Infinite Loop How Apple The Worlds Most Insanely Great Company Went Insane

The history of science is all around us, if you know where to look. With this unique traveler's guide, you'll learn about 128 destinations around the world where discoveries in science, mathematics, or technology occurred or is happening now. Travel to Munich to see the world's largest science museum, watch Foucault's pendulum swinging in Paris, ponder a descendant of Newton's apple tree at Trinity College, Cambridge, and more. Each site in The Geek Atlas focuses on discoveries or inventions, and includes information about the people and the science behind them. Full of interesting photos and illustrations, the book is organized geographically by country (by state within the U.S.), complete with latitudes and longitudes for GPS devices. Destinations include: Bletchley Park in the UK, where the Enigma code was broken The Alan Turing Memorial in Manchester, England The Horn Antenna in New Jersey, where the Big Bang theory was confirmed The National Cryptologic Museum in Fort Meade, Maryland The Trinity Test Site in New Mexico, where the first atomic bomb was exploded The Joint Genome Institute in Walnut Creek, California You won't find tedious, third-rate museums, or a tacky plaque stuck to a wall stating that "Professor X slept here." Every site in this book has real scientific, mathematical, or technological interest -- places guaranteed to make every geek's heart pound a little faster. Plan a trip with The Geek Atlas and make your own discoveries along the way.

The implementation of stored procedures in MySQL 5.0 a hugemilestone -- one that is expected to lead to widespread enterprise adoption ofthe already extremely popular MySQL database. If you are serious aboutbuilding the web-based database applications of the future, you need toget up to speed quickly on how stored procedures work -- and how tobuild them the right way. This book, destined to be the bible of storedprocedure development, is a resource that no real MySQL programmer canafford to do without. In the decade since MySQL burst on the scene, it has become thedominant open source database, with capabilities and performancerivaling those of commercial RDBMS offerings like Oracle and SQLServer. Along with Linux and PHP, MySQL is at the heart of millions ofapplications. And now, with support for stored procedures, functions,and triggers in MySQL 5.0, MySQL offers the programming power neededfor true enterprise use. MySQL's new procedural language has a straightforward syntax, making iteasy to write simple programs. But it's not so easy to write secure,easily maintained, high-performance, and bug-free programs. Few in theMySQL world have substantial experience yet with stored procedures, butGuy Harrison and Steven Feuerstein have decades of combined expertise. In MySQL Stored Procedure Programming, they putthat hard-won experience to good use. Packed with code examples and coveringeverything from language basics to application building to advancedtuning and best practices, this highly readable book is the one-stopguide to MySQL development. It consists of four major sections: MySQL stored programming fundamentals -- tutorial, basicstatements, SQL in stored programs, and error handling Building MySQL stored programs -- transaction handling,built-in functions, stored functions, and triggers MySQL stored programs in applications -- using storedprograms with PHP, Java, Perl, Python, and .NET (C# and VB.NET) Optimizing MySQL stored programs -- security, basic andadvanced SQL tuning, optimizing stored program code, and programmingbest practices A companion web site contains many thousands of lines of code, that youcan put to use immediately. Guy Harrison is Chief Architect of Database Solutions at Quest Softwareand a frequent speaker and writer on MySQL topics. Steven Feuerstein isthe author of Oracle PL/SQL Programming, the classic reference for Oracle stored programming for more than ten years. Both have decades of experience as database developers, and between them they have authored a dozen books.

A guide to the scripting language covers such topics as working with strings and lists, communicating with applications, handling errors, and using AppleScript Studio.

This manual has been designed and written with the purpose of introducing key concepts and areas of debate around the "creative economy", a valuable development opportunity that Latin America, the Caribbean and the world at large cannot afford to miss. The creative economy, which we call the "Orange Economy" in this book (you'll see why), encompasses the immense wealth of talent, intellectual property, interconnectedness, and, of course, cultural heritage of the Latin American and Caribbean region (and indeed, every region). At the end of this manual, you will have the knowledge base necessary to understand and explain what the Orange Economy is and why it is so important. You will also acquire the analytical tools needed to take better advantage of opportunities across the arts, heritage, media, and creative services.

Revolution in The Valley

How the World's Most Insanely Great Computer Company Went Insane

Learn Python in 7 Days

Capital Allocators

Designed by Apple in California

Ethereum Smart Contract Development

Become an Ethereum Blockchain developer using a blend of concepts and hands-on implementations Key Features Understand the Ethereum Ecosystem and its differences from its rich cousin Bitcoin Explore the Solidity programming language and smart contract optimizations Get a developer's perspective of Blockchain-as-a-technology with exposure to common challenges faced while building decentralized applications Book Description Ethereum is a public, blockchain-based distributed computing platform featuring smart contract functionality. This book is your one-stop guide to blockchain and Ethereum smart contract development. We start by introducing you to the basics of blockchain. You'll learn about hash functions, Merkle trees, forking, mining, and much more. Then you'll learn about Ethereum and smart contracts, and we'll cover Ethereum virtual machine (EVM) in detail. Next, you'll get acquainted with DApps and DAOs and see how they work. We'll also delve into the mechanisms of advanced smart contracts, taking a practical approach. You'll also learn how to develop your own cryptocurrency from scratch in order to understand the business behind ICO. Further on, you'll get to know the key concepts

of the Solidity programming language, enabling you to build decentralized blockchain-based applications. We'll also look at enterprise use cases, where you'll build a decentralized microblogging site. At the end of this book, we discuss blockchain-as-a-service, the dark web marketplace, and various advanced topics so you can get well versed with the blockchain principles and ecosystem. What you will learn Know how to build your own smart contracts and cryptocurrencies Understand the Solidity language Find out about data types, control structure, functions, inheritance, mathematical operations, and much more See the various types of forks and discover how they are related to Ethereum Get to know the various concepts of web3.js and its APIs so you can build client-side apps Build a DAO from scratch and acquire basic knowledge of DApps on Ethercast Be guided through the project so you can optimize EVM for smart contracts Build your own decentralized applications (DApps) by taking a practical approach Who this book is for If you want to know the ins and outs of the Ethereum network and build your own decentralized applications, then this book is what you need! This book is for anyone who is interested in blockchain and wants to become an Ethereum developer. It's ideal for existing Ethereum developers who want to develop Ethereum using smart contracts. Basic knowledge of cryptography is expected but is not mandatory.

Introduces the features of the C programming language, discusses data types, variables, operators, control flow, functions, pointers, arrays, and structures, and looks at the UNIX system interface

Computer manufacturing is--after cars, energy production and illegal drugs--the largest industry in the world, and it's one of the last great success stories in American business. Accidental Empires is the trenchant, vastly readable history of that industry, focusing as much on the astoundingly odd personalities at its core--Steve Jobs, Bill Gates, Mitch Kapor, etc. and the hacker culture they spawned as it does on the remarkable technology they created. Cringely reveals the manias and foibles of these men (they are always men) with deadpan hilarity and cogently demonstrates how their neuroses have shaped the computer business. But Cringely gives us much more than high-tech voyeurism and insider gossip. From the birth of the transistor to the mid-life crisis of the computer industry, he spins a sweeping, uniquely American saga of creativity and ego that is at once uproarious, shocking and inspiring.

An original, endlessly thought-provoking, and controversial look at the nature of consciousness and identity argues that the key to understanding selves and consciousness is the "strange loop," a special kind of abstract feedback loop inhabiting our brains.

How America's Most Admired--and Secretive--Company Really Works
I Am a Strange Loop
Build Faster Web Application Interfaces
Dealers of Lightning
Game Programming Patterns
The One Device

In the bestselling tradition of The Soul of a New Machine, Dealers of Lightning is a fascinating journey of intellectual creation. In the 1970s and '80s, Xerox Corporation brought together a brain-trust of engineering geniuses, a group of computer eccentrics dubbed PARC. This brilliant group created several monumental innovations that triggered a technological revolution, including the first personal computer, the laser printer, and the graphical interface (one of the main precursors of the Internet), only to see these breakthroughs rejected by the corporation. Yet, instead of giving up, these determined inventors turned their ideas into empires that radically altered contemporary life and changed the world. Based on extensive interviews with the scientists, engineers, administrators, and executives who lived the story, this riveting chronicle details PARC's humble beginnings through its triumph as a hothouse for ideas, and shows why Xerox was never able to grasp, and ultimately exploit, the cutting-edge innovations PARC delivered. Dealers of Lightning offers an unprecedented look at the ideas, the inventions, and the individuals that propelled Xerox PARC to the frontier of technohistoiy--and the corporate machinations that almost prevented it from achieving greatness.

'What is a self and how can a self come out of inanimate matter?' This is the riddle that drove Douglas Hofstadter to write this extraordinary book. In order to impart his original and personal view on the core mystery of human existence - our intangible sensation of 'I'-ness - Hofstadter defines the playful yet seemingly paradoxical notion of 'strange loop', and explicates this idea using analogies from many disciplines.

How Apple, the world's most insanely great computer company, went insane.alone, who grew up with the founders of Apple, Steve Jobs and Steve Wozniak,ecounts the story of the fall and rise again of Apple.

Reveals the behind-the-scenes story of the downfall of Apple Computer, a tale of incredible technological inventiveness undercut by corporate ineptitude and internal competition featuring a bruising portrait of the company's co-founder, Steve Jobs.

Computer Science Programming Basics in Ruby
Building Experience Brands for the Journey Economy
Building High-Performance Web Applications in MySQL

The C Programming Language

An Eternal Golden Braid

Python Programming with Raspberry Pi

The biggest challenge facing many game programmers is completing their game. Most game projects fizzle out, overwhelmed by the complexity of their own code. Game Programming Patterns tackles that exact problem. Based on years of experience in shipped AAA titles, this book collects proven patterns to untangle and optimize your game, organized as independent recipes so you can pick just the patterns you need. You will learn how to write a robust game loop, how to organize your entities using components, and take advantage of the CPUs cache to improve your performance. You'll dive deep into how scripting engines encode behavior, how quadtrees and other spatial partitions optimize your engine, and how other classic design patterns can be used in games.

If you know basic high-school math, you can quickly learn and apply the core concepts of computer science with this concise, hands-on book. Led by a team of experts, you'll quickly understand the difference between computer science and computer programming, and you'll learn how algorithms help you solve computing problems. Each chapter builds on material introduced earlier in the book, so you can master one core building block before moving on to the next. You'll explore fundamental topics such as loops, arrays, objects, and classes, using the easy-to-learn Ruby programming language. Then you'll put everything together in the last chapter by programming a simple game of tic-tac-toe. Learn how to write algorithms to solve real-world problems Understand the basics of computer architecture Examine the basic tools of a programming language Explore sequential, conditional, and loop programming structures Understand how the array data structure organizes storage Use searching techniques and comparison-based sorting algorithms Learn about objects, including how to build your own Discover how objects can be created from other objects Manipulate files and use their data in your software

From the New York Times bestselling author of Start With Why and Leaders Eat Last, a bold framework for leadership in today's ever-changing world. How do we win a game that has no end? Finite games, like football or chess, have known players, fixed rules and a clear endpoint. The winners and losers are easily identified. Infinite games, games with no finish line, like business or politics, or life itself, have players who come and go. The rules of an infinite game are changeable while infinite games have no defined endpoint. There are no winners or losers—only ahead and behind. The question is, how do we play to succeed in the game we're in? In this revelatory new book, Simon Sinek offers a framework for leading with an infinite mindset. On one hand, none of us can resist the fleeting thrills of a promotion earned or a tournament won, yet these rewards fade quickly. In pursuit of a Just Cause, we will commit to a vision of a future world so appealing that we will build it week after week, month after month, year after year. Although we do not know the exact form this world will take, working toward it gives our work and our life meaning. Leaders who embrace an infinite mindset build stronger, more innovative, more inspiring organizations. Ultimately, they are the ones who lead us into the future.

The chief investment officers (CIOs) at endowments, foundations, family offices, pension funds, and sovereign wealth funds are the leaders in the world of finance. They marshal trillions of dollars on behalf of their institutions and influence how capital flows throughout the world. But these elite investors live outside of the public eye. Across the entire investment industry, few participants understand how these holders of the keys to the kingdom allocate their time and their capital. What's more, there is no formal training for how to do their work. So how do these influential leaders practice their craft? What skills do they require? What frameworks do they employ? How do they make investment decisions on everything from hiring managers to portfolio construction? For the first time, CAPITAL ALLOCATORS lifts the lid on this opaque corner of the investment landscape. Drawing on interviews from the first 150 episodes of the Capital Allocators podcast, Ted Seides presents the best of the knowledge, practical insights, and advice of the world's top professional investors. These insights include: - The best practices for interviewing, decision-making, negotiations, leadership, and management. - Investment frameworks across governance, strategy, process, technological innovation, and uncertainty. - The wisest and most impactful quotes from guests on the Capital Allocators podcast. Learn from the likes of the CIOs at the endowments of Princeton and Notre Dame, family offices of Michael Bloomberg and George Soros, pension funds from the State of Florida, CalSTRS, and Canadian CDPQ, sovereign wealth funds of New Zealand and Australia, and many more. CAPITAL ALLOCATORS is the essential new reference manual for current and aspiring CIOs, the money managers that work with them, and everyone allocating a pool of capital.

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The Infinite Loop, Vol. 2: Nothing But the Truth

Beginning AppleScript

Accidental Empires

128 Places Where Science and Technology Come Alive

The Definitive History of the World's Most Colorful Company

The secret history of the invention that changed everything-and became the most profitable product in the world. NATIONAL BESTSELLERShortlisted for the Financial Times Business Book of the Year Award One of the Best Business Books of 2016 - CNBC, Bloomberg, 1-800-CEO-Read "The One Device is a tour de force, with a fast-paced edge and heaps of analytical insight." -Ashlee Vance, New York Times bestselling author of Elon Musk "A stunning book. You will never look at your iPhone the same way again." -Dan Lyons, New York Times bestselling author of Disrupted Odds are that as you read this, an iPhone is within reach. But before Steve Jobs introduced us to "the one device," as he called it, a cell phone was merely what you used to make calls on the go. How did the iPhone transform our world and turn Apple into the most valuable company ever? Veteran technology journalist Brian Merchant reveals the inside story you won't hear from Cupertino-based on his exclusive interviews with the engineers, inventors, and developers who guided every stage of the iPhone's creation. This deep dive takes you from inside One Infinite Loop to 19th century France to WWII America, from the driest place on earth to a Kenyan pit of toxic e-waste, and even deep inside Shenzhen's notorious "suicide factories." It's a firsthand look at how the cutting-edge tech that makes the world work-touch screens, motion trackers, and even AI-made their way into our pockets. The One Device is a roadmap for design and engineering genius, an anthropology of the modern age, and an unprecedented view into one of the most secretive companies in history. This is the untold account, ten years in the making, of the device that changed everything.

INSIDE APPLE reveals the secret systems, tactics and leadership strategies that allowed Steve Jobs and his company to churn out hit after hit and inspire a cult-like following for its products. If Apple is Silicon Valley's answer to Willy Wonka's Chocolate Factory, then author Adam Lashinsky provides readers with a golden ticket to step inside. In this primer on leadership and innovation, the author will introduce readers to concepts like the "DRI" (Apple's practice of assigning a Directly Responsible Individual to every task) and the Top 100 (an annual ritual in which 100 up-and-coming executives are tapped a la Skull & Bones for a secret retreat with company founder Steve Jobs). Based on numerous interviews, the book offers exclusive new information about how Apple innovates, deals with its suppliers and is handling the transition into the Post Jobs Era. Lashinsky, a Senior Editor at Large for Fortune, knows the subject cold: In a 2008 cover story for the magazine entitled The Genius Behind Steve: Could Operations Whiz Tim Cook Run The Company Someday he predicted that Tim Cook, then an unknown, would eventually succeed Steve Jobs as CEO. While Inside Apple is ostensibly a deep dive into one, unique company (and its ecosystem of suppliers, investors, employees and competitors), the lessons about Jobs, leadership, product design and marketing are universal. They should appeal to anyone hoping to bring some of that Apple magic to their own company, career, or creative endeavor.
Get the basics on four key web programming tools in one great book! PHP, JavaScript, and HTML5 are essential programming languages for creating dynamic websites that work with the MySQL database. PHP and MySQL provide a robust, easy-to-learn, open-source solution for creating superb e-commerce sites and content management. JavaScript and HTML5 add support for the most current multimedia effects. This one-stop guide gives you what you need to know about all four! Seven self-contained minibooks cover web technologies, HTML5 and CSS3, PHP programming, MySQL databases, JavaScript, PHP with templates, and web applications. Addresses how PHP, MySQL, JavaScript, and HTML5 are vital tools for creating dynamic, database-driven websites and are especially important for e-commerce sites Serves as essential reading for web designers who are new to these technologies, offering a crash course covering all of these powerful technologies in this handy volume of seven self-contained minibooks Covers how to program in PHP and how to create and administer a MySQL database as well as how to manipulate MySQL data via a web interface Shows how to create a secure website and how to code popular e-business applications such as login programs and shopping carts With seven books in one, PHP, MySQL, JavaScript & HTML5 All-in-One For Dummies will turn your website into the center of attention in no time at all.
Unlock the secrets of the Terminal and discover how this powerful tool solves problems the Finder can't handle. With this handy guide, you'll learn commands for a variety of tasks, such as killing programs that refuse to quit, renaming a large batch of files in seconds, or running jobs in the background while you do other work. Get started with an easy-to-understand overview of the Terminal and its partner, the shell. Then dive into commands neatly arranged into two dozen categories, including directory operations, file comparisons, and network connections. Each command includes a concise description of its purpose and features. Log into your Mac from remote locations Search and modify files in powerful ways Schedule jobs for particular days and times Let several people use one Mac at the same time Compress and uncompress files in a variety of formats View and manipulate Mac OS X processes Combine multiple commands to perform complex operations Download and install additional commands from the Internet
Apple After Steve Jobs
Programming in Objective-C 2.0
The Geek Atlas
Inside Apple
Intel Trinity,The
How the world's elite money managers lead and invest
Gain a thorough understanding of operating in a Python development environment, and some of the most important advanced topics with Daniel Arbuckle. This dynamic, concise book is full of real-world solutions for Python 3.6 problems, and advanced-level concepts such as reactive programming, microservices, ctypes and Cython. About This Book Covers the latest and advanced concepts of Python such as parallel processing with Python 3.6 Explore the Python language from its basic installation and setup to concepts such as reactive programming and microservices Get introduced to the mechanism for rewriting code in a compiled language along with ctypes and Cython tools Who This Book Is For If you are a programmer and are familiar with the basics of Python, and you want to broaden your knowledge base to develop projects better and faster, this book is for you. Even if you are not familiar with Python, Daniel Arbuckle's Mastering Python starts with the basics and takes you on a journey to become an expert in the technology. What You Will Learn Get to grips with the basics of operating in a Python development environment Build Python packages to efficiently create reusable code Become proficient at creating tools and utility programs in Python Use the Git version control system to protect your development environment from unwanted changes Harness the power of Python to automate other software Distribute computational tasks across multiple processors Handle high I/O loads with asynchronous I/O to get a smoother performance Take advantage of Python's metaprogramming and programmable syntax features Get acquainted with the concepts behind reactive programming and RxPy In Detail Daniel Arbuckle's Mastering Python covers the basics of operating in a Python development environment, before moving on to more advanced topics. Daniel presents you with real-world solutions to Python 3.6 and advanced-level concepts, such as reactive programming, microservices, ctypes, and Cython tools. You don't need to be familiar with the Python language to use this book, as Daniel starts with a Python primer. Throughout, Daniel highlights the major aspects of managing your Python development environment, shows you how to handle parallel computation, and helps you to master asynchronous I/O with Python 3.6 to improve performance. Finally, Daniel will teach you the secrets of metaprogramming and unit testing in Python, helping you acquire the perfect skillset to be a Python expert. Daniel will get you up to speed on

everything from basic programming practices to high-end tools and techniques, things that will help set you apart as a successful Python programmer. Style and Approach Daniel Arbuckle's Mastering Python covers basic to advanced-level concepts in computer science. If you are a beginner, then Daniel will help you get started. If you are experienced, he will expand your knowledge base.

Former Wall Street Journal technology reporter Yukari Iwatani Kane delves deep inside Apple in the two years since Steve Jobs's death, revealing the tensions and challenges CEO Tim Cook and his team face as they try to sustain Jobs's vision and keep the company moving forward. Steve Jobs's death raised one of the most pressing questions in the tech and business worlds: Could Apple stay great without its iconic leader? Many inside the company were eager to prove that Apple could be just as innovative as it had been under Jobs. Others were painfully aware of the immense challenge ahead. As its business has become more complex and global, Apple has come under intense scrutiny, much of it critical. Maintaining market leadership has become crucial as it tries to conquer new frontiers and satisfy the public's insatiable appetite for "insanely great" products. Based on over two hundred interviews with current and former executives, business partners, Apple watchers and others, Haunted Empire is an illuminating portrait of Apple today that offers clues to its future. With nuanced insights and colorful details that only a seasoned journalist could glean, Kane goes beyond the myths and headlines. She explores Tim Cook's leadership and its impact on Jobs's loyal lieutenants, new product development, and Apple's relationships with Wall Street, the government, tech rivals, suppliers, the media, and consumers. Hard-hitting yet fair, Haunted Empire reveals the perils and opportunities an iconic company faces when it loses its visionary leader.

Essential Java Programming Skills--Made Easy! Fully updated for Java Platform, Standard Edition 8 (Java SE 8), Java: A Beginner's Guide, Sixth Edition gets you started programming in Java right away. Bestselling programming author Herb Schildt begins with the basics, such as how to create, compile, and run a Java program. He then moves on to the keywords, syntax, and constructs that form the core of the Java language. This Oracle Press resource also covers some of Java's more advanced features, including multithreaded programming, generics, and Swing. Of course, new Java SE 8 features such as lambda expressions and default interface methods are described. An introduction to JavaFX, Java's newest GUI, concludes this step-by-step tutorial. Designed for Easy Learning: Key Skills & Concepts -- Chapter-opening lists of specific skills covered in the chapter Ask the Expert -- Q&A sections filled with bonus information and helpful tips Try This -- Hands-on exercises that show you how to apply your skills Self Tests -- End-of-chapter quizzes to reinforce your skills Annotated Syntax -- Example code with commentary that describes the programming techniques being illustrated The book's code examples are available FREE for download.

THE #1 BESTSELLING BOOK ON OBJECTIVE-C 2.0 Programming in Objective-C 2.0 provides the new programmer a complete, step-by-step introduction to Objective-C, the primary language used to develop applications for the iPhone, iPad, and Mac OS X platforms. The book does not assume previous experience with either C or object-oriented programming languages, and it includes many detailed, practical examples of how to put Objective-C to use in your everyday iPhone/iPad or Mac OS X programming tasks. A powerful yet simple object-oriented programming language that's based on the C programming language, Objective-C is widely available not only on OS X and the iPhone/iPad platform but across many operating systems that support the gcc compiler, including Linux, Unix, and Windows systems. The second edition of this book thoroughly covers the latest version of the language, Objective-C 2.0. And it shows not only how to take advantage of the Foundation framework's rich built-in library of classes but also how to use the iPhone SDK to develop programs designed for the iPhone/iPad platform. Table of Contents 1 Introduction Part I: The Objective-C 2.0 Language 2 Programming in Objective-C 3 Classes, Objects, and Methods 4 Data Types and Expressions 5 Program Looping 6 Making Decisions 7 More on Classes 8 Inheritance 9 Polymorphism, Dynamic Typing, and Dynamic Binding 10 More on Variables and Data Types 11 Categories and Protocols 12 The Preprocessor 13 Underlying C Language Features Part II: The Foundation Framework 14 Introduction to the Foundation Framework 15 Numbers, Strings, and Collections 16 Working with Files 17 Memory Management 18 Copying Objects 19 Archiving Part III: Cocoa and the iPhone SDK 20 Introduction to Cocoa 21 Writing iPhone Applications Part IV: Appendixes A Glossary B Objective-C 2.0 Language Summary C Address Book Source Code D Resources

Digital Transformation - the Infinite Loop

PHP, MySQL, JavaScript & HTML5 All-in-One For Dummies

Infinite Loop

A Desktop Quick Reference

AppleScript in a Nutshell

Casa Modernista

A gargantuan, mind-altering comedy about the Pursuit of Happiness in America Set in an addicts' halfway house and a tennis academy, and featuring the most endearingly screwed-up family to come along in recent fiction, Infinite Jest explores essential questions about what entertainment is and why it has come to so dominate our lives; about how our desire for entertainment affects our need to connect with other people; and about what the pleasures we choose say about who we are. Equal parts philosophical quest and screwball comedy, Infinite Jest bends every rule of fiction without sacrificing for a moment its own entertainment value. It is an exuberant, uniquely American exploration of the passions that make us human - and one of those rare books that renew the idea of what a novel can do. "The next step in fiction...Edgy, accurate, and darkly witty...Think Beckett, think Pynchon, think Gaddis. Think." --Sven Birkerts, The Atlantic

If you're like most developers, you rely heavily on JavaScript to build interactive and quick-responding web applications. The problem is that all of those lines of JavaScript code can slow down your apps. This book reveals techniques and strategies to help you eliminate performance bottlenecks during development. You'll learn how to improve execution time, downloading, interaction with the DOM, page life cycle, and more. Yahoo! frontend engineer Nicholas C. Zakas and five other JavaScript experts—Ross Harmes, Julien Lecomte, Steven Levithan, Stoyan

Stefanov, and Matt Sweeney—demonstrate optimal ways to load code onto a page, and offer programming tips to help your JavaScript run as efficiently and quickly as possible. You'll learn the best practices to build and deploy your files to a production environment, and tools that can help you find problems once your site goes live. Identify problem code and use faster alternatives to accomplish the same task Improve scripts by learning how JavaScript stores and accesses data Implement JavaScript code so that it doesn't slow down interaction with the DOM Use optimization techniques to improve runtime performance Learn ways to ensure the UI is responsive at all times Achieve faster client-server communication Use a build system to minify files, and HTTP compression to deliver them to the browser

Apple Computer was once a shining example of the American success story. Having launched the personal computer revolution in 1977 with the first all-purpose desktop PC, Apple became the darling of the national business press and Wall Street. Yet by 1995, the company's change-the-world idealism had all but disappeared in a bitter internal struggle between warring camps. Raging internal mistakes, petty infighting, and gross mismanagement became Apple's hallmark, and today the company clings to a mere 3.7 percent share of the market it helped to create. Apple is the spellbinding account of what really went on behind closed doors, revealing the forces that dismantled this once great icon of American business.

What do companies like Uber and Amazon, Apple and Tesla have in common? They are all Experience Brands. Businesses that have embraced digital and technology as a competitive differentiator are creating exponentially more value than their counterparts and for their customers. This progressive digital transformation has completely shifted the way businesses capture, create, and retain customers throughout the entirety of the relationship.From simple awareness creation, to streamlining shopping, to building personalized products and services, to offering new business models, digital-enabled businesses are changing the way they view their role in their customers' lives. They are transforming their mindset from acquisition to membership and from marketing to relationship management. Businesses are entering the Journey Economy - where customer value goes beyond a single transaction and into a holistic experience with the brands they do business with. Understanding the entire customer journey gives brands the insight of the pain points and moments of joy customers expect and experience throughout their individual path to a brand. This intelligence gives brands the power to not only capitalize on these moments of pain and joy, but also the ability to see trends and shifts in the marketplace.Experience Brands are built around the notion and idea of speed. They believe the faster they can identify consumer problems and pain points, then create solutions to fix them, the faster they can create new value, access new revenue opportunities, and establish a deeper relationship with their consumers. Being consumer focused gives Experience Brands the ability to track the end-to-end journey of consumers and keep an open dialog with them, while identifying the bottlenecks and challenges to solve. This continuous loop gives Experience Brands the ability to access the fast-to-market advantage, while maintaining strong relationships with their consumers. Author Paul Miser takes the conversation about digital disruption to a higher level. He explains that Experience Brands are never focused on the next sale, rather they rely on learning and building relationships that will lead to a third sale and many more after that.

Apple Confidential 2.0
An Infinite Opportunity
Take Command of Your Mac
Java: A Beginner's Guide, Sixth Edition
Xerox PARC and the Dawn of the Computer Age
Gödel, Escher, Bach

A science-fiction series that asks the age-old question, "What would you risk for a chance at true love?" Teddy, a young woman who lives in a faraway future where time traveling is common practice, has a job maintaining the status quo by correcting time paradoxes. But when she meets Ano, a living paradox and the girl of her dreams, Teddy must decide between fixing the time stream and the love of her life, both of which have unique consequences. This oversized, deluxe hardcover edition contains an all-new essay by Emma Houxbois.

Based on unprecedented access to the corporation's archives, The Intel Trinity is the first full history of Intel Corporation—the essential company of the digital age— told through the lives of the three most important figures in the company's history: Robert Noyce, Gordon Moore, and Andy Grove. Often hailed the "most important company in the world," Intel remains, more than four decades after its inception, a defining company of the global digital economy. The legendary inventors of the microprocessor-the single most important product in the modern world-Intel today builds the tiny "engines" that power almost every intelligent electronic device on the planet. But the true story of Intel is the human story of the trio of geniuses behind it. Michael S. Malone reveals how each brought different things to Intel, and at different times. Noyce, the most respected high tech figure of his generation, brought credibility (and money) to the company's founding; Moore made Intel the world's technological leader; and Grove, has relentlessly driven the company to ever-higher levels of success and competitiveness. Without any one of these figures, Intel would never have achieved its historic success; with them, Intel made possible the personal computer, Internet, telecommunications, and the personal electronics revolutions. The Intel Trinity is not just the story of Intel's legendary past; it also offers an analysis of the formidable challenges that lie ahead as the company struggles to maintain its dominance, its culture, and its legacy. With eight pages of black-and-white photos.

Learn efficient Python coding within 7 days About This Book Make the best of Python features Learn the tinge of Python in 7 days Learn complex concepts using the most simple examples Who This Book Is For The book is aimed at aspiring developers and absolute novice who want to get started with the world of programming. We assume no knowledge of Python for this book. What You Will Learn Use if else statement with loops and how to break, skip the loop Get acquainted with python types and its operators Create modules and packages Learn slicing, indexing and string methods Explore advanced concepts like collections, class and objects Learn dictionary operation and methods Discover the scope

and function of variables with arguments and return value In Detail Python is a great language to get started in the world of programming and application development. This book will help you to take your skills to the next level having a good knowledge of the fundamentals of Python. We begin with the absolute foundation, covering the basic syntax, type variables and operators. We'll then move on to concepts like statements, arrays, operators, string processing and I/O handling. You'll be able to learn how to operate tuples and understand the functions and methods of lists. We'll help you develop a deep understanding of list and tuples and learn python dictionary. As you progress through the book, you'll learn about function parameters and how to use control statements with the loop. You'll further learn how to create modules and packages, storing of data as well as handling errors. We later dive into advanced level concepts such as Python collections and how to use class, methods, objects in python. By the end of this book, you will be able to take your skills to the next level having a good knowledge of the fundamentals of Python. Style and approach Fast paced guide to get you up-to-speed with the language. Every chapter is followed by an exercise that focuses on building something with the language. The codes of the exercises can be found on the Packt website

A single line of code offers a way to understand the cultural context of computing. This book takes a single line of code—the extremely concise BASIC program for the Commodore 64 inscribed in the title—and uses it as a lens through which to consider the phenomenon of creative computing and the way computer programs exist in culture. The authors of this collaboratively written book treat code not as merely functional but as a text—in the case of 10 PRINT, a text that appeared in many different printed sources—that yields a story about its making, its purpose, its assumptions, and more. They consider randomness and regularity in computing and art, the maze in culture, the popular BASIC programming language, and the highly influential Commodore 64 computer.

Macintosh Terminal Pocket Guide

How Robert Noyce, Gordon Moore, and Andy Grove Built the World's Most Important Company

A History of the Brazil Modern House

The Orange Economy

Build blockchain-based decentralized applications using solidity

Daniel Arbuckle's Mastering Python

Describes the development of the Apple Macintosh through a variety of anecdotes, photographs, and sketches.

Infinite LoopHow the World's Most Insanely Great Computer Company Went InsaneBroadway Business

A rediscovery of one of the most powerful schools of Modernism. On the one hand sensual and warm, on the other rational yet rhythmic, Brazilian Modernism is the soulful alternative to its European parent, better known for theoretical rigor and cold precision. Using the modern materials of concrete and reinforced glass, as well as wood and steel, Brazilians brought to Modernism an unspoken philosophy that allowed for the free flow of nature and built forms, so that the one was not dominated by the other but rather embraced by it. The undulating and amorphous buildings of Oscar Niemeyer are perhaps the best known expressions of this philosophy, in which the typical straight line of Europe's Modern home becomes a graceful arabesque. The story of the Brazil Modern house is a tradition, a great flowering of talents and vision and a revealing new experience of Modernism, that until now has not been properly documented. Casa Modernista is the first volume to comprehensively cover this extraordinary architecture. Within its pages is featured not only the work of Niemeyer, but also that of all the most important modern architects of this extremely rich, multifaceted nation, including Affonso Eduardo Reidy, Jorge Machado Moreira, Carlos Leao, Alvaro Vital Brazil, Paulo Mendes da Rocha, Joao Walter Toscano, and Abrahao Sanovicz.

Although she tried to reboot the future, Teddy's plan failed. While human anomalies are no longer executed merely for the crime of existing, they're forced to live in squalid refugee camps. Teddy and Ano want to fight for the rights of human anomalies, but they're about to find out how hard that can be, especially when powerful people want things to stay the same. Return to an even darker version of this wildly imagined reality, where threats lurk around every corner and people refuse to accept truth. Filled with danger and tension that will keep readers on the edge of their seats, The Infinite Loop provides a sharp critique of a modern era where truth has become a matter of debate.

Apple

Infinite Jest

The Infinite Game

MySQL Stored Procedure Programming

High Performance JavaScript

The Insanely Great Story of How the Mac Was Made

AppleScript in a Nutshell is the first complete reference to AppleScript, the popular programming language that gives both power users and sophisticated enterprise customers the important ability to automate repetitive tasks and customize applications. As the Macintosh continues to expand and solidify its base in the multimedia and publishing industries, AppleScript is the tool of choice on this platform for creating sophisticated time- and money-saving workflow applications (applets). These applets automate the processing and management of digital video, imaging, print, and web-based material. AppleScript is also gaining a foothold in scientific programming, as technical organizations adopt G4 CPU-based systems for advanced computing and scientific analysis. Finally, "power users" and script novices will find that AppleScript is a great everyday Mac programming tool, similar to Perl on Windows NT or Unix.In this well-organized and concise reference, AppleScript programmers will find: Detailed coverage of AppleScript Version 1.4 and beyond on Mac OS 9 and Mac OS X. Complete descriptions of AppleScript

language features, such as data types, flow-control statements, functions, object-oriented features (script objects and libraries), and other syntactical elements. Descriptions and hundreds of code samples on programming the various "scriptable" system components, such as the Finder, File Sharing, File Exchange, Network scripting, Web scripting, Apple System Profiler, the ColorSync program, and the numerous powerful language extensions called "osax" or scripting additions.Most other AppleScript books are hopelessly out of date. AppleScript in a Nutshell covers the latest updates and improvements with practical, easy to understand tips, including: Using AppleScript as a tool for distributed computing, an exciting development that Apple Computer calls "program linking over IP." Programmers can now do distributed computing with Macs over TCP/IP networks, including controlling remote applications with AppleScript and calling AppleScript methods on code libraries that are located on other machines. Using the Sherlock find application to automate web and network searching. Insights on scripting new Apple technologies such as Apple Data Detectors, Folder Actions, Keychain Access, and Apple Verifier.AppleScript in a Nutshell is a high-end handbook at a low-end price--an essential desktop reference that puts the full power of this user-friendly programming language into every AppleScript user's hands.

Become a master of Python programming using the small yet powerful Raspberry Pi Zero About This Book This is the first book on the market that teaches Python programming with Raspberry Pi Zero Develop exciting applications such as a mobile robot and home automation controller using Python This step-by-step guide helps you make the most out of Raspberry Pi Zero using Python programming Who This Book Is For This book is aimed at hobbyists and programmers who want to learn Python programming and develop applications using the Pi Zero. They should have basic familiarity with electronics. What You Will Learn Configure Raspberry Pi using Python Control loops to blink an LED using simple arithmetic operations Understand how interface sensors, actuators, and LED displays work Get to grips with every aspect of Python programming using practical examples Explore machine vision, data visualization, and scientific computations Build a mobile robot using the Raspberry Pi as the controller Build a voice-activated home automation controller In Detail Raspberry Pi Zero is a super-small and super-affordable product from Raspberry Pi that is packed with a plethora of features and has grabbed the notice of programmers, especially those who use Python. This step-by-step guide will get you developing practical applications in Python using a Raspberry Pi Zero. It will become a valuable resource as you learn the essential details of interfacing sensors and actuators to a Raspberry Pi, as well as acquiring and displaying data. You will get started by writing a Python program that blinks an LED at 1-second intervals. Then you will learn to write simple logic to execute tasks based upon sensor data (for example, to control a motor) and retrieve data from the web (such as to check e-mails to provide a visual alert). Finally, you will learn to build a home automation system with Python where different appliances are controlled using the Raspberry Pi. The examples discussed in each chapter of this book culminate in a project that help improve the quality of people's lives. Style and approach This will be a learning, step-by-step guide to teach Python programming using the famous Raspberry Pi Zero. The book is packed with practical examples at every step along with tips and tricks for the Raspberry Pi fans

Chronicles the best and the worst of Apple Computer's remarkable story.

The Infinite Loop 1

The Inside Story of Intrigue, Egomania, and Business Blunders

Haunted Empire

Exploring Concepts and Curriculum with Ruby

The Secret History of the iPhone