

Sviluppare Applicazioni Web Multi Device Con HTML5, CSS3 E JavaScript

The power of ASP.NET MVC 5 stems from the underlying ASP.NET platform. To make your ASP.NET MVC applications the best they can be, you need to fully understand the platform features and know how they can be used to build effective and elegant MVC framework applications. The ASP.NET platform provides ASP.NET MVC applications with a rich suite of services including vital every-day features like extensible request handling, state management, and user authentication. Understanding how these features work is the difference between creating an average web application and the best-in-class. MVC applications that are architected with a thorough knowledge of the underlying platforms are faster to write, faster to run, and more readily adaptable to change. In Pro ASP.NET MVC 5 Platform, best-selling author Adam Freeman explains how to get the most from the entire ASP.NET platform, beginning with a nuts-and-bolts description of the patterns and tools you need through to the most advanced features. He goes in-depth at every stage to give you the practical knowledge that you need to apply these concepts to your own code.

Go beyond HTML5's Audio tag and boost the audio capabilities of your web application with the Web Audio API. Packed with lots of code examples, crisp descriptions, and useful illustrations, this concise guide shows you how to use this JavaScript API to make the sounds and music of your games and interactive applications come alive. You need little or no digital audio expertise to get started. Author Boris Smus introduces you to digital audio concepts, then shows you how the Web Audio API solves specific application audio problems. If you're an experienced JavaScript programmer, you'll not only learn how to synthesize and process digital audio, you'll also explore audio analysis and visualization with this API. Learn Web Audio API, including audio graphs and the audio nodes Provide quick feedback to user actions by scheduling sounds with the API's precise timing model Control gain, volume, and loudness, and dive into clipping and crossfading Understand pitch and frequency: use tools to manipulate soundforms directly with JavaScript Generate synthetic sound effects and learn how to spatialize sound in 3D space Use Web Audio API with the Audio tag, getUserMedia, and the Page Visibility API

Creare applicazioni web oggi vuol dire sviluppare pensando a una gamma di device eterogenea e frastagliata. Come si deve comportare uno sviluppatore in un mondo in cui gli utenti possono navigare utilizzando lo schermo da 3" di uno smartphone, oppure quello da 50" di una TV HD? L'enorme ventaglio di dispositivi non è solo una complicazione ma anche un'incredibile opportunità per chi non ha paura di cambiare prospettiva e imparare a trarre il massimo vantaggio da questa epoca in cui il Web è ovunque. Questo libro insegna i metodi e le tecniche per creare siti, app e qualsiasi altro elemento si basi su tecnologie web aperte, tenendo conto di un panorama multi-device. Con una trattazione delle più recenti evoluzioni di HTML5, CSS3 e JavaScript, e un approccio pragmatico, il manuale rappresenta una risorsa per programmatori alla ricerca di soluzioni che funzionino immediatamente, ma che guardino anche al futuro della Rete.

Presents instructions for creating Android applications for mobile devices using Java.

Learn Azure in a Month of Lunches, Second Edition

The Big Nerd Ranch Guide

User Story Mapping

Android Programming

creare siti web animati e oggetti multimediali di grande impatto visivo

Azure and Xamarin Forms

Programming Chrome Apps

CSS3 is behind most of the eye-catching visuals on the Web today, but the official documentation can be dry and hard to follow and browser implementations are scattershot at best. The Book of CSS3 distills the dense technical language of the CSS3 specification into plain English and shows you what CSS3 can do right now, in all major browsers. With real-world examples and a focus on the principles of good design, it extends your CSS skills, helping you transform ordinary markup into stunning, richly-styled web pages. You'll master the latest cutting-edge CSS3 features and learn how to: –Stylize text with fully customizable outlines, drop shadows, and other effects –Create, position, and resize background images on the fly – Spice up static web pages with event-driven transitions and animations –Apply 2D and 3D transformations to text and images –Use linear and radial gradients to create smooth color transitions –Tailor a website's appearance to smartphones and other devices A companion website includes up-to-date browser compatibility charts and live CSS3 examples for you to explore. The Web can be an ugly place—add a little style to it with The Book of CSS3.

Solo un banner su due viene realmente visto e solo un utente su mille ci clicca. Perché il tradizionale modello del display advertising è in crisi di efficacia? Perché sempre più utenti bloccano la pubblicità? Perché se più della metà delle visite di un sito provengono da smartphone e tablet, i ricavi degli editori non seguono questa crescita? Come fa invece Facebook a generare due terzi dei propri profitti da mobile? Questo libro descrive la straordinaria rivoluzione in atto che sta trasformando l' advertising online in pubblicità " nativa " , ovvero basata su contenuti rilevanti per l' utente e perfettamente integrata nel contesto editoriale. Attraverso dati di mercato, best practice, casi di studio e interviste, il libro aiuta investitori pubblicitari, editori, agenzie e professionisti a comprendere come utilizzare al meglio questi nuovi formati pubblicitari (che nel 2018 raccoglieranno investimenti per 20 miliardi di dollari) per promuovere e monetizzare i contenuti online.

Il libro guida lo sviluppatore alla conoscenza di tutti gli aspetti più importanti di Flutter, a partire dalle basi fino alla creazione di un ' app di chat in tempo reale perfettamente funzionante. Uno strumento ideale per tutti coloro che desiderano imparare a sviluppare app crossplatform. Anche chi non ha mai utilizzato il nuovo framework di Google potrà iniziare a programmare sfruttando tutte le potenzialità che Flutter mette a disposizione degli sviluppatori, come l' hot reload, grazie al quale le modifiche che apportate al codice possono essere visualizzate istantaneamente. Nel testo, dopo la presentazione dell' interfaccia grafica, vengono illustrati i pacchetti e i plugin indispensabili, l' input/output, la creazione di librerie esterne e molto altro ancora. In appendice, infine, è presente una concisa ma esaustiva presentazione di Dart, il linguaggio utilizzato per programmare con Flutter.

Sviluppare applicazioni web multi-device con HTML5, CSS3 e JavaScript Apogeo Editore

Programming Android

You Should Test That

Build powerful and reliable Python web applications from scratch

Django 2 by Example

con HTML5, CSS3 e JavaScript

La ricetta perfetta per rendere più efficace la tua presenza online

Guida completa per creare app per Android e iOS

Uno straordinario viaggio all'interno della crescente industria dei videogiochi. Nel giro di tre decenni un mercato di nicchia è arrivato a primeggiare nel segmento "tempo libero" togliendo lo scettro del fatturato a cinema e musica. Centinaia di milioni di individui nel mondo, proprio ora, stanno interagendo, da soli o in multiplayer, su console e PC. Ma cosa ci riserva il futuro? Quali sono le nuove sfide che sviluppatori, publisher e semplici appassionati si troveranno ad affrontare? Gamification - I Videogiochi nella Vita Quotidiana racconta la straordinaria trasformazione in atto, il passaggio da un divertimento "fisico" ad uno "digitale". Non più e non solo costosi cd-rom e cartucce contenti Call of Duty e Gran Turismo, ma prodotti digitali distribuiti su una moltitudine di piattaforme e spesso a costo zero. Una rivoluzione copernicana in grado di gettare le basi di una nuova generazione di "videogiocatori" formatasi con FarmVille su Facebook e Angry Birds su iPhone.

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

As seen in Time, USA TODAY, The Atlantic, The Wall Street Journal, and on CBS This Morning, BBC, PBS, CNN, and NPR, iGen is crucial reading to understand how the children, teens, and young adults born in the mid-1990s and later are vastly different from their Millennial predecessors, and from any other generation. With generational divides wider than ever, parents, educators, and employers have an urgent need to understand today's rising generation of teens and young adults. Born in the mid-1990s up to the mid-2000s, iGen is the first generation to spend their entire adolescence in the age of the smartphone. With social media and texting replacing other activities, iGen spends less time with their friends in person—perhaps contributing to their unprecedented levels of anxiety, depression, and loneliness. But technology is not the only thing that makes iGen distinct from every generation before them; they are also different in how they spend their time, how they behave, and in their attitudes toward religion, sexuality, and politics. They socialize in completely new ways, reject once sacred social taboos, and want different things from their lives and careers. More than previous generations, they are obsessed with safety, focused on tolerance, and have no patience for inequality. With the first members of iGen just graduating from college, we all need to understand them: friends and family need to look out for them; businesses must figure out how to recruit them and sell to them; colleges and universities must know how to educate and guide them. And members of iGen also need to understand themselves as they communicate with their elders and explain their views to their older peers. Because where iGen goes, so goes our nation—and the world.

HTML5 è un insieme di nuovi standard per il web, sempre in evoluzione, che consente di sviluppare applicazioni web moderne. Porta con sé diverse novità, che vanno verso l'adozione di una serie di specifiche, condivise da browser e piattaforme tra loro diversi, che semplificano la vita degli sviluppatori web, sempre alle prese con le difficoltà legate ai vari browser. In realtà, HTML5 è molto di più e include una serie di nuove caratteristiche, che abbracciano anche CSS e JavaScript e impattano sul mobile, una fetta sempre importante della navigazione mondiale: districarsi tra le nuove specifiche può non essere un'impresa semplice. Con uno stile chiaro, pratico e ricco di esempi, la nuova edizione di questo libro si pone come una guida ideale, sia per principianti sia per chi vuole conoscere le novità di HTML5 e delle tecnologie correlate.

Building Sites for an Anywhere, Everywhere Web

Le sfide da vincere: dalla soddisfazione del cliente al ROI

Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy--and Completely Unprepared for Adulthood--and What That Means for the Rest of Us
The Book of CSS3

VISIBILITA'. Il superpotere che viene dal Web

Discover the Whole Story, Build the Right Product

Sviluppate applicazioni web multi-device con HTML5, CSS3 e JavaScript

You can easily create a professional-looking website with nothing more than an ordinary computer and some raw ambition. Want to build a blog, sell products, create forums, or promote an event? No problem! This friendly, jargon-free book gives you the techniques, tools, and advice you need to build a site and get it up on the Web. The important stuff you need to know: Master the basics. Learn HTML5, the language of the Web. Design good-looking pages. Use styles to build polished layouts. Get it online. Find a reliable web host and pick a good web address. Use time-saving tools. Learn free tools for creating web pages and tracking your visitors. Attract visitors. Make sure people can find your site through popular search engines like Google. Build a community. Encourage repeat visits with social media. Bring in the cash. Host Google ads, sell Amazon's wares, or push your own products that people can buy via PayPal. Add pizzazz. Include audio, video, interactive menus, and a pinch of JavaScript.

Provides information on building responsive Web sites for a variety of devices and platforms.

Discover how to create cross platform apps for Android, iOS and UWP using Azure services and C# with Xamarin Forms. This book illustrates how to utilize Azure cloud storage for serving up Azure SQL DB data through Azure App Services. The book starts by setting up Xamarin and introducing Xamarin Forms and then covers the Azure Portal from a developer's perspective and goes on to demonstrate how to build an Azure Service using Quickstart. You'll also see how to add Azure support to Xamarin Forms application. You'll review in detail how to build a Xamarin Form with Azure Client and modify an existing app to become a Xamarin Forms Client for Azure with offline synchronization. You then move on to third-party controls that speed up development. By the end of the book, you will be able to use Azure and Xamarin together and master how to use Azure Mobile Quickstarts, Azure SQL plumbing, database synchronization and Xamarin Forms. What You'll Learn Create a Xamarin Forms App and understand the Structure of a Xamarin Forms App. Navigate pages and use platform specific coding. Use images, ListView and the Azure Mobile App Quickstart to build a Service and Xamarin Forms app Modify an existing app to use Azure Client Libraries, understand offline storage with SQLite and incorporate offline synchronization Who This Book Is For Software developers new to Xamarin and/or Azure and for the developers who are familiar with both the technologies to use in mobile apps.

Provides information on Web development for multiple devices, covering such topics as structure and semantics, device APIs, multimedia, and Web apps.

Creating a Website: The Missing Manual

Principles of Conversational Experiences

Blockchain. Guida all'ecosistema. Tecnologia, business, società

Implementing Responsive Design

Amplificare e monetizzare i contenuti online

HTML5 con CSS e JavaScript

Le strategie, i canali e le tecnologie per avere successo nei nuovi mercati digitali

In questo manuale lo sviluppatore si mette alla prova con il mondo delle app mobile, attraverso un framework molto versatile, che consente di creare delle applicazioni partendo da zero: dai concetti di base all'utilizzo dei diversi elementi per costruire un'app robusta, accattivante e cross-platform. Ionic è uno strumento estremamente utile per chi ha già sviluppato applicazioni web, ma anche per chi ha poche basi e vuole cimentarsi nello sviluppo di un'app senza dover gestire due diverse piattaforme

Put your web app design skills to work by learning how to create powerful and portable Chrome Apps. With this practical book, you'll learn how to build Google's unique apps to behave just like native apps so they can interact with hardware devices, access external files, and send notifications. Chrome Apps run on any platform that supports the Chrome browser--including OS X, Windows, Linux, as well as Android and iOS. If you know how to work with HTML, CSS, JavaScript, and the DOM, you're ready to get started.

Learn Django 2.0 with four end-to-end projects Key Features Learn Django by building real-world web applications from scratch Develop powerful web applications quickly using the best coding practices Integrate other technologies into your application with clear, step-by-step explanations and comprehensive example code Book Description If you want to learn about the entire process of developing professional web applications with Django, then this book is for you. This book will walk you through the creation of four professional Django projects, teaching you how to solve common problems and implement best practices. You will learn how to build a blog application, a social image-bookmarking website, an online shop, and an e-learning platform. The book will teach you how to enhance your applications with AJAX, create RESTful APIs, and set up a production environment for your Django projects. The book walks you through the creation of real-world applications, while solving common problems and implementing best practices. By the end of this book, you will have a deep understanding of Django and how to build advanced web applications What you will learn Build practical, real-world web applications with Django Use Django with other technologies, such as Redis and Celery Develop pluggable Django applications Create advanced features, optimize your code, and use the cache framework Add internationalization to your Django projects Enhance your user experience using JavaScript and AJAX Add social features to your projects Build RESTful APIs for your applications Who this book is for If you are a web developer who wants to see how to build professional sites with Django, this book is for you. You will need a basic knowledge of Python, HTML, and JavaScript, but you don't need to have worked with Django before.

Pensa all'ultima volta che ti sei posto un obiettivo di business, hai cercato informazioni sul

web, hai studiato praticamente tutto quello che hai trovato e alla fine sei rimasto inchiodato nella situazione di partenza. Ti ricordi come ti sentivi? Ecco, ora immagina cosa potrebbe succedere se invece di leggere "ricette" imparassi a saper guardare nella direzione giusta. Il risultato finale sarebbe nettamente diverso. Sì, perché quando si parla di business online, è facile scoprire tutto e il contrario di tutto e, che tu ci creda o no, non esistono "formule magiche" per avere visibilità e successo. E questo libro vuol esserne la prova. A differenza di tanti altri manuali più generalisti, infatti, io ho preferito focalizzare i dettagli, i dietro le quinte, di aziende che hanno rivoluzionato la nostra quotidianità, analizzando ciò che ha funzionato e ha fatto la differenza, svelandoti elementi veramente pratici e tangibili per aiutarti nell'individuare il miglior percorso verso il tuo futuro lavorativo. Che tu sia un professionista o un imprenditore alle prime armi, dunque, con questo libro ti aiuterò a creare il tuo business online di successo.

Flutter

Il Palazzo del Verginese

Interdigital communication theory

Designing Voice User Interfaces

Native Advertising. La nuova pubblicità

Conversion Optimization for More Leads, Sales and Profit or The Art and Science of Optimized Marketing

Cyber Security per Applicazioni Web è un libro di Sicurezza applicativa dedicato a proteggere lo strato di frontend e il layer di integrazione con API REST. Il testo presenta un approccio fortemente ingegneristico: quali sono le pieghe nascoste nell'architettura del Web? Quali sono le vulnerabilità che consentono ad un malintenzionato di eseguire un attacco? Come è possibile mitigare questi rischi? Il libro riesce ad astrarre la struttura e la metodologia di un'aggressione informatica, presentando una piattaforma concettuale che contestualizzi le singole tecniche in moderni modelli di attacco. Una guida per orientarsi nell'articolato e dinamico mondo del digital marketing applicato all'e-commerce, attraverso la trattazione di tutti i principali canali, delle strategie di marketing e dell'uso della tecnologia. Il ruolo del digital marketing è cresciuto all'interno delle aziende moderne, che oggi devono offrire ai loro clienti customer experience ingaggianti, piene di contenuti, frictionless e omnicanale. Le aziende si devono sempre più confrontare con i social, i format video e mobile, passando da un approccio per singoli canali e singole campagne a un approccio integrato, multi canale e multi device, basato su conversion funnel strutturati, alimentati da big data e sistemi di tracking avanzati. La pubblicazione è frutto di oltre vent'anni di esperienza degli autori nonché dell'opera di confronto, ricerca e discussione gestita dal Consorzio Netcomm con più di cinquanta aziende che rappresentano eccellenze nei diversi aspetti dell'e-commerce, dei nuovi modelli di retail e del digital marketing.

Explore what Flutter has to offer, where it came from, and where it's going. Mobile development is progressing at a fast rate and with Flutter – an open-source mobile application development SDK created by Google – you can develop applications for Android and iOS, as well as Google Fuchsia. Learn to create three apps (a personal information manager, a chat system, and a game project) that you can install on your mobile devices and use for real. You will begin by getting a solid foundation of Flutter knowledge, and building on it immediately by constructing two more traditional productivity apps.. You will also learn to create a game, enabling you to see a whole other perspective on what Flutter can do. In addition to building these apps, you'll have the benefit of reviewing real-world issues you might encounter, along with ways to deal with them through tips and tricks, all designed to make your Flutter experience that much more productive and, frankly, fun! Practical Flutter will leave you with a solid grasp of how to build apps with Flutter, and springboard into creating more advanced apps on your own. By the time your journey through this material concludes, another larger one will begin as you springboard, well-prepared, into the larger world of Flutter development, tackling any project that comes your way with aplomb. Practical Flutter is a learning adventure you won't want to miss. What You'll Learn Get a Flutter project started and logically structure it Use the interface elements Flutter provides, such as widgets, controls, and extensions Build layouts using interface elements Use available tooling, specifically Android Studio Leverage server-side development and connect a Flutter app to a server back-end. Who This Book Is For Mobile developers who are looking to build for multiple mobile platforms and trying to do so with a codebase that is largely the same across all. Basic knowledge of iOS and Android generally, and some general programming experience is expected.

The concept of "Web 2.0" began with a conference brainstorming session between O'Reilly and MediaLive International. Dale Dougherty, web pioneer and O'Reilly VP, noted that far from having "crashed", the web was more important than ever, with exciting new applications and sites popping up with surprising regularity. What's more, the companies that had survived the collapse seemed to have some things in common. Could it be that the dot-com collapse marked some kind of turning point for the web, such that a call to action such as "Web 2.0" might make sense? We agreed that it did, and so the Web 2.0 Conference was born. In the year and a half since, the term "Web 2.0" has clearly taken hold, with more than 9.5 million citations in Google. But there's still a huge amount of disagreement about just what Web 2.0 means, with some people decrying it as a meaningless marketing buzzword, and others accepting it as the new conventional wisdom. This article is an attempt to clarify just what we mean by Web 2.0.

Sviluppare applicazioni web multi-device

Building Accessible and Performant Web Apps

Digital marketing per l'ecommerce e il new retail

Practical Flutter

Ionic 5

Ingredienti di Digital Marketing per la ristorazione

Multi-device Web Development with HTML5, CSS3, and JavaScript

Learn how to convert website visitors into customers Part science and part art, conversion optimization is designed to turn visitors into customers. Carefully developed testing procedures are necessary to help you fine-tune images, headlines, navigation, colors, buttons, and every other element, creating a website that encourages visitors to take the action you seek. This book guides you through creating an optimization strategy that supports your business goals, using appropriate analytics tools, generating quality testing ideas, running online experiments, and making the adjustments that work. Conversion optimization is part science and part art; this guide provides step-by-step guidance to help you optimize your website for maximum conversion rates Explains how to analyze data, prioritize experiment opportunities, and choose the right testing methods Helps you learn what to adjust, how to do it, and how to analyze the results Features hands-on exercises, case studies, and a full-color insert reinforcing key tactics Author has used these techniques to assist Fortune 500 clients You Should Test That explains both the "why" and the "how" of conversion optimization, helping you maximize the value of your website.

Processing opened up the world of programming to artists, designers, educators, and beginners. The Processing.py Python implementation of Processing reinterprets it for today's web. This short book gently introduces the core concepts of computer programming and working with Processing. Written by the co-founders of the Processing project, Reas and Fry, along with co-author Allison Parrish, Getting Started with Processing.py is your fast track to using Python's Processing mode.

Get a brisk introduction to building fast, interactive single-page web applications with Vue.js, the popular JavaScript framework that organizes and simplifies web development. With this practical guide, you'll quickly move from basics to custom components and advanced features—including JSX, the JavaScript syntax extension. Author Callum Macrae shows you how to use the most useful libraries in the Vue ecosystem, such as vue-router for routing, vuex for state management, and vue-test-utils for testing. If you're a frontend developer familiar with JavaScript, HTML, and CSS, this book will show you how to develop a fully featured web application using Vue. Learn Vue.js basics, including its use of templates to display data on a page Set up Vue projects from scratch, or use vue-cli to set up from a template Create a maintainable codebase by splitting code into self-contained components Discover how Vue.js works with CSS to style your websites and applications Use render functions and JSX, rather than templates, to determine what Vue displays Control how code is executed and displayed with vue-router Manage state in one centralized place with the Vuex library Write unit tests to ensure your Vue components don't break in the future

Android Programming: The Big Nerd Ranch Guide is an introductory Android book for programmers with Java experience. Based on Big Nerd Ranch's popular Android Bootcamp course, this guide will lead you through the wilderness using hands-on example apps combined with clear explanations of key concepts and APIs. This book focuses on practical techniques for developing apps compatible with Android 4.1 (Jelly Bean) and up, including coverage of Lollipop and material design. Write and run code every step of the way, creating apps that integrate with other Android apps, download and display pictures from the web, play sounds, and more. Each chapter and app has been designed and tested to provide the knowledge and experience you need to get started in Android development. Big Nerd Ranch specializes in developing and designing innovative applications for clients around the world. Our experts teach others through our books, bootcamps, and onsite training. Whether it's Android, iOS, Ruby and Ruby on Rails, Cocoa, Mac OS X, JavaScript, HTML5 or UX/UI, we've got you covered. The Android team is constantly improving and updating Android Studio and other tools. As a result, some of the instructions we provide in the book are no longer correct. You can find an addendum addressing breaking changes at: <https://github.com/bignerdranch/AndroidCourseResources/raw/master/2ndEdition/Errata/2eAddendum.pdf>.

Making Interactive Graphics with Processing's Python Mode

Digital marketing

Develop Cross-Platform Apps for Chrome

iGen

Pro ASP.NET MVC 5 Platform

The Modern Web

Vue.js: Up and Running

Il libro propone un percorso conoscitivo sulla Delizia del Verginese, caso studio emblematico per la sua relazione con il territorio, la storia e lo stato di conservazione, inquadrata all'interno del sistema culturale delle Delizie Estensi rinascimentali. Attraverso gli strumenti di studio propri del settore disciplinare del Disegno, illustra un percorso di ricerca e analisi multiscala dell'architettura e del suo territorio, attraverso il rilievo inteso come cantiere della conoscenza. Partendo dall'inquadramento storico, il percorso di analisi individua una possibile genesi progettuale, l'articolazione geometrica, funzionale e la sua relazione con il giardino e il territorio circostante, arrivando a contestualizzarne la presenza nel tempo e nello spazio. Attraverso gli strumenti e i metodi della Scienza della rappresentazione ne viene infine restituita la forma nel piano e in 3D, suggerendo alcuni percorsi comunicativi per la promozione e valorizzazione del Bene. Il testo è una guida operativa per orientarsi nel panorama del digital marketing, ovvero il nuovo marketing. A tale scopo, i primi capitoli presentano le sfide che le aziende devono affrontare per attrarre un consumatore radicalmente cambiato attorno al mondo dei social media, dei dispositivi mobili e del cloud computing. I capitoli successivi, attraverso la metafora del Customer Journey, indagano i diversi punti di contatto tra l'azienda e i suoi consumatori, esplicitando le azioni possibili, le metriche e gli indicatori necessari per la valutazione. Vengono quindi presentati diversi casi, pratici e reali, dove alcune tra le più importanti aziende italiane o internazionali presenti in Italia hanno raccolto la sfida digitale, con quali mezzi l'hanno affrontata finora e quale sia stato il ritorno dell'investimento. Il testo si conclude con la presentazione delle nuove sfide organizzative e culturali che il Digital ROI impone oggi agli imprenditori.

"L'impatto economico e sociale di una tecnologia rivoluzionaria" Oltre Bitcoin e al di là del mondo delle cripto valute, la blockchain è una tecnologia che sta rivelando sorprendenti capacità trasformative in molteplici ambiti, con un potenziale cambio di paradigma sul piano sociale oltre che economico. In queste pagine si offre al lettore una rappresentazione dell'intero ecosistema blockchain utilizzando un punto di vista concreto, analizzandone le applicazioni e raccontando casi reali di organizzazioni, aziende e comunità che stanno oggi lavorando intensamente alle sue realizzazioni pratiche. Per comprendere un ecosistema così mutevole e frammentato e non perdersi nella sua complessità, diviene importante mantenere un fil rouge: l'impatto sulla vita di ognuno di noi. Una nuova piattaforma finanziaria, un nuovo modo di vendere e distribuire beni e servizi, nuovi media e social media, un nuovo mercato per l'arte, una nuova identità digitale e una nuova governance (anche politica): questi sono gli ambiti che il libro analizza in dettaglio. Infine, come chiave di

lettura trasversale alle varie applicazioni, si considera l'impatto della blockchain sul mondo del lavoro sia per le aziende tradizionali che cercano di incorporare la tecnologia nel proprio modello di business sia per le organizzazioni e comunità native blockchain, che si stanno affacciando oggi sul mercato.

Voice user interfaces (VUIs) are becoming all the rage today. But how do you build one that people can actually converse with? Whether you're designing a mobile app, a toy, or a device such as a home assistant, this practical book guides you through basic VUI design principles, helps you choose the right speech recognition engine, and shows you how to measure your VUI's performance and improve upon it. Author Cathy Pearl also takes product managers, UX designers, and VUI designers into advanced design topics that will help make your VUI not just functional, but great. Understand key VUI design concepts, including command-and-control and conversational systems Decide if you should use an avatar or other visual representation with your VUI Explore speech recognition technology and its impact on your design Take your VUI above and beyond the basic exchange of information Learn practical ways to test your VUI application with users Monitor your app and learn how to quickly improve performance Get real-world examples of VUIs for home assistants, smartwatches, and car systems

A Developer's Guide to the Future of Web Design

What is Web 2.0

Cross Platform Mobile Development

Guida allo sviluppo di app performanti e cross-platform

VI Congresso Nazionale di Archeologia Medievale. Pré-tirages (L'Aquila, 12-15 settembre 2012)

La strategia di comunicazione nell'era digitale

Programmare con Xhtml

Learn Azure in a Month of Lunches, Second Edition, is a tutorial on writing, deploying, and running applications in Azure. In it, you'll work through 21 short lessons that give you real-world experience. Each lesson includes a hands-on lab so you can try out and lock in your new skills. Summary You can be incredibly productive with Azure without mastering every feature, function, and service. Learn Azure in a Month of Lunches, Second Edition gets you up and running quickly, teaching you the most important concepts and tasks in 21 practical bite-sized lessons. As you explore the examples, exercises, and labs, you'll pick up valuable skills immediately and take your first steps to Azure mastery! This fully revised new edition covers core changes to the Azure UI, new Azure features, Azure containers, and the upgraded Azure Kubernetes Service. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the technology Microsoft Azure is vast and powerful, offering virtual servers, application templates, and prebuilt services for everything from data storage to AI. To navigate it all, you need a trustworthy guide. In this book, Microsoft engineer and Azure trainer Iain Foulds focuses on core skills for creating cloud-based applications. About the book Learn Azure in a Month of Lunches, Second Edition, is a tutorial on writing, deploying, and running applications in Azure. In it, you'll work through 21 short lessons that give you real-world experience. Each lesson includes a hands-on lab so you can try out and lock in your new skills. What's inside Understanding Azure beyond point-and-click Securing applications and data Automating your environment Azure services for machine learning, containers, and more About the reader This book is for readers who can write and deploy simple web or client/server applications. About the author Iain Foulds is an engineer and senior content developer with Microsoft. Table of Contents PART 1 - AZURE CORE SERVICES 1 Before you begin 2 Creating a virtual machine 3 Azure Web Apps 4 Introduction to Azure Storage 5 Azure Networking basics PART 2 - HIGH AVAILABILITY AND SCALE 6 Azure Resource Manager 7 High availability and redundancy 8 Load-balancing applications 9 Applications that scale 10 Global databases with Cosmos DB 11 Managing network traffic and routing 12 Monitoring and troubleshooting PART 3 - SECURE BY DEFAULT 13 Backup, recovery, and replication 14 Data encryption 15 Securing information with Azure Key Vault 16 Azure Security Center and updates PART 4 - THE COOL STUFF 17 Machine learning and artificial intelligence 18 Azure Automation 19 Azure containers 20 Azure and the Internet of Things 21 Serverless computing

Perché ti parliamo di marketing digitale per la ristorazione? Perché: ci sono più dispositivi connessi che abitanti sul pianeta, ci sono più smartphone (da usare per prenotare il tuo ristorante) che spazzolini da denti (da usare dopo), i tuoi clienti usano Internet più di te, nessuno lo ha ancora fatto in Italia, oggi le strategie imprenditoriali si applicano online e con eccellenti performance. Abbiamo scritto questo manuale con la speranza di vederlo nella biblioteca di chef, ristoratori, pizzaioli e manager di catene ristorative, tra guide e storici ricettari, sempre a portata di mano per trovare un consiglio di comunicazione e per scoprire idee e spunti di vendita e marketing. Leggendo questo libro troverai gli ingredienti giusti (strumenti e tecniche) per il marketing del tuo ristorante che, miscelati con la debita cura, creeranno il piatto perfetto: il tuo progetto di digital marketing per comunicare, informare e vendere grazie al web. Con la tua cucina ci insegna che un buon piatto non necessita di molti sapori diversi, ma di un'originale ed equilibrata calibratura. Diventa anche tu un Digital Chef: proponi la tua personale ricetta del successo online.

Una Delizia Estense nascosta

Web Audio API

Cyber Security per Applicazioni Web

Improve your Mobile Development with Google's Latest Open-Source SDK

Getting Started with Processing.py

Gamification - I Videogiochi nella Vita Quotidiana

In Tasca Java