Sviluppare Applicazioni Per Apple Watch

Take a bite out of the new and improved Apple Watch! The Apple Watch is a powerful computer that's worn on your wrist — and can serve as an invaluable companion, anytime and anywhere. Acting as a communication device, fitness and health tracker, and sleek time piece, the Apple Watch keeps you connected —and all hands-free. Apple Watch For Dummies gets you up to speed on the latest updates to WatchOS, and teaches you about all-new features, such as the walkie-talkie. You'll find out how to use it to set and maintain reachable goals for your fitness; monitor your heart rate, detect falls, and track other health-related info; send and receive text messages and emails; use Siri; get directions in real-time; learn about the best apps for work and play; and much, much more! Find tips for picking a watch model Get watch basics for newbies Adjust the settings Learn about the hottest apps Troubleshoot common issues Wrap your head around WatchOS 5 and the updated Apple Watch, even as it wraps around your wrist!

The Apple Watch is more than a timepiece and a fashion accessory. The watch is designed to be a very personal assistant, from paying for groceries or a coffee to keeping a detailed record of your daily physical activity. Author Scott McNulty has organized the book around events and activities, showing how to use the watch in various settings. The book starts off with an essential "Apple Watch 101" section that

gets you up and running quickly. You learn the watch's gestures and presses, how to use the digital crown, and how to change the band, for example. Scott then looks at how to use the watch in different settings. At work, how to set tasks and check email. After work, how to meet up with friends, find a place to eat, and get directions. At the gym, how to monitor your workout activities and monitor your heart rate. And you don't have to be at the gym. Learn how to use the watch to track your daily physical activities, from how much you walk each time to gentle reminders to get up and move if you've been sitting too long. Organized around your life, this book will help you get the most from your Apple Watch. Readers will learn how to: * Set up the watch and pair it with their iPhone. * Manage messages, calls,notifications, and mail. * Make sketches and use as a walkie-talkie. * Monitor their workout activities and set and achieve goals. * Use Apple Pay. * Listen to music, using Maps, take photos, and more.

Sviluppare applicazioni per Apple WatchCreare Applicazioni per iPhone e iPad con SwiftLa guida pratica per diventare un programmatore iOS di successo - Aggiornata a Swift 2.2 (Giugno 2016)Roberto Travagliante

Showcases the newest features of the Mac operating system, covering installation, configuration, customization, and networking.

George finds it hard to be a good dog when there are cats to chase, flowers to dig up, and a delicious cake sitting on the kitchen table.

Congratulations on your new Apple Watch! The Apple Watch is a game changer in the

world of wearable tech, and you'll be amazed at all the ways it will help you stay in touch, in shape and in sync. With revolutionary technology that brings the power of Apple innovation to your wrist and a range of designs guaranteed to suit your personal style, the Apple Watch is an impressive addition to any tech-loving household. In this guide we'll show you every nook and cranny of your Apple Watch (and despite its small size, there are a surprising number of nooks and crannies tucked away inside its elegant interface). In Part 1: Meet Apple Watch, we'll introduce you to your device, its hardware and its philosophy. In Part 2: Apple Watch Basics, we'll show you everything you need to get started, from unboxing to setup to navigation. In Part 3: Personalizing Your Apple Watch, we'll help you fully customize your Watch, from the way it looks to the way it talks to you. Then, we'll get very specific in Part 4: Apple Watch Onboard Apps and Glances as we look at every single app that comes pre-installed on your Watch. Finally, we'll share our favorite third party Watch apps in Part 5: Getting Started with Third Party Watch Apps. There's a lot to cover, but we think you'll enjoy getting to know this beautiful piece of technology and exploring all of the ways it can make your life easier.

Our Time Is Now We have entered an age of disruption. Financial collapse, climate change, resource depletion, and a growing gap between rich and poor are but a few of the signs. Otto Scharmer and Katrin Kaufer ask, why do we collectively create results nobody wants? Meeting the challenges of this century requires updating our economic

logic and operating system from an obsolete "ego-system" focused entirely on the well-being of oneself to an eco-system awareness that emphasizes the well-being of the whole. Filled with real-world examples, this thought-provoking guide presents proven practices for building a new economy that is more resilient, intentional, inclusive, and aware. "A watershed! An inspiring, practical weaving of the inner and outer dimensions of the systemic changes so many around the world are now working toward." —Peter Senge, Senior Lecturer, MIT Sloan School of Management; Founding Chair, Society for Organizational Learning; and author of The Fifth Discipline "Scharmer and Kaufer have succeeded in writing the book that has the potential to transform civilization from one based on a rapacious, ego-driven economics to a viable, ecological, awareness-based model. This is a must-read for anyone who cares. It may well be the single most important book you ever read." —Arthur Zajonc, President, Mind and Life Institute, and author of Meditation as Contemplative Inquiry "Scharmer and Kaufer provide a creative and practical approach to shifting our economies. I see business as a movement, and this book shares that movement with the world, offering us inspiration to tap into the deeper levels of our humanity and urging us to transform the crises of our times." —Eileen Fisher, founder, Eileen Fisher, Inc. "The shift to an eco-system economy is emerging everywhere around us. Otto's and Katrin's clarity in identifying that this shift requires change-makers to expand our thinking from the head to the heart has helped me to be more intentional in designing processes to awaken the hearts of

entrepreneurs everywhere. This is a necessary condition for the emergence of the new economy." ―Michelle Long, Executive Director, Business Alliance for Local Living Economies "The purpose of business is to enhance the well-being of society. The 4.0 framework for transforming capitalism matters because it addresses a blind spot in our current discourse: how to create institutional innovations that could shift our economy from ego- to eco-system awareness at the scale of the whole." ―Guilherme Peirão Leal, founder and Cochairman, Natura Cosméticos

This revised and expanded new edition elucidates the elegance and simplicity of the fundamental theory underlying formal languages and compilation. Retaining the reader-friendly style of the 1st edition, this versatile textbook describes the essential principles and methods used for defining the syntax of artificial languages, and for designing efficient parsing algorithms and syntax-directed translators with semantic attributes. Features: presents a novel conceptual approach to parsing algorithms that applies to extended BNF grammars, together with a parallel parsing algorithm (NEW); supplies supplementary teaching tools at an associated website; systematically discusses ambiguous forms, allowing readers to avoid pitfalls; describes all algorithms in pseudocode; makes extensive usage of theoretical models of automata, transducers and formal grammars; includes concise coverage of algorithms for processing regular expressions and finite automata; introduces static program analysis based on flow equations.

A journalist on a cross-country Christmas train scales the rugged terrain of his own heart in this New York Times bestselling holiday tale that inspired the Hallmark Hall of Fame original movie! Disillusioned journalist Tom Langdon must get from Washington to Los Angeles in time for Christmas. Forced to travel by train, he begins a journey of rude awakenings, thrilling adventures, and holiday magic. He has no idea that the locomotives pulling him across America will actually take him into the rugged terrain of his own heart, as he rediscovers people's essential goodness and someone very special he believed he had lost. David Baldacci's THE CHRISTMAS TRAIN is filled with memorable characters who have packed their bags with as much wisdom as mischief...and shows how we do get second chances to fulfill our deepest hopes and dreams, especially during this season of miracles.

Apple Watch for Developers: Advice & Techniques from 5 Top Professionals gives you the base-knowledge and valuable secrets you'll need for your own projects from a core team of successful, experienced Apple Watch app-development experts. You'll explore elements such as branding within Watch apps, translating audio data into visual information, taming complex data, mastering environment-driven feature sets, and much more. This book is for developers who already have some knowledge of developing with WatchKit and

WatchOS 2, and who are now interested in learning how to use them to create cutting edge Watch apps. It is written by five experienced, industry-leading Apple Watch developers who have created their apps early, and are now ready to pull apart examples to show you how to best create an Apple Watch app. This book will bring your cool Watch ideas to life!
Microsoft® Visual Studio® LightSwitch® Unleashed Alessandro Del Sole Microsoft Visual Studio LightSwitch represents a breakthrough in business application development for Windows clients, the Web, and the cloud. Using this new tool, you can build powerful data-centric applications with far less code than ever before. Microsoft Visual Studio LightSwitch Unleashed is the first comprehensive, start-to-finish guide to this powerful new tool. Written by longtime Visual Basic expert and Microsoft MVP Alessandro Del Sole, this book covers everything Microsoft developers need to know to make the most of LightSwitch–from the absolute basics to the most advanced enterprise techniques. You learn how to use LightSwitch to build modern, scalable, customized line-of-business applications that automatically leverage technologies such as Silverlight, WCF, and SQL Server Express with no effort or expertise on your part. Through hands-on examples, Del Sole guides you through building solutions that can integrate and analyze business information from virtually any

source, crafting custom logic that solves your company's unique problems, and delivering state-of-the-art usability through professional-quality user interfaces. Implement features such as screen navigation, data interaction, paging, and Excel export, with absolutely no coding Build simple data-centric applications and add power to them with relationships and details Rapidly create customized queries, filters, sorts, and reports Aggregate data from many locations, including SharePoint, SQL Server, and the cloud Simplify the implementation of application-level data validation Protect your applications with authentication and authorization Fine tune your code for scalability and performance Streamline deployment to local computers, web servers, and the Windows Azure cloud Use .NET code to define custom behaviors related to data and the user interface Understand how LightSwitch applications are architected and how they are handled by Visual Studio Use LightSwitch with other Visual Studio tools to manage the entire application life cycle Efficiently debug LightSwitch code–and create code that's easier to debug Category: Microsoft Programming Covers: LightSwitch User Level: Intermediate—Advanced ON THE WEB: Download all examples and source code presented in this book as they are available from informit.com/title/9780672335532
This excellent addition to the UTiCS series of undergraduate textbooks provides

a detailed and up to date description of the main principles behind the design and implementation of modern programming languages. Rather than focusing on a specific language, the book identifies the most important principles shared by large classes of languages. To complete this general approach, detailed descriptions of the main programming paradigms, namely imperative, object-oriented, functional and logic are given, analysed in depth and compared. This provides the basis for a critical understanding of most of the programming languages. An historical viewpoint is also included, discussing the evolution of programming languages, and to provide a context for most of the constructs in use today. The book concludes with two chapters which introduce basic notions of syntax, semantics and computability, to provide a completely rounded picture of what constitutes a programming language. /div

Supercharge your business effectiveness with any model of iPad–in the office, on the road, everywhere! Do you have an iPad? Put it to work! If you're a manager, entrepreneur, or professional… a consultant, salesperson, or freelancer… this book will make you more efficient, more effective, and more successful! Your iPad at Work includes the latest information about all iPad models running iOS 7 (or later), whether the tablet is equipped with Wi-Fi only or Wi-Fi + Cellular Internet connectivity. It's packed with easy, nontechnical business solutions you can use

right now–each presented with quick, foolproof, full-color instructions.Securely connect your iPad to your network; sync your email, contacts, calendar, Office documents, and smartphone; make the most of iPad's latest productivity apps; capture up-to-the-minute news and financial data; even discover powerful specialized apps for your job and your industry. You already know how much fun your iPad is, now discover how incredibly productive it can make you! Secure your iPad with passwords and data encryption Connect your iPad to a wireless printer Discover today's most powerful iPad business apps Manage your contacts and relationships with a Contact Relationship Manager (CRM) app Do your word processing, spreadsheet, and database management while on the go Access your email and surf the Web from almost anywhere Make winning sales and business presentations from your iPad Read PC and Mac files, from Microsoft Office to Adobe PDF Use your iPad more efficiently on the road and while traveling Manage your company's social networking presence from your tablet Participate in real-time video calls and virtual meetings using FaceTime, Skype, or another app Create and distribute iPad content, or have a custom app developed for your business

La sezione sul commercio online è importante in quanto aggiornata alla direttiva europea per il commercio online dei farmaci recentemente recepita in Italia e che

consente alle farmacie di vendere online tutti i farmaci senza obbligo di prescrizione medica. Il farmacista viene guidato nell'impostazione del proprio sito e dell'attività di promozione online sottolineando l'importanza dell'attendibilità e dell'affidabilità di tutte le comunicazioni al cliente. La presenza di paragrafi dedicati all'ufficio stampa e a campagne di comunicazione ad ampio raggio, lo rende uno strumento adatto anche per le farmacie che fanno parte di consorzi o catene. Non esistono al momento sul mercato volumi contenenti informazioni relative al decreto legislativo 19 febbraio 2014, n. 17 per il commercio online dei farmaci.

Hai un'idea che vuoi trasformare in un'applicazione per iPhone e iPad per farla conoscere al mondo intero? Vuoi creare un'app, pubblicarla sull'App Store e fare soldi, ma non sai come fare? In altre parole, vuoi diventare un programmatore di applicazioni per iOS? CON QUESTA GUIDA, ADESSO PUOI !!! ***** Aggiornata all'ultima versione di Xcode e di Swift 2 ***** "Creare applicazioni per iPhone e iPad con Swift" è la nuova guida pratica che ti permetterà di iniziare a sviluppare applicazioni per dispositivi iOS, facendo diventare anche te un vero programmatore di app per i fantastici "gioiellini tecnologici" di casa Apple. Tutto questo, permettendoti di conoscere l'ambiente Xcode e il nuovo e magnifico linguaggio Swift! Questo non è il solito trattato sulla programmazione, ricco di

nozioni teoriche difficili da comprendere. "Creare applicazioni per iPhone e iPad con Swift" è una guida pratica e veloce, offerta ad un prezzo estremamente vantaggioso, che si propone in un centinaio di pagine ricche di contenuti e che vanno "dritte al punto", di mettere nelle tue mani tutti gli strumenti utili per poter essere subito "operativo", realizzando le tue applicazioni iOS. Scritta da Roberto Travagliante (iPhoneXCoder), programmatore di esperienza, oltre che sviluppatore di applicazioni per iOS e Mac OS X come "Real Drums" e "Interest Calculator", questa guida ti permetterà di conoscere tutto ciò che serve per iniziare a sviluppare le tue app e diventare un programmatore iOS di successo! *** Prezzo "lancio" super-vantaggioso! *** *** Offerta limitata nel tempo *** Novità di questo aggiornamento: - Guida aggiornata e revisionata all'ultima versione di Xcode 7.3.1 e a Swift 2.2 - Aggiunte spiegazioni maggiormente dettagliate sull'uso della Storyboard e dei constraints - Aggiornate sia la sintassi che le screenshots, ove necessario - Spiegazioni più dettagliate sui protocolli e sull'uso dei metodi "Delegate" - Nuove applicazioni di esempio (altre sono in corso di redazione) - Miglioramenti vari Maggiori informazioni sul sito: http://www.travagliante.com
Journalist Leander Kahney reveals how CEO Tim Cook has led Apple to astronomical success after the death of Steve Jobs in 2011. The death of Steve

Jobs left a gaping void at one of the most innovative companies of all time. Jobs wasn't merely Apple's iconic founder and CEO; he was the living embodiment of a global megabrand. It was hard to imagine that anyone could fill his shoes--especially not Tim Cook, the intensely private executive who many thought of as Apple's "operations drone." But seven years later, as journalist Leander Kahney reveals in this definitive book, things at Apple couldn't be better. Its stock has nearly tripled, making it the world's first trillion dollar company. Under Cook's principled leadership, Apple is pushing hard into renewable energy, labor and environmentally-friendly supply chains, user privacy, and highly-recyclable products. From the massive growth of the iPhone to lesser-known victories like the Apple Watch, Cook is leading Apple to a new era of success. Drawing on access with several Apple insiders, Kahney tells the inspiring story of how one man attempted to replace someone irreplaceable, and--through strong, humane leadership, supply chain savvy, and a commitment to his values--succeeded more than anyone had thought possible.
With the continued application of gaming for training and education, which has seen exponential growth over the past two decades, this book offers an insightful introduction to the current developments and applications of game technologies within educational settings, with cutting-edge academic research and industry

insights, providing a greater understanding into current and future developments and advances within this field. Following on from the success of the first volume in 2011, researchers from around the world presents up-to-date research on a broad range of new and emerging topics such as serious games and emotion, games for music education and games for medical training, to gamification, bespoke serious games, and adaptation of commercial off-the shelf games for education and narrative design, giving readers a thorough understanding of the advances and current issues facing developers and designers regarding games for training and education. This second volume of Serious Games and Edutainment Applications offers further insights for researchers, designers and educators who are interested in using serious games for training and educational purposes, and gives game developers with detailed information on current topics and developments within this growing area.

Based on years of work in the field with scores of companies including Bosch, 3M, Schlumberger, and Saab, The Scrum Fieldbook delivers a hands-on, practical approach for successfully implementing the Scrum framework in any domain. Scrum is the secret weapon behind some of today's most successful companies. Giants like Google, Facebook, Amazon, and Apple use Scrum to reshape our world through incredibly fast innovation, a laser focus on customers,

and continuous improvement. In recent years, Scrum has helped companies large and small thrive in the age of disruption. Its use has exploded across the corporate world far beyond its software and technology roots. J.J. Sutherland and the team at Scrum Inc. have dramatically improved performance at global banks, utilities, medical device manufacturers, mining conglomerates, and labs on the cutting edge of genetic science. In The Scrum Fieldbook, JJ draws on his firm's extensive experience to take leaders, managers, and employees deeper into the specific challenges and new opportunities of an Agile world. He shows how the Scrum framework can be successfully applied to any situation, in any industry, from automobile manufacturers in the US and Europe to nonprofits in Africa, from home renovation contractors in Minnesota to gas exploration companies in South America, from building fighter planes in Sweden to accelerating US Navy special forces teams in regions of the world we can't mention.

WordPress is much more than a blogging platform. As this practical guide clearly demonstrates, you can use WordPress to build web apps of any type—not mere content sites, but full-blown apps for specific tasks. If you have PHP experience with a smattering of HTML, CSS, and JavaScript, you'll learn how to use WordPress plugins and themes to develop fast, scalable, and secure web apps, native mobile apps, web services, and even a network of multiple WordPress

sites. The authors use examples from their recently released SchoolPress app to explain concepts and techniques throughout the book. All code examples are available on GitHub. Compare WordPress with traditional app development frameworks Use themes for views, and plugins for backend functionality Get suggestions for choosing WordPress plugins—or build your own Manage user accounts and roles, and access user data Build asynchronous behaviors in your app with jQuery Develop native apps for iOS and Android, using wrappers Incorporate PHP libraries, external APIs, and web service plugins Collect payments through ecommerce and membership plugins Use techniques to speed up and scale your WordPress app

Come fare marketing in modo efficace quando i clienti sono perennemente connessi ai loro smartphone? Come possiamo raggiungerli, guadagnando la loro attenzione e il permesso di accedere alla loro intimità, senza essere trattati come un fastidio? Qual è il ruolo delle app e di tutti gli altri strumenti? Come li devo disegnare? Il libro chiarisce come progettare esperienze attorno al cliente che usa lo smartphone come guida per comunicare, conoscere, spostarsi, intrattenersi e in?ne comprare: un cliente che è sempre più refrattario alla pubblicità tradizionale, sempre più sfuggente e impaziente, e con aspettative sempre più elevate. Esplora inoltre l'universo dei nuovi clienti e indica in modo

concreto le strategie, le azioni e gli strumenti per fare business: una vera e propria mappa per orientarsi in un mercato in cui la differenza tra il farsi (letteralmente) portare in palmo di mano o l'esserne esclusi consiste spesso solo in un tocco dello schermo. Questo manuale, arricchito con interviste ed esempi concreti, fornisce un modello di riferimento a responsabili marketing, imprenditori e agenzie, superando ?nalmente la solita lista di tecnologie "utili".

The former Senior Vice President of Apple Computer and close colleague of Steve Jobs's throughout his tenure, Jay Elliot takes readers on a remarkable tour through Jobs's astonishing career. From the inception of game-changing products like the Apple II and the Macintosh, to his stunning fall from grace, and on to his rebirth at the helm of Apple, his involvement with Pixar, and the development of the iPod, iPhone, iPad, and much more, The Steve Jobs Way presents real-life examples of Jobs's leadership challenges and triumphs, showing readers how to apply these principles to their own lives and careers. Packed with exclusive interviews from key figures in Apple Computer's history, this revealing account provides a rarely seen, intimate glimpse into the Steve Jobs you won't see on stage, thoroughly exploring his management and leadership principles. From product development meetings to design labs, through executive boardroom showdowns to the world outside of Silicon Valley,

readers will see the real Steve Jobs, the "Boy Genius" who forever transformed technology and the way we work, play, consume, and communicate--all through the eyes of someone who worked side by side with Jobs. Written in partnership with William L. Simon, coauthor of the bestselling Jobs biography iCon, The Steve Jobs Way is the "how to be like Steve" book that readers have been waiting for.

The Quilt Project - Commemorating 10 years of the Mobile Arts 2008 - 2018. The Quilt Project is a textile art collaboration originating from mobile photography and art images, created by 234 individual artists located throughout the globe. Art is our common thread, The Quilt Project is our visceral recreation and connection through Mobile Art.

Build real-world applications for the Apple Watch platform using the WatchKit framework and Swift 2.0 About This Book Find out how to download and install the Xcode development tools before learning about Xcode playgrounds and the Swift programming language Discover everything you need to know about the WatchKit platform architecture, its classes, as well its limitations This book introduces you to the very latest mobile platform with hands-on instructions so you can build your very own Apple Watch apps Who This Book Is For This book is for developers who are interested in creating amazing apps for the Apple

Watch platform. Readers are expected to have no prior experience of programming. What You Will Learn Navigate within the WatchKit interface using the page-based, modal, and hierarchical navigation techniques Work with context menus to allow your users to interact with the Apple Watch and respond to their actions to perform a task Use the MapKit framework to display a map within the WatchKit interface to track the user's current location Build effective user interfaces for the WatchKit platform and integrate iCloud capabilities to synchronize data between the iOS app and the WatchKit UI Design your apps for the Apple Watch platform by adhering to the set of User Interface design guidelines set out by Apple Reinforce image caching to display animations within the Apple Watch user interface Explore WatchKit tables, which allow your users to purchase groceries and pay for them using Apple Pay Analyze the new layout system to ensure that your Apple Watch apps work with various screen sizes In Detail Wearable are the next wave of mobile technology and with the release of Apple's WatchKit SDK, a whole new world of exciting development possibilities has opened up. Apple Watch App Development introduces you to the architecture and possibilities of the Apple Watch platform, as well as an in-depth look at how to work with Xcode playgrounds. Benefit from a rapid introduction to the Swift programming language so you can quickly begin developing apps with

the WatchKit framework and the Xcode Development IDE. Get to grips with advanced topics such as notifications, glances, iCloud, Apple pay, closures, tuples, protocols, delegates, concurrency, and using Swift Playgrounds, with each concept is backed up with example code that demonstrates how to properly execute it. Finally, discover how to package and deploy your Watch application to the Apple AppStore. By the end of this book, you will have a good understanding of how to develop apps for the Apple Watch platform, and synchronize data using iCloud between the wearable and the iOS device. Style and approach This book takes a step-by-step approach to developing applications for the Apple Watch using the Swift programming language and the WatchKit UI. Each topic is explained in a conversational and easy-to-follow style.

Get Fit with Apple Watch is the concise introduction to the amazing new Apple Watch. It's the first book specifically focused on the Apple Watch's most important function: health and fitness. This book is for you if you are interested in health and are willing to make small lifestyle adjustments in order to enhance health and well-being. This book is also for you if you are a dedicated health junkie who already exercises on a regular basis and follows a healthy diet. The Apple Watch includes fitness apps that you can access right on your wrist while you are exercising, for instant feedback on how you are doing. You will learn how

to use the Watch to avoid sitting for too long, to register a healthy amount of body movement every day, and how to get the most out of more strenuous exercise activities. All fitness and exercise-related built-in apps will be covered in detail, as well as leading third party health and fitness apps that have been specifically tailored to work with the Watch. Part I plus two appendixes give readers just what they need to know to understand all functionality of the Apple Watch to set up their Apple Watch, and what third-party apps are available (at time of publication). It's a great mini-book that will be appeal to readers who don't feel the need to buy an entire standalone introduction to the Apple Watch. Part II (the majority of the book) clearly explains the Apple Watch's fitness an d health-tracking functions, but goes well beyond this by showing readers different ways to integrate these functions into their daily lives, regular workout routines, and with their iPhone and the leading third-party health and fitness apps. Plus, there's an entire chapter devoted to the Apple Watch Research Kit, explaining the benefits of the associated medical research apps and how users can participate in these world-changing programs, should they choose to. Veteran technology author Allen Taylor is also a participant in the Apple Watch Research Kit study in cardiovascular fitness conducted by Stanford University.

Visual Basic 2010 Unleashed is the most comprehensive, practical reference to

modern object-oriented programming with Visual Basic 2010. Written by Visual Basic MVP Alessandro Del Sole, a long-time leader of the global VB community, this book illuminates the core of the VB language and demonstrates its effective use in a wide variety of programming scenarios. Del Sole covers both Visual Basic 2010 Professional Edition for professional developers and the Express Edition for hobbyists, novices, and students. Writing for VB programmers at all levels of experience, he walks through using VB 2010 for data access, user interface development, networking, communication, and many other tasks. For those moving from structured languages—including VB 6—he offers detailed guidance on building effective object-oriented code. He also demonstrates how to make the most of Microsoft's underlying .NET platform to write more robust and powerful software. This book's broad coverage includes advanced features such as generics and collections; a thorough introduction to the Visual Studio 2010 IDE and Visual Studio Team System; a full section on data access with ADO.NET and LINQ; practical overviews of WPF and WCF; coverage of web and cloud development with Silverlight and Azure; and advanced topics such as multithreading, testing, and deployment. Understand the Visual Studio 2010 IDE, .NET Framework 4.0, and the anatomy of a VB 2010 application Debug VB applications and implement error handling and exceptions Build efficient object-

oriented software with classes, objects, namespaces, and inheritance Work with advanced object-oriented features, including interfaces, generics, delegates, events, and collections Organize, create, and improve classes with the Visual Studio Class Designer Access data with LINQ—including LINQ to Objects, SQL, DataSets, Entities, XML, and Parallel LINQ Build modern Windows applications with WPF controls, brushes, styles, and templates Develop web-centric applications using ASP.NET, Silverlight, and Windows Azure Services cloud computing Create and consume WCF services and WCF Data Services Use advanced .NET 4.0 platform capabilities, including assemblies, multithreading, parallel programming, P/Invoke, and COM interoperability Perform advanced compilations with MSBuild Localize and globalize VB 2010 client applications Want to write iOS apps or desktop Mac applications? This introduction to programming and the Objective-C language is your first step on the journey from someone who uses apps to someone who writes them. Based on Big Nerd Ranch's popular Objective-C Bootcamp, Objective-C Programming: The Big Nerd Ranch Guide covers C, Objective-C, and the common programming idioms that enable developers to make the most of Apple technologies. Compatible with Xcode 5, iOS 7, and OS X Mavericks (10.9), this guide features short chapters and an engaging style to keep you motivated and moving forward. At the same

time, it encourages you to think critically as a programmer. Here are some of the topics covered: Using Xcode, Apple's documentation, and other tools Programming basics: variables, loops, functions, etc. Objects, classes, methods, and messages Pointers, addresses, and memory management with ARC Properties and Key-Value Coding (KVC) Class extensions Categories Classes from the Foundation framework Blocks Delegation, target-action, and notification design patterns Key-Value Observing (KVO) Runtime basics
Create Breakthrough Apple Watch Apps with the WatchKit Framework With its Apple Watch and WatchKit framework, Apple is challenging developers to build exciting and innovative apps for Apple Watch. iOS developers who master Apple Watch programming now will have the same huge "early mover" advantage that early iPhone developers enjoyed. Learning WatchKit Programming is a complete, hands-on tutorial for all iOS developers who are ready to design and build tomorrow's hottest new wearable apps. Leading iOS development trainer and author Wei-Meng Lee covers all of the fundamentals of Apple Watch development and the WatchKit API, from application architecture and design to navigation, notification, and glances. Using practical Swift code examples designed for clarity and simplicity, Lee guides you through building apps from the ground up and shows you how to integrate those apps with the iPhone for

expanded capabilities. The perfect companion to other mobile development books in the Learning Series, this guide helps you extend your iOS skills to a whole new environment, build apps that solve a new set of problems, and reach millions of people in the new Apple Watch marketplace Coverage includes Getting started quickly with WatchKit and Apple Watch development Storyboarding apps and testing them on the Apple Watch Simulator Mastering Apple Watch's multiple-screen navigation Building highly efficient interfaces with Apple Watch UI controls Customizing each screen's look and feel, and passing data between them Responding to user interactions via buttons, switches, sliders, or Force Touch Displaying information via labels, images, or tables Communicating between an Apple Watch app and its containing iOS app Calling web services from Apple Watch Displaying short- and long-look notifications Customizing notifications to display your message's essence more quickly Implementing glances to give users a faster way to gather information Localizing your Apple Watch apps All of this book's sample Swift code is available for download at informit.com/title/9780134195445.

'The Internet is broken and Paolo Bory knows how we got here. In a powerful book based on original research, Bory carefully documents the myths, imaginaries, and ideologies that shaped the material and cultural history of the

Internet. As important as this book is to understand our shattered digital world, it is essential for those who would fix it.' — Vincent Mosco, author of The Smart City in a Digital World The Internet Myth retraces and challenges the myth laying at the foundations of the network ideologies – the idea that networks, by themselves, are the main agents of social, economic, political and cultural change. By comparing and integrating different sources related to network histories, this book emphasizes how a dominant narrative has extensively contributed to the construction of the Internet myth while other visions of the networked society have been erased from the collective imaginary. The book decodes, analyzes and challenges the foundations of the network ideologies looking at how networks have been imagined, designed and promoted during the crucial phase of the 1990s. Three case studies are scrutinized so as to reveal the complexity of network imaginaries in this decade: the birth of the Web and the mythopoesis of its inventor; and the histories of two Italian networking projects, the infrastructural plan Socrate and the civic network Iperbole, the first to give free Internet access to citizens. The Internet Myth thereby provides a compelling and hidden sociohistorical narrative in order to challenge one of the most powerful myths of our time. This title has been published with the financial assistance of the Fondazione Hilda e Felice Vitali, Lugano, Switzerland.

The advent of cyberspace has led to a dramatic increase in state-sponsored political and economic espionage. This monograph argues that these practices represent a threat to the maintenance of international peace and security and assesses the extent to which international law regulates this conduct. The traditional view among international legal scholars is that, in the absence of direct and specific international law on the topic of espionage, cyber espionage constitutes an extra-legal activity that is unconstrained by international law. This monograph challenges that assumption and reveals that there are general principles of international law as well as specialised international legal regimes that indirectly regulate cyber espionage. In terms of general principles of international law, this monograph explores how the rules of territorial sovereignty, non-intervention and the non-use of force apply to cyber espionage. In relation to specialised regimes, this monograph investigates the role of diplomatic and consular law, international human rights law and the law of the World Trade Organization in addressing cyber espionage. This monograph also examines whether developments in customary international law have carved out espionage exceptions to those international legal rules that otherwise prohibit cyber espionage as well as considering whether the doctrines of self-defence and necessity can be invoked to justify cyber espionage. Notwithstanding the

applicability of international law, this monograph concludes that policymakers should nevertheless devise an international law of espionage which, as lex specialis, contains rules that are specifically designed to confront the growing threat posed by cyber espionage.

L'App Store è un mercato composto da milioni di app e miliardi di download. Le possibilità sono enormi ma prendervi parte con successo non è semplice. Questo manuale insegna un approccio professionale allo sviluppo di app per i device di Cupertino con iOS 8, Xcode 6, Cocoa Touch e Swift. Il testo è strutturato secondo un metodo pragmatico: il lettore viene guidato passo passo nella creazione di sette applicazioni complete, ognuna delle quali introduce nuove funzionalità e tecnologie per mostrarne i meccanismi e la relativa sintassi in un contesto applicativo che non lascia spazio ad astratte teorie ma si focalizza sul codice e il suo funzionamento. Infine viene affrontata la fase di pubblicazione e messa in vendita tramite l'App Store. Tutto il codice delle app di esempio è disponibile sul sito degli autori per permettere al lettore di analizzarlo nell'IDE dedicato.

Circa 10 anni fa il mondo del lavoro è stato invaso da una nuova epidemia che colpiva tutti i responsabili marketing e creativi delle aziende. L'epidemia si chiamava: web marketing manager! Qualsiasi preparazione precedente veniva

cancellata per esaltare questo nuovo approccio. Tutti diventavano magicamente esperti e si vendevano come guru, specialist, fondatori di metodi innovativi. Ma le competenze e le qualità richieste dove venivano apprese? Il fai da te del web marketing è iniziato così: selvaggiamente. Ancor oggi viviamo di questo pressappochismo che porta le aziende a non fidarsi più dei professionisti del settore e a diffidare degli esperti last minute. Web Marketing Manager & Digital Strategist è il primo manuale italiano, scritto da docenti universitari che sono anche professionisti del mondo web, che delinea le competenze e le professionalità richieste alle figure di web marketing manager & digital strategist. L'esperienza e l'alta preparazione dell'autore e dei contributori, l'assiduo contatto con le grandi aziende italiane hanno portato alla nascita di questa bibbia delle nuove professioni web. Nel volume troverai tutte le competenze e abilità richieste a queste figure professionali, e le modalità di formazione e di conoscenze necessarie per specializzarsi in questo settore e ottenere successo. A leading-edge guide to how well-being drives success across all aspects of life CEO, executive wellness coach, and thought leader Naz Beheshti distills the most valuable lessons she learned from her first boss and mentor, Steve Jobs, into a holistic method to live your best life. Presenting the highly effective framework that Beheshti has used with clients for over a decade, this book is a

guide for self-discovery, better choices, and purposeful growth. Now more than ever, when stress and burnout are ubiquitous, we must access our authentic self by closing the gap between leading with our head and our heart. When we integrate every aspect of our life (career, relationships, self-care, and self-development) and fuel that ecosystem as a whole, we can both be well and do well. Rooted in neuroscience, mindfulness, and positive psychology, Pause. Breathe. Choose. offers more than eighty proven strategies to improve yourself and your workplace and achieve sustainable success. When you become the CEO of your well-being you will: • master mindfulness to access your authentic self and make better choices • strengthen emotional intelligence to cultivate stronger connections • upgrade your mindset and behavior to take charge of your life • manage stress and build resilience to bounce forward and thrive • connect your head and your heart to lead with passion and purpose • gain greater energy, clarity, and creativity to navigate change and growth with confidence • improve leadership effectiveness, employee well-being and engagement, and company culture

If you're looking to make a career move from programmer to AI specialist, this is the ideal place to start. Based on Laurence Moroney's extremely successful AI courses, this introductory book provides a hands-on, code-first approach to help you build confidence while you learn key

topics. You'll understand how to implement the most common scenarios in machine learning, such as computer vision, natural language processing (NLP), and sequence modeling for web, mobile, cloud, and embedded runtimes. Most books on machine learning begin with a daunting amount of advanced math. This guide is built on practical lessons that let you work directly with the code. You'll learn: How to build models with TensorFlow using skills that employers desire The basics of machine learning by working with code samples How to implement computer vision, including feature detection in images How to use NLP to tokenize and sequence words and sentences Methods for embedding models in Android and iOS How to serve models over the web and in the cloud with TensorFlow Serving

«Il primo manuale in italiano sullo sviluppo di applicazioni per Apple Watch, il nuovo smartwatch di Apple» Il mercato degli smartwatch è in forte espansione; l'ultimo anno ha visto il consolidamento della piattaforma Android Wear e anche Apple non ha voluto "perdere il treno", presentando nell'aprile 2015 il suo Apple Watch.Quest'ultimo, con i suoi 3 milioni di dispositivi venduti nei primi due mesi di uscita, nei soli Stati Uniti, è considerato l'oggetto che trainerà le vendite del settore: a oggi è già l'orologio più venduto al mondo e gli analisti stimano che la crescita di vendite continuerà fino a toccare i 15 milioni entro il 2015. Tutti gli sviluppatori sono interessati ad avere l'estensione watch della propria applicazione o a crearne di nuove per questo rivoluzionario dispositivo. Questo manuale è pensato apposta per loro e fornisce: un'introduzione alla programmazione per Apple Watch con le principali differenze rispetto alla programmazione iOS – punti di forza del dispositivo e limiti; progetti di esempi in doppio linguaggio (Objective-C/Swift) che guidano in maniera concreta lo sviluppatore alla creazione della sua applicazione per Apple Watch; una panoramica completa

di tutti i framework utilizzabili, dalla geolocalizzazione alla gestione delle notifiche. Impareremo a convivere con miliardi di sensori. Sapremo controllare la salute dagli smartwatch allacciati ai polsi, saremo avvisati quando si libera un parcheggio in città, saremo guidati dalla nostra auto al distributore di benzina più vicino. Nei supermercati i prodotti ci racconteranno la loro origine, gli eventuali allergeni contenuti e il footprint ambientale. Sono alcuni spunti offerti da questo libro. Un viaggio dentro il nuovo mondo costituito da 50 miliardi di oggetti connessi, 14 trilioni di dollari di giro d'affari, incrementi del PIL tra l'1 e il 2%, e nascita di nuovi posti di lavoro, con aziende alla ricerca di data scientist. Questa rivoluzione IOT (Internet Of Things) riguarda tutti ed è per l'Italia un'occasione unica per sanare l'annoso digital divide. Per scoprire come, questo volume affronta casi reali e propone interviste ai protagonisti del cambiamento.

While several market-leading companies have successfully transformed their business models by following data- and AI-driven paths, the vast majority have yet to reap the benefits. How can your business and analytics units gain a competitive advantage by capturing the full potential of this predictive revolution? This practical guide presents a battle-tested end-to-end method to help you translate business decisions into tractable prescriptive solutions using data and AI as fundamental inputs. Author Daniel Vaughan shows data scientists, analytics practitioners, and others interested in using AI to transform their businesses not only how to ask the right questions but also how to generate value using modern AI technologies and decision-making principles. You'll explore several use cases common to many enterprises, complete with examples you can apply when working to solve your own issues. Break business decisions into stages that can be tackled using different skills from the analytical toolbox Identify and

embrace uncertainty in decision making and protect against common human biases Customize optimal decisions to different customers using predictive and prescriptive methods and technologies Ask business questions that create high value through AI- and data-driven technologies

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