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# Read Free The Mobile Natives Guide To Marketing

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## FDME4J - SHANIYA OCONNELL

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

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.

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. Additionally, 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.

The completely updated "Native's Guide to New York" is the quintessential insider's guide, "filled with the outrageous to the obvious: a must read for any New Yorker claiming to be a New Yorker" ("New York Daily News"). Laermer clues readers in to all manner of diversions from where to find the best party at 5 a.m. and where to find the best bagels afterward.

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

A comprehensive account of the history and construction of these unique hunting tools.

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

This guide combines field research with accounts of tribal life to offer a new perspective on Native American history, culture and ritual. Covering nine million square miles and 25,000 years, it includes: insights into prehistoric early native cultures; information on more than 400 prehistoric sites; and contributions from Native American scholars, poets, and activists.

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.

A comprehensive source of information concerning Native Americans' health, beginning with a discussion of traditional health concepts and practices, epidemics and Indian health services since white colonization, and recent progress in Indian health problems. The main part of the book lists resources available in standard biomedical and healthcare publications as well as dissertations, audiovisual materials, book chapters, and more community-based resources such as organization publications and agency and community reports. Annotation copyright by Book News, Inc., Portland, OR

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

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 applica-

tions 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 interface 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.

With the recent decline of the European honey bee, it is more important than ever to encourage the activity of other native pollinators to keep your flowers beautiful and your grains and produce plentiful. In *Attracting Native Pollinators*, you'll find ideas for building nesting structures and creating a welcoming habitat for an array of diverse pollinators that includes not only bees, but butterflies, moths, and more. Take action and protect North America's food supply for the future, while at the same time enjoying a happily bustling landscape.

While there are many English books available on academic research methods and philosophy, many complain that they are difficult for budding, non-native English-speaking researchers to use and understand. Rather than hiding behind jargon, writers should describe and define the concepts for the benefit of non-native English speakers. *Social Research Methodology and Publishing Results: A Guide to Non-Native English Speakers* explains methods commonly used in the field of academic research, provides stimulus to non-native English-speaking researchers for successful implementation of academic research, and meets the need for an appropriate course framework and materials for teaching research methodology. Covering topics such as pragmatism, research design, and empirical modeling,

this premier reference source is a dynamic resource for educators and administrators of higher education, pre-service teachers, librarians, teacher educators, non-native English-speaking researchers, and academicians.

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.

Packed with hundreds of free, inexpensive, and unusual things to do in all corners of the city, this is the perfect resource for tourists, business travelers, and visiting suburbanites--and mostly resident Chicagoans themselves. Readers learn what's new in town as seen through the eyes of a team of native Chicagoans. 23 photos. 9 maps.

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.

Native advertising: paid-for media that looks and behaves like the content around it. It affects us all. If you own a smartphone, use social media or read content online, you will have been exposed to it - often without realizing. Influenced by digital trends such as mobile advertising, programmatic advertising, ad-blocking, fake news and artificial intelligence, native advertising is a multibillion-dollar industry. It is central to the digital success of many leading brands and companies. This comprehensive study by one of the industry's foremost authorities explores the rise of this exhilarating new channel - its impact on the

digital media space, and what marketers and businesses need to know about it. Native Advertising explores the future of digital advertising and explains why its growth is inevitable, using real-life examples and interviews from marketing leaders around the world and a range of case studies including The New York Times and The Independent. Native Advertising goes beyond sponsored posts on Facebook, promoted tweets and BuzzFeed branded articles. It looks at the heart of the matter: audience, budget, content and success measurement. It is full of first-hand advice for any marketer wanting to make the most of digital innovation.

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.

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.

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

This lavishly illustrated book is the only complete and contemporary introductory guide to all the Native peoples in Califor-

nia. 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

What are specific Native Mobile Application Rules to follow? Why are Native Mobile Application skills important? What key business process output measure(s) does Native Mobile Application leverage and how? What are the compelling business reasons for embarking on Native Mobile Application? Meeting the challenge: are missed Native Mobile Application opportunities costing us money? This premium Native Mobile Application self-assessment will make you the credible Native Mobile Application domain visionary by revealing just what you need to know to be fluent and ready for any Native Mobile Application challenge. How do I reduce the effort in the Native Mobile Application work to be done to get problems solved? How can I ensure that plans of action include every Native Mobile Application task and that every Native Mobile Application outcome is in place? How will I save time investigating strategic and tactical options and ensuring Native Mobile Application costs are low? How can I deliver tailored Native Mobile Application advice instantly with structured going-forward plans? There's no better guide through these mind-expanding questions than acclaimed best-selling author Gerard Blokdyk. Blokdyk ensures all Native Mobile Application essentials are covered, from every angle: the Native Mobile Application self-assessment shows succinctly and clearly that what needs to be clarified to organize the required activities and processes so that Native Mobile Application outcomes

are achieved. Contains extensive criteria grounded in past and current successful projects and activities by experienced Native Mobile Application practitioners. Their mastery, combined with the easy elegance of the self-assessment, provides its superior value to you in knowing how to ensure the outcome of any efforts in Native Mobile Application are maximized with professional results. Your purchase includes access details to the Native Mobile Application self-assessment dashboard download which gives you your dynamically prioritized project-ready tool and shows you exactly what to do next. Your exclusive instant access details can be found in your book. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard, and... - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation ...plus an extra, special, resource that helps you with project managing. INCLUDES LIFETIME SELF ASSESSMENT UPDATES Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books. Lifetime Updates is an industry-first feature which allows you to receive verified self assessment updates, ensuring you always have the most accurate information at your fingertips.

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 messaging 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) FAQ How long is the book? The book has 11 chapters totaling 670 pages, several sample apps totaling over 1000+ lines of code (JavaScript/JSX, 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.

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 algorithms 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.

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.

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 ap-



proach. 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 Application 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 Jour-

**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 architecture, 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. Table of Contents 1. Basics of Cloud Native Applications 2. Cloud Native Application Patterns 3. Cloud Native Options available in Azure – BOTs, Logic Apps, Service Bus, Azure Microservices, ML services 4. Developing a Simple BOT using .NET Core 5. Developing Cloud Native applications leveraging Microservices and Azure API Gateway 6. Developing Integration capabilities using serverless architecture 7. Developing a simple IoT application 8. Developing a simple ML based application 9. Different enterprise use cases which enable digital transformation using Cloud Native Applications

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.

This comprehensive guide describes the 447 species of wild orchids that occur in Victoria, Australia. This region is one of the richest in the world for its diversity of temperate terrestrial orchids. Orchid diversity in Victoria spans some of the smallest to some of the largest orchids in Australia, from the minute Malleco Orchid, with flowers just 2 mm across, to the large King Orchid, with big plants having hundreds of fragrant flowers and weighing many kilograms. Guide to Native Orchids of Victoria includes brief descriptions on all species, enabling their identification in the field. With more than 460 photographs of wild orchids in their natural habitat and distribution maps for almost all species, this guide will delight and inspire anyone interested in orchids.

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 evaluation, digital consulting, estimation Templates: estimation, staffing, resource in-

duction, 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

The popular first edition established itself as both authoritative and informative; it is both a guide book and an alternative social history, told through precincts of significance to the city's Indigenous people. The sites within the precincts, and their accompanying stories and photographs, evoke Sydney's ancient past, and allow us all to celebrate the living Aboriginal culture of today. Now available as a phone app from iTunes or Google Play: <http://bit.ly/16s9z10>

This is a critical study of the changing relationship between media and marketing

communications in the digital age. It examines the growth of content funded by brands, including brands' own media, native advertising, and the integration of branded content across film, television, journalism and publishing, online, mobile, and social media. This ambitious historical, empirical, and theoretical study examines industry practices, policies, and 'problems', advancing a framework for analysis of communications governance. Featuring examples from the UK, US, EU, Asia, and other regions, it illustrates and explains industry practices, forms, and formats and their relationship with changing market conditions, policies, and regulation. The book provides a wide-ranging and incisive guide to contemporary advertising and media practices, to different arguments and perspectives on these practices arising in industry, policy, and academic contexts, and to the contribution made by critical scholarship, past and present. It also offers a critical review of industry, regulatory, societal, and academic literatures. Jonathan Hardy examines the erosion of the principle of separating advertising and media and calls for a new framework for distinguishing marketing communications across 21st-century communications. With a focus on key issues in industry, policy, and academic contexts, this is essential reading for students of media industries, advertising, marketing, and digital media.

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 tech-

nology 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 practices 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.