
Download Ebook The Mobile Natives Guide To Marketing

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This book is written in a Cookbook style, beginning with recipes which focus on helping developers make their software/application available in Android. Android developers who want to learn Android NDK programming, or develop multimedia and games in Android NDK will benefit from this book

Get a 360-degree view of digital project management. Learn proven best practices from case studies and real-world scenarios. A variety of project management tools, templates, models, and frameworks are covered. This book provides an in-depth view of digital project management from initiation to execution to monitoring and maintenance. Covering end-to-end topics from pre-sales to post-production, the book explores project management from various dimensions. Each core concept is complemented by case studies and real-world scenarios. The Complete Guide to Digital Project Management provides valuable tools for your use such as: Frameworks: governance, quality, knowledge transfer, root cause analysis, digital product evalu-

ation, digital consulting, estimation Templates: estimation, staffing, resource induction, RACI Models: governance, estimation, pricing, digital maturity continuous execution, earned value management and effort forecast Metrics: project management, quality What You'll Learn Study best practices and failure scenarios in digital projects, including common challenges, recurring problem themes, and leading indicators of project failures Explore an in-depth discussion of topics related to project quality and project governance Understand Agile and Scrum practices for Agile execution See how to apply Quality Management in digital projects, including a quality strategy, a quality framework, achieving quality in various project phases, and quality best practices Be able to use proven metrics and KPIs to track, monitor, and measure project performance Discover upcoming trends and innovations in digital project management Read more than 20 real-world scenarios in digital project management with proven best practices to handle the scenarios, and a chapter on a digital transformation case study Who This Book Is For Software project managers,

software program managers, account managers, software architects, lead developers, and digital enthusiasts

This comprehensive guide describes the 582 species of wild orchids that occur in NSW and the ACT. This region covers the richest area for wild orchids in Australia and includes over 500 species of seasonal ground orchids and 62 species of evergreen tree and rock orchids. Orchids found in this region include the tallest, heaviest, smallest flowered, most numerous flowered and most bizarre orchids in Australia, including elusive underground species. *Guide to Native Orchids of NSW and ACT* describes each species, enabling their identification in the field, and includes over 600 photographs of wild orchids in their natural habitat and distribution maps for almost all species. Featuring orchids with a dazzling array of colour and form, this is the essential guide for all orchid enthusiasts.

Get up to speed with React, React Native, GraphQL and Apollo for building cross-platform native apps with the help of practical examples

Key Features Covers the latest features of React such as Hooks, Suspense, NativeBase, and Apollo in this updated third edition

Get to grips with the React architecture for writing easy-to-manage web and mobile applications

Understand GraphQL and Apollo for building a scalable backend for your cross-platform apps

Book Description React and React Native, Facebook's innovative User Interface (UI) libraries, are designed to help you build robust cross-platform web and mobile applications. This updated third edition is improved and updated to cover the latest version of React. The book particularly focuses on the latest developments in the React ecosystem, such as modern Hook implementations, code splitting using lazy components and Suspense, user inter-

face framework components using Material-UI, and Apollo. In terms of React Native, the book has been updated to version 0.62 and demonstrates how to apply native UI components for your existing mobile apps using NativeBase. You will begin by learning about the essential building blocks of React components. Next, you'll progress to working with higher-level functionalities in application development, before putting this knowledge to use by developing user interface components for the web and for native platforms. In the concluding chapters, you'll learn how to bring your application together with a robust data architecture. By the end of this book, you'll be able to build React applications for the web and React Native applications for multiple mobile platforms. What you will learn

Delve into the React architecture, component properties, state, and context

Get to grips with React Hooks for handling functions and components

Implement code splitting in React using lazy components and Suspense

Build robust user interfaces for mobile and desktop apps using Material-UI

Write shared components for Android and iOS mobile apps using React Native

Simplify layout design for React Native apps using NativeBase

Write GraphQL schemas to power web and mobile apps

Implement web and mobile components that are driven by Apollo

Who this book is for This book is for any JavaScript developer who wants to start learning how to use Facebook's UI libraries, React and React Native, for mobile and web application development. Although no prior knowledge of React is needed, working knowledge of JavaScript programming will help you understand the concepts covered in the book more effectively.

Learn how to make mobile native app de-

velopment easier. If your team frequently works with both iOS and Android—or plans to transition from one to the other—this hands-on guide shows you how to perform the most common development tasks in each platform. Want to learn how to make network connections in iOS? Or how to work with a database in Android? This book has you covered. In the book's first part, authors Shaun Lewis and Mike Dunn from O'Reilly's mobile engineering group provide a list of common, platform-agnostic tasks. The second part helps you create a bare-bones app in each platform, using the techniques from part one. Common file and database operations Network communication with remote APIs Application lifecycle Custom views and components Threading and asynchronous work Unit and integration tests Configuring, building, and running an app on a device

Get hands-on with the browser-based JavaScript library for training and deploying machine learning models effectively

Key Features

- Build, train and run machine learning models in the browser using TensorFlow.js
- Create smart web applications from scratch with the help of useful examples
- Use flexible and intuitive APIs from TensorFlow.js to understand how machine learning algorithms function

Book Description

TensorFlow.js is a framework that enables you to create performant machine learning (ML) applications that run smoothly in a web browser. With this book, you will learn how to use TensorFlow.js to implement various ML models through an example-based approach. Starting with the basics, you'll understand how ML models can be built on the web. Moving on, you will get to grips with the TensorFlow.js ecosystem to develop applications more efficiently. The book will then guide you through implementing ML techniques and algo-

rithms such as regression, clustering, fast Fourier transform (FFT), and dimensionality reduction. You will later cover the Bellman equation to solve Markov decision process (MDP) problems and understand how it is related to reinforcement learning. Finally, you will explore techniques for deploying ML-based web applications and training models with TensorFlow Core. Throughout this ML book, you'll discover useful tips and tricks that will build on your knowledge. By the end of this book, you will be equipped with the skills you need to create your own web-based ML applications and fine-tune models to achieve high performance. What you will learn

- Use the t-SNE algorithm in TensorFlow.js to reduce dimensions in an input dataset
- Deploy tfjs-converter to convert Keras models and load them into TensorFlow.js
- Apply the Bellman equation to solve MDP problems
- Use the k-means algorithm in TensorFlow.js to visualize prediction results
- Create tf.js packages with Parcel, Webpack, and Rollup to deploy web apps
- Implement tf.js backend frameworks to tune and accelerate app performance

Who this book is for

This book is for web developers who want to learn how to integrate machine learning techniques with web-based applications from scratch. This book will also appeal to data scientists, machine learning practitioners, and deep learning enthusiasts who are looking to perform accelerated, browser-based machine learning on Web using TensorFlow.js. Working knowledge of JavaScript programming language is all you need to get started.

First Published in 1999. Routledge is an imprint of Taylor & Francis, an informa company.

This book is a comprehensive overview of the history and culture of the peoples who are now known as the First Ameri-

cans. Author Walter C. Fleming covers the many different tribes that stretched from the Atlantic to the Pacific, including compelling biographies of their greatest leaders. He examines the beliefs, customs, legends and the myriad contributions Native Americans have given to modern society, and details the often tragic history of their conquest by European invaders, their treatment-both historical and recent-under the U.S. government, and the harsh reality of life on today's reservations.

EVERYTHING YOU EVER WANTED TO KNOW ABOUT THE MURCIA REGION! Full of useful tips straight from a British couple who now call this region their home. Let Debbie and Marcus be your guides as they share their love for Murcia, its people and its surrounds with intimate details, personal stories and hot tips for visitors, home buyers and new natives alike. This third edition has been carefully revised and is packed full of 300% more information including all town guides and selected maps. *Going Native in Murcia* - the most comprehensive guide in print - is now even better.

From the Native American viewpoint a personal yet carefully documented chronicle about the lands that became the state of Mississippi. Virtually all written accounts of Native American history of the southeastern United States came from Europeans. Here, filtered through a Native American perspective, is a story of early Indian life in a region of the American South. This history for general readers has been assembled from many documentary resources to give the fascinating history of an enduring heritage. In pre-Columbian times the fertile and lushly forested lands that were destined to become the state of Mississippi had a flourishing population of many native

tribes - Chickasaw, Taposa, Tunica, Yazoo, Chakchiuma, Koroa, Grigra, Natchez, Choctaw, Acolapissa, Biloxi, Pascagoula, and others. Few accounts have been written from their perspective. Until now, there has been no book-length investigation of their history as told from their viewpoint.

Master React Native with Fullstack React Native The up-to-date, in-depth, complete guide to React Native. Create beautiful mobile apps with JavaScript and React Deliver high quality mobile apps, at light speed. Building the same app in both Swift and Java is time-consuming. With React Native, you can release a native app on both iOS and Android from a single codebase. Do you or your team already know JavaScript? Leverage your existing knowledge to build world class mobile applications. The React Native ecosystem is evolving fast. Get started on the right foot. With such an active community and so many updates, it feels impossible to know what's best and what's just noise. We cover the latest React Native version and best practices so you can develop with confidence. **What You'll Build** When you buy Fullstack React Native, you're not buying just a book, but dozens of code examples. Every chapter in the book comes with a complete project that uses the concepts in the chapter and provides support for both iOS (including iPhone X screens) & Android. **A Weather App** - Get your feet wet with React Native by building a weather app allows the user to input their location and grabs weather data from a third party API. **A Time Tracker** - Brush up on your core React knowledge and build a time tracking app. **A Messaging App** - Understand how to use the core React Native APIs like Geolocation, CameraRoll, Keyboard, NetInfo and much more through completing a mes-

saging app An Instagram Clone - Learn how to style your app, manage user input, add comments and display photos from Unsplash A Contacts App - Learn how to use Navigation: a major piece of any mobile application with multiple screens A Puzzle Game - Learn how to achieve smooth animations that render at 60 frames-per-second (fps) FAQHow long is the book? The book has 11 chapters totaling 670 pages, several sample apps totaling over 1000+ lines of code (JavaScript/JSPX, non-comment lines). Do I have to know React? Nope! We've written the book so that it can be used even if you aren't familiar with React. Although, if you'd like to learn React in depth, checkout our other book Fullstack React Do I have to know JavaScript? Yes, we assume you know the basics of the language. But you don't need to be completely up-to-date: we teach the latest language features in case you're not familiar with them. However, this book teaches React Native from the ground up and you can use it even if you've never written a mobile app before.

The fun-and-easy guide to developing cool Flash apps for mobile devices Flash is installed on 98 percent of browsers and runs on most smartphones, delivering RIA content and videos. With Flash 10.1 for mobile devices, developers have the perfect tool to create a richer experience. This friendly guide covers the tools needed to develop native mobile device apps as well as Web Flash mobile apps, including games, and does it all in the easy-to-follow For Dummies style. Flash is the standard for delivering rich Internet applications on mobile devices Covers how to create iOS and Android apps with Flash and use the development environment for Flash Addresses working with both regular and touch devices; developing a good mobile user interface;

creating, testing, and deploying apps; developing fast, fun, and easy mobile games using Flash; and more Flash Mobile Application Development For Dummies makes it easy to enter the fun and exciting field of mobile app development.

Learn how to make mobile native app development easier. If your team frequently works with both iOS and Android-or plans to transition from one to the other-this hands-on guide shows you how to perform the most common development tasks in each platform. Want to learn how to make network connections in iOS? Or how to work with a database in Android? This book has you covered. In the book's first part, authors Shaun Lewis and Mike Dunn from O'Reilly's mobile engineering group provide a list of common, platform-agnostic tasks. The second part helps you create a bare-bones app in each platform, using the techniques from part one. Common file and database operations Network communication with remote APIs Application lifecycle Custom views and components Threading and asynchronous work Unit and integration tests Configuring, building, and running an app on a device.

Here's a full-color guide to national parks and national monuments that have a strong connection to the lives of America's First Peoples.

A current reference work that reflects the changing times and attitudes of, and towards the indigenous peoples of all the regions of the Americas. --from publisher description.

Guide to designing and developing cloud native applications in Azure DESCRIPTION The mainstreaming of Cloud Native Architecture as an enterprise discipline is well underway. According to the Forbes report in January 2018, 83% of

the enterprise workloads will be in the cloud by 2020 and 41% of the enterprise workloads will run on public cloud platforms, while another 22% will be running on hybrid cloud platforms. Customers are embarking on the enterprise digital transformation journeys. Adopting cloud and cloud native architectures and microservices is an important aspect of the journey. This book starts with a brief introduction on the basics of cloud native applications, cloud native application patterns. Then it covers the cloud native options available in Azure. The objective of the book is to provide practical guidelines to an architect/designer/consultant/developer, who is a part of the Cloud application definition Team. The book articulates a methodology that the implementation team needs to follow in a step-by-step manner and adopt them to fulfil the requirements for enablement of the Cloud Native application. It emphasizes on the interpersonal skills and techniques for organizing and directing the Cloud Native definition, leadership buy-in, leading the transition from planning to implementation. It also highlights the steps to be followed for performing the cloud native applications, cloud native patterns in the development of Cloud native applications, Cloud native options available in Azure, Developing BOT, Microservices based on Azure. It also covers how to develop simple IoT applications, Machine learning based applications, server less architecture, using Azure with a practical and pragmatic approach. This book embraces a structured approach organized around the following key themes, which represent the typical phases that an enterprise traverses during its Cloud Native application journey:

- Basics of Cloud Native Applications: It covers basics of cloud native applications using .NET core.
- Cloud Native Ap-

plication Patterns: The reader will understand the patterns for developing Cloud Native Applications.

- Cloud Native Options available in Azure: The reader will understand the different options available in Azure.
- Developing a Simple BOT using .NET Core: The reader will understand the Azure BOT framework basics and will learn how to develop a simple BOT.
- Developing cloud native applications leveraging Microservices: The reader will understand the concepts of developing micro services using the Azure API Gateway Manager.
- Developing Integration capabilities using serverless architecture: The reader will understand the integration capabilities and various options available in Azure
- Developing a simple IoT application: The reader will understand the basics of developing IoT applications.
- Developing a simple ML based application: The reader will understand Machine Learning basics and how to develop a simple ML application
- Different enterprise use cases, which enable digital transformation using the Cloud Native Applications: The reader will learn about different use cases that can be built using cloud native applications

KEY FEATURES (Add 5-7 key features only)

- Basics of Cloud Native Applications
- Designing Microservices
- Different cloud native options for developing Cloud Native Applications in Azure
- BOTs, Web Apps, Mobile Apps, Logic Apps, Service Bus, Azure Functions
- Azure IOT Applications
- Azure Machine Learning Basics
- Enterprise Digital Journeys

WHAT WILL YOU LEARN This book aims to:

- Demonstrate the importance of a Cloud Native application in elevating the effectiveness of organizational transformation programs and digital enterprise journeys, using MS Azure
- Disseminate current advancements and thought leadership in the area of Cloud Native ar-

chitecture, in the context of digital enterprises ● Provide initiatives with evidence-based, credible, field tested and practical guidance in crafting their respective architectures; and ● Showcase examples and experiences of the innovative use of Cloud Native Applications in enhancing transformation initiatives.

WHO THIS BOOK IS FOR The book is intended for anyone looking for a career in Cloud technology, all aspiring Cloud Architects who want to learn Cloud Native Architectures, Microservices, IoT, BoT and Microsoft Azure platform and working professionals who want to switch their career in Cloud Technology. While no prior knowledge of Azure or related technologies is assumed, it will be helpful to have some .Net programming experience. In addition, the target audience of this book are, ● Business Leaders, Chief Architects, Analysts and Designers seeking better, quicker and easier approaches to respond to needs of their internal and external customers; ● CIOs/CTOs of business software companies interested in incorporating Cloud Native architecture to differentiate their products and services offerings and increasing the value proposition to their customers; ● Consultants and practitioners desirous of new solutions and technologies to improve productivity of their clients; ● Academic and consulting researchers looking to uncover and characterize new research problems and programmes ● Practitioners and professionals involved with organizational technology strategic planning, technology procurement, management of technology projects, consulting and advising on technology issues and management of total cost of ownership.

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A little-known society of the Lakota tribe developed the skill to dream about the future. It was accepted that dreams could not necessarily bring about what a person wanted, but that they could be used to inform upon the future and protect people from harm. Despite the society's secrecy, however, a man named Conley is aware of it, thanks to his Lakota grandmother. At least, he is sure that if he dreams of something, it is bound to come true, one way or another. Upon receiving a letter from his Grandma Violet announcing a visit, Conley suspects she has something important to tell him—maybe even something about their family history. Soon, he experiences a recurring dream about a Native American woman who looks like his grandma. Coaxed by this dream and his grandmothers visit, Conley realizes he must go to South Dakota and search for his spirit guide. Once there, Conley experiences a vision quest that allows him to better understand his skill. His dreams soon turn dark and dangerous, though, and he fears for those closest to him. Danger lingers nearby, and Conley must do all he can to prevent harm from spreading. He hopes to use his dreams to fight back, with the help of his spirit guide, but he must find the right clues otherwise, Conley could end up dead.

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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.

Provides information on attractions, entertainment, shopping, dining, recreation, and lodging in Chicago.

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?

In 2001, the Forest Service, U.S. Department of Agriculture (USDA), through its Virtual Center for Reforestation, Nurseries, and Genetics Resources (RN-GR), invited Native Americans from across the United States to attend the Western Forest and Conservation Nursery Association annual meeting. About 25 tribal members, representing 20 tribes, attended the meeting at Fort Lewis College in Durango, Colorado. The following year, a similar meeting was held in Olympia, Washington, and tribal members initiated a Tribal Nursery Coun-

cil and requested that RNGR facilitate the organization. During 2003, RNGR requested information from 560 tribes across the United States, seeking specific information on tribes' needs for native plants, facilities, training, and so on. Results from the responding 77 tribes were incorporated into the Tribal Nursery Needs Assessment. Based on the results of that questionnaire, and input from tribal members attending the 2003 Intertribal Nursery Council meeting in Coeur d'Alene, Idaho, it was agreed that a nursery handbook was needed. That fall, planning began for writing the manual, loosely based on Agriculture Handbook 674, The Container Tree Nursery Manual, but with special attention to the uniqueness of Native American cultures.

This book will prepare you to meet the next wave of challenges in enterprise security, guiding you through and sharing best practices for designing APIs for rock-solid security. It will explore different security standards and protocols, helping you choose the right option for your needs. *Advanced API Security, Second Edition* explains in depth how to secure APIs from traditional HTTP Basic Authentication to OAuth 2.0 and the standards built around it. Keep your business thriving while keeping enemies away. Build APIs with rock-solid security. The book takes you through the best practices in designing APIs for rock-solid security, provides an in depth understanding of most widely adopted security standards for API security and teaches you how to compare and contrast different security standards/protocols to find out what suits your business needs, the best. This new edition enhances all the topics discussed in its predecessor with the latest up to date information, and provides more focus on beginners to REST, JSON, Microservices and API security. Additional-

ly, it covers how to secure APIs for the Internet of Things (IoT). Audience: *The Advanced API Security 2nd Edition* is for Enterprise Security Architects and Developers who are designing, building and managing APIs. The book will provide guidelines, best practices in designing APIs and threat mitigation techniques for Enterprise Security Architects while developers would be able to gain hands-on experience by developing API clients against Facebook, Twitter, Salesforce and many other cloud service providers. What you'll learn • Build APIs with rock-solid security by understanding best practices and design guidelines. • Compare and contrast different security standards/protocols to find out what suits your business needs, the best. • Expand business APIs to partners and outsiders with Identity Federation. • Get hands-on experience in developing clients against Facebook, Twitter, and Salesforce APIs. • Understand and learn how to secure Internet of Things.

Mastering React Native helps the reader master the React Native framework for faster and more robust mobile app development. React Native is an open-source JavaScript framework that allows you to create applications for many platforms, including iOS, Android, and the web, all with the same code base. It is built on the React framework, and it provides all of React's power to mobile app development. React Native was a natural continuation of React. It is a mobile framework that includes JavaScript to create near-native apps. JSX, a hybrid of JavaScript and XML-like markup, is used to make React Native applications. The React Native "bridge" then calls the native rendering APIs in Objective-C (for iOS) or Java (for Android) behind the scenes (for Android). As a result, your app will appear and feel like any other mobile app, as it

will be rendered using genuine mobile UI components instead of web views. React Native also offers JavaScript interfaces for platform APIs, allowing your React Native apps to use features such as user location and the phone camera. If your app is UI focused, React Native is an excellent choice because it comes with an extensive UI library. Becoming a React Native developer gives you access to exciting, cutting-edge projects which frequently incorporate innovative technology like Augmented Reality. Job opportunities for React Native devs are aplenty, and it is undoubtedly a skill worthy of consideration owing to its popularity with startups and corporates alike. With Mastering React Native, learning React Native becomes easy and will help readers undoubtedly advance their careers. The Mastering Computer Science series is edited by Sufyan bin Uzayr, a writer and educator with more than a decade of experience in the computing field.

American Indians and Alaska Natives have consistently experienced disparities in access to healthcare services, funding, and resources; quality and quantity of services; treatment outcomes; and health education and prevention services. Availability, accessibility, and acceptability of behavioral health services are major barriers to recovery for American Indians and Alaska Natives. Common factors that influence engagement and participation in services include availability of transportation and child care, treatment infrastructure, level of social support, perceived provider effectiveness, cultural responsiveness of services, treatment settings, geographic locations, and tribal affiliations.

Discover and learn how to use React and React Native to build mobile, desktop and web apps. From composable and Na-

tive UIs through to device-specific APIs and offline development, this book has everything you need to create engaging and user-friendly React applications which run on all major platforms.

This eBook consists of 2 titles: Hybrid Mobile App Development (React Native) Level 1 Hybrid Mobile App Development (React Native) Level 2

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

This lavishly illustrated book is the only complete and contemporary introductory guide to all the Native peoples in California. Arranged by geographical area and by language groups, Native California includes reservations, rancherias, federally recognized tribes without lands, unrecognized tribes and peoples with out-of-state origins. History, maps, interviews, overviews, essays, informational appendices. copyright 2008

Tackling an app development project on multiple platforms is no simple task. When time is in short supply and customers need access from the tap of a home screen, React Native can provide a lean development team with the tools needed to deliver a multi-platform native experience without juggling multiple programming languages and shifting code bases. React Native is an emerging technology and best practices are only beginning to bubble up. Fortunately, a growing user community—from tech giants such as Facebook, Yahoo, and Airbnb to the independent developers—is hard at work codifying patterns and best prac-

tices for how to use React Native. This cookbook is another milestone on that journey. Aimed at people with some JavaScript and web development experience, the first part of this cookbook covers some simple tips for getting started with React Native. Part 2 will cover some emerging patterns that are commonly found in most native applications.

Mobile is a revolution, the marker of a new era for a new type of consumer: the Mobile Native. Mobile Natives crave engagement, entertainment and instant gratification, but with over 2 million apps listed in each app store, app marketers jostling for a top ranking must become ever more sophisticated and data-driven to get their attention. This book offers a 360° vision of mobile marketing, illustrated with concrete examples, testimonials, and case studies. It outlines the stakes, proposes a methodology for engaging Mobile Natives, and provides clear strategies to monetize mobile apps.

Build enhanced visual experiences and design and deploy modern, easy-to-maintain, client applications across a variety of platforms. This book will show you how these applications can take advantage of the latest user interface components, 3D technology, and cloud services to create immersive visualizations and allow high-value data manipulation. The Definitive Guide to Modern Java Clients

with JavaFX is a professional reference for building Java applications for desktop, mobile, and embedded in the Cloud age. It offers end-to-end coverage of the latest features in JavaFX and Java 13. After reading this book, you will be equipped to upgrade legacy client applications, develop cross-platform applications in Java, and build enhanced desktop and mobile native clients. What You Will Learn Create modern client applications in Java using the latest JavaFX and Java 13 Build enterprise clients that will enable integration with existing cloud services Use advanced visualization and 3D features Deploy on desktop, mobile, and embedded devices Who This Book Is For Professional Java developers who are interested in learning the latest client Java development techniques to fill out their skillset.

Examines the myths and beliefs of Native Americans.

In this unique theme unit. Native American authors examine their cultural traditions. Each book describes Native American lives, as seen through the eyes of the participants, and discusses how Native American people maintain their cultural identities in contemporary society. With descriptions of culturally relevant events, excellent full-color photographs, maps, and further reading lists, this theme unit is essential for Native American studies.