technology solution Features extensive real case studies from Microsoft and Cap Gemini Ernst & Young's extensive business portfolio

Health Care Delivery and Clinical Science: Concepts, Methodologies, Tools, and Applications John Wiley & Sons

Take a deep dive into web development using the Go programming language to build web apps and RESTful services to create reliable and efficient software. Web Development with Go provides Go language fundamentals and then moves on to advanced web development concepts and successful deployment of Go web apps to the cloud. Web Development with Go will teach you how to develop scalable real-world web apps, RESTful services, and backend systems with Go.

The book starts off by covering Go programming language fundamentals as a prerequisite for web development. After a thorough understanding of the basics, the book delves into web development using the built-in package, net/http. With each chapter you'll be introduced to new concepts for gradually building a real-world web system. The book further shows you how to integrate Go with other technologies. For example, it provides an overview of using MongoDB as a means of persistent storage, and provides an end-to-end REST API sample as well. The book then moves on to demonstrate how to deploy web apps to the cloud using the Google Cloud platform. Web Development with Go provides: Fundamentals for building real-world web apps in Go Thorough coverage of prerequisites and practical code examples Demo web apps for attaining a deeper understanding of web development A reference REST API app which can be used to build scalable real-world backend services in Go A thorough demonstration of deploying web apps to the Cloud using the Google Cloud platform Go is a high-performance language while providing greater level of developer productivity, therefore Web Development with Go equips you with the necessary skills and knowledge required for effectively building robust and efficient web apps by leveraging the features of Go.

[Bridging the Digital Divide with Mobile Services](#) John Wiley & Sons

While there is a lot of appreciation for backend and distributed systems challenges, there tends to be less empathy for why mobile development is hard when done at scale. This book collects challenges engineers face when building iOS and Android apps at scale, and common ways to tackle these. By scale, we mean having numbers of users in the millions and being built by large engineering teams. For mobile engineers, this book is a blueprint for modern app engineering approaches. For non-mobile engineers and managers, it is a resource with which to build empathy and appreciation for the complexity of world-class mobile engineering. The book covers iOS and Android mobile app challenges on these dimensions: Challenges due to the unique nature of mobile applications compared to the web, and to the backend. App complexity challenges. How do you deal with increasingly complicated navigation patterns? What about non-deterministic event combinations? How do you localize across several languages, and how do you scale your automated and manual tests? Challenges due to large engineering teams. The larger the mobile team, the more challenging it becomes to ensure a consistent architecture. If your company builds multiple apps, how do you balance not rewriting everything from scratch while moving at a fast pace, over waiting on "centralized" teams? Cross-platform approaches. The tooling to build mobile apps keeps changing. New languages, frameworks, and approaches that all promise to address the pain points of mobile engineering keep appearing. But which approach should you choose? Flutter, React Native, Cordova? Native apps? Reuse business logic written in Kotlin, C#, C++ or other languages? What engineering approaches do "world-class" mobile engineering teams choose in non-functional aspects like code quality, compliance, privacy, compliance, or with experimentation, performance, or app size?

[Web Development with Go](#) "O'Reilly Media, Inc."

Windows Phone 8 Recipes is a problem-solution based guide to the Windows Phone 8 platform. Recipes are grouped according to features of the platform and ways of interacting with the device. Solutions are given in C# and XAML, so you can take

your existing .NET skills and apply them to this exciting new venture. Not sure how to get started? No need to worry, there's a recipe for that! Always wondered what it takes to add cool features like gesture support, maps integration, or speech recognition into your app? We've got it covered! Already have a portfolio of Windows Phone 7 apps that needs to be upgraded? We have a recipe for that too! The book starts by guiding you through the setup of your development environment, including links to useful tools and resources. Core chapters range from coding live tiles and notifications to interacting with the camera and location sensor. Later chapters cover external services including Windows Azure Mobile Services, the Live SDK, and the Microsoft Advertising SDK, so you can take your app to a professional level. Finally, you'll find out how to publish and maintain your app in the Windows Phone Store. Whether you're migrating from Windows Phone 7 or starting from scratch, *Windows Phone 8 Recipes* has the code you need to bring your app idea to life. What you'll learn

Set up your development environment with the Windows Phone 8 SDK. Upgrade your existing Windows Phone 7 apps to Windows Phone 8. Meet and try out the new features provided in the Windows Phone 8 SDK. Bring your apps to life with live tiles, notifications, and cloud services. Discover the easy steps to setting up your own Windows Phone Store account. Learn how to submit your apps for publication to the Windows Phone Store. Who this book is for

Windows Phone 8 Recipes is for the developer who has a .NET background, is familiar with C# and either WPF or Silverlight, and is ready to tap into a new and exciting market in mobile app development.

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Basic User Interface Components
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The Fabric of Mobile Services
Springer Nature

This book gathers papers on interactive and collaborative mobile learning environments, assessment, evaluation and research methods in mobile learning, mobile learning models, theory and pedagogy, open and distance mobile learning, life-long and informal learning using mobile devices, wearables and the Internet of Things, game-based learning, dynamic learning experiences, mobile systems and services for opening up education, mobile healthcare and training, case studies on mobile learning, and 5G network infrastructure. Today, interactive mobile technologies have become the core of many—if not all—fields of society. Not only do the younger generation of students expect a mobile working and learning environment, but also the new ideas, technologies and solutions introduced on a nearly daily basis also boost this trend. Discussing and assessing key trends in the mobile field were the primary aims of the 13th International Conference on Interactive Mobile Communication Technologies and Learning (IMCL2019), which was held in Thessaloniki, Greece, from 31 October to 01 November 2019. Since being founded in 2006, the conference has been devoted to new approaches in interactive mobile technologies, with a focus on learning. The IMCL conferences have since become a central forum of the exchange of new research results and relevant trends, as well as best practices. The book's intended readership includes

policymakers, academics, educators, researchers in pedagogy and learning theory, schoolteachers, further education lecturers, practitioners in the learning industry, etc.

Database Systems for Advanced Applications Springer

The volume presents innovative approaches to improving energy access in underprivileged communities. A core theme is the use of previously underutilized or unrecognized resources that can be found through synergies in supply and value innovation, novel financing methods, and the use of leapfrog technologies. The contributors illustrate how decentralized approaches and small-scale localized solutions can promote climate change mitigation and adaptation and increase the resiliency of vulnerable communities. This book gathers selected articles from the 2014 Micro energy Systems Conference at UC Berkeley that focus on technical, financial, human, institutional, and natural resource capital. The contributions reflect the latest concepts, theories, methods and techniques, offering a valuable resource for researchers, practitioners and governmental institutions engaged in the field of energy access for developing countries.

Internet of Things, Infrastructures and Mobile Applications IGI Global
Learn how to build key aspects of web, cloud, and mobile solutions by combining F# with various .NET and open source technologies. With helpful examples, this hands-on book shows you how to tackle concurrency, asynchrony, and other server-side challenges. You ' ll quickly learn how to be productive with F#, whether you want to integrate the language into your existing web application or use it to create the next Twitter. If you ' re a mid- to senior-level .NET programmer, you ' ll discover how this expressive functional-first language helps you write robust, maintainable, and reusable solutions that scale easily and target multiple devices. Use F# with ASP.NET MVC, ASP.NET Web API, WCF, Windows Azure, HTML5, CSS3, jQuery Mobile, and other tools Build next-generation ASP.NET MVC 4 web applications, using F# to do the heavy lifting on the server Create WCF

SOAP and HTTP web services Develop F# web applications and services that run on Windows Azure Build scalable solutions that allow reuse by mobile and web front-ends Use F# with the WebSharper and Pit frameworks to build end-to-end web stacks

PC Mag Springer

PCMag.com is a leading authority on technology, 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.

Driving Demand for Broadband Networks and Services IGI Global

In today's wireless environment, marketing is more frequently occurring at the server-to-device level-with that device being anything from a laptop or phone to a TV or car. In this real-time digital marketplace, human attributes such as income, marital status, and age are not the most reliable attributes for modeling consumer behaviors. A more effe

Microsoft Azure Essentials - Fundamentals of Azure Apress

Design scalable and high-performance enterprise applications using the latest features of C# 10 and .NET 6 Key FeaturesGain comprehensive software architecture knowledge and the skillset to create fully modular appsSolve scalability problems in web apps using enterprise architecture patternsMaster new developments in front-end architecture and the application of AI for software architectsBook Description Software architecture is the practice of implementing structures and systems that streamline the software development process and improve the quality of an app. This fully revised and expanded third edition, featuring the latest features of .NET 6 and C# 10, enables you to acquire the key skills, knowledge, and best practices required to become an effective software architect. Software Architecture with C# 10 and .NET 6, Third Edition features new chapters that describe the importance of the software architect, microservices with ASP.NET Core, and analyzing the architectural aspects of the front-end in the applications, including the new approach of .NET MAUI. It also includes a new chapter focused on providing a short introduction to artificial intelligence and machine learning using ML.NET, and updated chapters on Azure

Kubernetes Service, EF Core, and Blazor. You will begin by understanding how to transform user requirements into architectural needs and exploring the differences between functional and non-functional requirements. Next, you will explore how to choose a cloud solution for your infrastructure, taking into account the factors that will help you manage a cloud-based app successfully. Finally, you will analyze and implement software design patterns that will allow you to solve common development problems. By the end of this book, you will be able to build and deliver highly scalable enterprise-ready apps that meet your business requirements. What you will learn

- Use proven techniques to overcome real-world architectural challenges
- Apply architectural approaches such as layered architecture
- Leverage tools such as containers to manage microservices effectively
- Get up to speed with Azure features for delivering global solutions
- Program and maintain Azure Functions using C#
- 10 Understand when it is best to use test-driven development (TDD)
- Implement microservices with ASP.NET Core in modern architectures
- Enrich your application with Artificial Intelligence
- Get the best of DevOps principles to enable CI/CD environments

Who this book is for This book is for engineers and senior software developers aspiring to become architects or looking to build enterprise applications with the .NET Stack. Basic familiarity with C# and .NET is required to get the most out of this book.

Mobile Computing: Concepts, Methodologies, Tools, and Applications Prentice Hall Professional

"Expert guides to library systems and services"--Cover.

Mobile Library Services Pearson Education

Navigate the Mobile Landscape with Confidence and Create a Mobile Strategy That Wins in the Market Place Mobile Strategy gives IT leaders the ability to transform their business by offering all the guidance they need to navigate this complex landscape, leverage its opportunities, and protect their investments along the way. IBM's Dirk Nicol clearly explains key trends and issues

across the entire mobile project lifecycle. He offers insights critical to evaluating mobile technologies, supporting BYOD, and integrating mobile, cloud, social, and big data. Throughout, you'll find proven best practices based on real-world case studies from his extensive experience with IBM's enterprise customers. Coverage includes

- * Understanding the profound implications and challenges of consumerized IT in the mobile space
- * Uncovering powerful new opportunities to drive value from mobile technology
- * Transforming "systems of record" to "systems of engagement" that fully reflect context and intelligence
- * Identifying proven patterns for delivering common mobile capabilities in operations, commerce, collaboration, and marketing
- * Managing security threats related to lost/stolen devices, insecure Wi-Fi, and built-in cameras
- * Choosing mobile data protection, security, and management options: wrappers, containers, virtualization, mobile Software Development Kits (SDKs), virtual private networks (VPNs), Mobile Device Management (MDM), Mobile Application Management (MAM), and anti-malware
- * Handling the "app store" distribution model and managing updates
- * Using mobile middleware to support multiple platforms and back-end connectivity with less complexity
- * Building and integrating high-quality mobile apps--and getting useful customer feedback to improve them
- * Addressing international considerations and emerging markets
- * Mastering methodologies for successfully and rapidly executing mobile projects
- * Converging mobile, cloud, social, and big data into a single high-value IT delivery platform

PC Mag Springer

The development of better processes to provide proper healthcare

has enhanced contemporary society. By implementing effective collaborative strategies, this ensures proper quality and instruction for both the patient and medical practitioners. *Health Care Delivery and Clinical Science: Concepts, Methodologies, Tools, and Applications* is a comprehensive reference source for the latest scholarly material on emerging strategies and methods for delivering optimal healthcare and examines the latest techniques and methods of clinical science. Highlighting a range of pertinent topics such as medication management, health literacy, and patient engagement, this multi-volume book is ideally designed for professionals, practitioners, researchers, academics, and graduate students interested in healthcare delivery and clinical science.

[Technology Acceptance of Connected Services in the Automotive Industry](#) Springer

Do you know that organizations and IT departments scramble to devise a good strategy for enterprise mobility? Surprisingly, only half of them have well-defined mobile strategies, confirms a recent survey of over six hundred companies by IBM. Now this is where a handbook for enterprise mobility can be instrumental for CIOs, CTOs, and IT decision-makers who look for creating robust enterprise mobile strategies and solutions. This book shares some of the practical cases related with enterprise mobility, which will be relevant and resourceful for enterprises seeking to get through their own obstacles and setbacks. It is divided into four major sections comprised of following: 1. The Mobility Revolution 2. Enterprise Mobility in the Workplace 3. The Scope of Enterprise Mobility 4. Other Aspects of Enterprise Mobility These sections further unfold into thirteen chapters. This book should also help

you explore and understand the key aspects like mobile device management (MDM), BYOD, and mobile security. Precisely, it could be no less than a handbook for CIOs, CTOs, and organizations who want to enable enterprise mobility effectively.

[Go Mobile](#) Pearson Education

The goal of this book is to crystallize the emerging mobile computing technologies and trends by focusing on the most promising solutions in services computing. The book will provide clear proof that mobile technologies are playing an increasingly important and critical role in supporting toy computing. The goal of this book is to bring together academics and practitioners to describe the use and synergy between the above-mentioned technologies. This book is intended for researchers and students working in computer science and engineering, as well as toy industry technology providers, having particular interests in mobile services.

[Mobile Computing, Applications, and Services](#) Rowman & Littlefield
bull; Covers basic J2ME profiles and popular mobile Java APIs fresh from the Java Community Process bull; Explains wireless Java technologies that enable mobile commerce and Web services bull; Provides complete sample code for each technology covered bull; Written by award-winning author, Michael Yuan -- JavaWorld columnist for the "Wireless Java " column

[Mobile Services for Toy Computing](#) John Wiley & Sons

Describes mobile and wireless design techniques from the developer's perspective, offering in-depth analysis of the complete range of network technologies Details development options for building Smart Client, Thin Client, and messaging applications as well as PIM (personal information management) and location-based services The author is an experienced trainer who leads seminars and workshops worldwide for iAnywhere Solutions, a subsidiary of Sybase

[Decentralized Solutions for Developing Economies](#) PartridgeIndia
Create applications for all major smartphone platforms
Creating applications for the myriad versions and varieties of mobile phone

platforms on the market can be daunting to even the most seasoned developer. This authoritative guide is written in such a way that it takes your existing skills and experience and uses that background as a solid foundation for developing applications that cross over between platforms, thereby freeing you from having to learn a new platform from scratch each time. Concise explanations walk you through the tools and patterns for developing for all the mobile platforms while detailed steps walk you through setting up your development environment for each platform. Covers all the major options from native development to web application development. Discusses major third party platform development acceleration tools, such as Appcelerator and PhoneGap. Zeroes in on topics such as developing applications for Android, IOS, Windows Phone 7, and Blackberry Professional Mobile Cross Platform Development shows you how to best exploit the growth in mobile platforms, with a minimum of hassle.

Signal Apress

Although enterprise mobility is in high demand across domains, an absence of experts who have worked on enterprise mobility has resulted in a lack of books on the subject. A Comprehensive Guide to Enterprise Mobility fills this void. It supplies authoritative guidance on all aspects of enterprise mobility—from technical aspects and applications to

E-Commerce Strategy American Library Association

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