

What Every Web Developer Should Know About Http Odetocode Programming Series Book 1 English Edition

High Performance Browser Networking What every web developer should know about networking and web performance "O'Reilly Media, Inc."

Best-selling author, designer, and web standards evangelist Jeffrey Zeldman has revisited his classic, industry-shaking guidebook. Updated in collaboration with co-author Ethan Marcotte, this third edition covers improvements and challenges in the changing environment of standards-based design. Written in the same engaging and witty style, making even the most complex information easy to digest, *Designing with Web Standards* remains your essential guide to creating sites that load faster, reach more users, and cost less to design and maintain. Substantially revised—packed with new ideas How will HTML5, CSS3, and web fonts change your work? Learn new strategies for selling standards Change what “IE6 support” means “Occasionally (very occasionally) you come across an author who makes you think, ‘This guy is smart! And he makes me feel smarter, because now I finally understand this concept.’” — Steve Krug, author of *Don't Make Me Think* and *Rocket Surgery Made Easy* “A web designer without a copy of *Designing with Web Standards* is like a carpenter without a level. With this third edition, Zeldman continues to be the voice of clarity; explaining the complex in plain English for the rest of us.” — Dan Cederholm, author, *Bulletproof Web Design* and *Handcrafted CSS* “Jeffrey Zeldman sits somewhere between ‘guru’ and ‘god’ in this industry—and manages to fold wisdom and wit into a tale about WHAT web standards are, HOW standards-based coding works, and WHY we should care.” — Kelly Goto, author, *Web ReDesign 2.0: Workflow that Works* “Some books are meant to be read. *Designing with Web Standards* is even more: intended to be highlighted, dogeared, bookmarked, shared, passed around, and evangelized, it goes beyond reading to revolution.” — Liz Danzico, Chair, MFA Interaction Design, School of Visual Arts

"How to Get a Job in Web Development" is designed for junior web developers. Whether you're coming from a coding bootcamp, are completely self-taught, or graduated from college with a tech-related degree, this book is for you. Written by RealToughCandy. In this book, you will learn how to:

- Expertly craft the 'holy clover' of application materials: your resume, cover letter, GitHub page, and portfolio.
- Leverage the power of LinkedIn, Meetups, and social media.
- Handle follow-up emails and phone calls.
- Prepare for the multiple types of interviews you will encounter, whether via phone, video conference, or in person.
- Strategically apply to jobs so you can maximize your salary demands during negotiation.
- Efficiently organize and prioritize the jobs you've applied to.
- Craft results-driven email check-ins with your potential employer.
- Reduce your vulnerabilities for discrimination.
- And much, much more!

No awkward whiteboard interviews. No hour-long explanation of Big O notation. Just practical, actionable steps that will put you far ahead of the pack when it comes to getting a job in web development. Now let's go get that job! "Just finished reading your book and all I can say is WOW! Mind you since May of 2016 I have taken about 6 online courses specifically looking for employment and around three of them were specifically for either how to get an IT or Web Developer job. These courses cannot hold a candle to the majority of the information you put in this book!" -George M., Web Developer

WHY I WROTE THIS BOOK: When I started my web development journey, I was a lost hiker in the digital woods. I knew I wanted to build web apps, but didn't know what those people called themselves. Were they website builders? Programmers? The term 'software engineer' floated around a lot online – was that my aspiration? Since I didn't know exactly what I was looking for, I spent a lot of time reading and watching materials that were nothing but discouraging: mock Google coding interviews with whiteboards and markers. Lots of articles and videos that name-dropped things like binary trees, Big O notation, and time complexity. Forum post upon forum post that gave away actual coding interview questions from the biggest tech companies in the world like Facebook, Google, and Microsoft. Making things worse, some web developers I had discovered on YouTube were talking about a really good, popular book for coding interviews. I checked it out and once again my stomach sank. “I'm never going to make it in this field,” I said to myself. “I've been studying and practicing and building projects for months, and I still have no idea what these people are talking about.” What they didn't tell me was that the book is geared towards senior software engineers trying to get a job with Amazon and Google. I wanted to quit my coding journey. In fact, I did quit. The difference was, I didn't stay quit. Something told me to keep pushing forward, keep building projects to put in my portfolio and Github, keep reaching out and trying to find clients who needed websites. I kept pushing until I got a job as a fullstack web developer at a data company. As it turns out, the internet isn't very generous to our career field. Beginners are especially marginalized. There aren't any quality one-stop resources for discovering one of the most important questions – if not the most important question – web developers have. “How do I get a job in this field?” I wanted to change the junior web developer tech landscape with this book. My goal is for every junior developer who reads this to find a job. And if you take the recommended actions in this book, you can do it.

With *Learning JavaScript Design Patterns*, you'll learn how to write beautiful, structured, and maintainable JavaScript by applying classical and modern design patterns to the language. If you want to keep your code efficient, more manageable, and up-to-date with the latest best practices, this book is for you. Explore many popular design patterns, including Modules, Observers, Facades, and Mediators. Learn how modern architectural patterns—such as MVC, MVP, and MVVM—are useful from the perspective of a modern web application developer. This book also walks experienced JavaScript developers through modern module formats, how to namespace code effectively, and other essential topics. Learn the structure of design patterns and how they are written Understand different pattern categories, including creational, structural, and behavioral Walk through more than 20 classical and modern design patterns in JavaScript Use several options for writing modular code—including the Module pattern, Asynchronous Module Definition (AMD), and CommonJS Discover design patterns implemented in the jQuery library Learn popular design patterns for writing maintainable jQuery plug-ins "This book should be in every JavaScript developer's hands. It's the go-to book on JavaScript patterns that will be read and referenced many times in the future."—Andrée Hansson, Lead Front-End Developer, presis!

A text on networking theory and practice, providing information on general networking concepts, routing algorithms and protocols, addressing, and mechanics of bridges, routers, switches, and hubs. Describes all major network algorithms and protocols in use today, and explores engineering trade-offs that each different approach represents. Includes chapter homework problems and a glossary. This second edition is expanded to cover recent developments such as VLANs, Fast Ethernet, and AppleTalk. The author is a Distinguished Engineer at Sun Microsystems, Inc., and holds some 50 patents. Annotation copyrighted by Book News, Inc., Portland, OR

Understand the technical foundations, as well as the non-programming skills needed to be a successful full stack web developer. This book reveals the reasons why a truly successful full

stack developer does more than write code. You will learn the principles of the topics needed to help a developer new to agile or full stack working—UX, project management, QA, product management, and more— all from the point of view of a developer. Covering these skills alongside the fundamentals and foundations of modern web development, rather than specifics of current technologies and frameworks (which can age quickly), all programming examples are given in the context of the web as it is in 2018. Although you need to feel comfortable working on code at the system, database, API, middleware or user interface level, depending on the task in hand, you also need to be able to deal with the big picture and the little details. The Full Stack Developer recognizes skills beyond the technical, and gives foundational knowledge of the wide set of skills needed in a modern software development team. What You'll Learn Plan your work including Agile vs Waterfall, tools, scrum, kanban and continuous delivery Translate UX into code: grids, component libraries and style guides Design systems and system architectures (microservices to monoliths) Review patterns for APIs (SOAP, AJAX, REST), defining API domains, patterns for REST APIs and more API goodness Study the various front-end design patterns you need to know Store data, what to consider for security, deployment, in production and more Who This Book Is For New graduates or junior developers who are transitioning to working as part of a larger team structure in a multi-disciplinary teams and developers previously focused on only front-end or back-end dev transitioning into full stack. The basic rules of REST APIs - "many nouns, few verbs, stick with HTTP" - seem easy, but that simplicity and power require discipline to work smoothly. This brief guide provides next steps for implementing complex projects on simple and extensible foundations.

You probably use websites every day, but have you ever thought about building them? With the help of this book, now you can! In this exceptional step-by-step guide, you'll learn what web development is all about, which resources will help you master it, and how you can build stunning and interactive websites. After instructing you on how to create your own personal web portfolio, the author will take you through all the major web development languages and technologies, including the following: • HTML • CSS • JavaScript • Bootstrap and jQuery • PHP and MySQL • WordPress Each of these chapters contains best practices and tips for success as well as a "Show Your Skills" section with practical and fun project ideas for you to apply what you're learning. For example, "Write a JavaScript program that will run the game Chutes and Ladders thousands of time and determine the minimum, maximum, and average number of turns to win." Lastly, you'll find out how to transform your newfound hobby into a profitable career by becoming a freelance web developer. The author will share tips for perfecting your portfolio and finding clients, especially through the popular freelancing website Upwork. If you've ever been curious about web development but didn't know where to start, this book is for you! Come and embrace both your creativity and logic by delving into the wonderful world of web development! About the Expert: Liz Kazandzhy is a passionate web developer who also greatly enjoys writing and editing. As the daughter of a software engineer, she has always had a knack for technology, so when she stumbled upon web development in 2016, it was love at first keystroke. She studied it voraciously and began building websites related to her personal interests, like RandomScriptureVerse.com. In time, she started branching out and building websites for others, like JonathanWhitlockArt.com. Liz currently lives in Orem, UT, with her husband Vlad and two energetic young daughters, Katya and Sophia. In the rare moments when the kids are asleep and the housework is done, she enjoys reading, writing, and developing websites. HowExpert publishes quick 'how to' guides on all topics from A to Z by everyday experts.

How prepared are you to build fast and efficient web applications? This eloquent book provides what every web developer should know about the network, from fundamental limitations that affect performance to major innovations for building even more powerful browser applications—including HTTP 2.0 and XHR improvements, Server-Sent Events (SSE), WebSocket, and WebRTC. Author Ilya Grigorik, a web performance engineer at Google, demonstrates performance optimization best practices for TCP, UDP, and TLS protocols, and explains unique wireless and mobile network optimization requirements. You'll then dive into performance characteristics of technologies such as HTTP 2.0, client-side network scripting with XHR, real-time streaming with SSE and WebSocket, and P2P communication with WebRTC. Deliver superlative TCP, UDP, and TLS performance Speed up network performance over 3G/4G mobile networks Develop fast and energy-efficient mobile applications Address bottlenecks in HTTP 1.x and other browser protocols Plan for and deliver the best HTTP 2.0 performance Enable efficient real-time streaming in the browser Create efficient peer-to-peer videoconferencing and low-latency applications with real-time WebRTC transports

300+ Ready-to-Use PHP, JavaScript, and CSS Solutions Web Developer's Cookbook contains more than 300 PHP, JavaScript, and CSS recipes you can use right away to create interactive Web content. All of the solutions are fully documented and their functionality clearly explained, along with customization tips. The recipes include HTML examples and screen shots showing exactly how to apply them in real-world situations. Methods for using HTML5 to make Web pages even more interactive and dynamic are also provided. Shorten development time and sharpen your programming skills with help from this practical guide. Filled with tested recipes for: PHP Text processing * Image handling * Content management * Forms and user input * Internet * Chat and messaging * MySQL, sessions, and cookies * APIs, RSS, and XML * Incorporating JavaScript JavaScript Core functionality * Location and dimensions * Visibility * Movement and animation * Chaining and interaction * Menus and navigation * Text effects * Audio and visual effects * Cookies, Ajax, and security * Forms and validation * Solutions to common problems CSS Manipulating objects * Text and typography * Menus and navigation * Page layout * Visual effects * Dynamic objects * Dynamic text and typography * Incorporating JavaScript * Superclasses

Speak the languages that power the web With more high-paying web development jobs opening every day, people with coding and web/app building skills are having no problems finding employment. If you're a would-be developer looking to gain the know-how to build the interfaces, databases, and other features that run modern websites, web apps, and mobile apps, look no further. Web Coding & Development All-in-One For Dummies is your go-to interpreter for speaking the languages that handle those tasks. Get started with a refresher on the rules of coding before diving into the languages that build interfaces, add interactivity to the web, or store and deliver data to sites. When you're ready, jump into guidance on how to put it all together to build a site or create an app. Get the lowdown on coding basics Review HTML and CSS Make sense of JavaScript,

jQuery, PHP, and MySQL Create code for web and mobile apps There's a whole world of opportunity out there for developers—and this fast-track boot camp is here to help you acquire the skills you need to take your career to new heights!

As a web user, you'll no doubt have noticed some of the breathtaking applications available in today's modern web, such as Google Maps and Flickr desktop applications than the old style web sites you are used to. You've probably also wished that you could create such things, and then thought "nahhh, I'd need to know a lot of complicated code to be able to even start creating sites like these." Well, think again. There is a lot of complicated code involved in cutting-edge "Ajax-style" web applications, but a lot of the hard work is already done for you, and available on the Web. JavaScript libraries exist to provide most of that Ajax/DOM Scripting functionality out of the box. Application programming interfaces (APIs) exist to allow you to transplant complicated applications such as Google Maps and Flickr right into your own web sites. And hosting services such as Flickr and YouTube provide all you need to store and retrieve your media (be it images, video, or whatever) at your leisure, without having to worry about bandwidth issues and file naming nightmares. All you need to know is enough to successfully wire together all this functionality successfully and responsibly, and this book shows you how. It starts from the very beginning of your journey, showing you what's available, what you need, and how to set up an effective development environment. After a solid base has been built, it shows you how to build up each aspect of your site, including storing, retrieving, and displaying content, adding images and video to your site, building effective site navigation and laying it all out beautifully using CSS, promoting your content so you will attract visitors to your site, and adding special effects to enhance usability and design aesthetics...all with ready-made functionality available on the Web! Life as a web developer has never been easier.

It's easier to learn how to program a computer than it has ever been before. Now everyone can learn to write programs for themselves - no previous experience is necessary. Chris Pine takes a thorough, but lighthearted approach that teaches you the fundamentals of computer programming, with a minimum of fuss or bother. Whether you are interested in a new hobby or a new career, this book is your doorway into the world of programming. Computers are everywhere, and being able to program them is more important than it has ever been. But since most books on programming are written for other programmers, it can be hard to break in. At least it used to be. Chris Pine will teach you how to program. You'll learn to use your computer better, to get it to do what you want it to do. Starting with small, simple one-line programs to calculate your age in seconds, you'll see how to write interactive programs, to use APIs to fetch live data from the internet, to rename your photos from your digital camera, and more. You'll learn the same technology used to drive modern dynamic websites and large, professional applications. Whether you are looking for a fun new hobby or are interested in entering the tech world as a professional, this book gives you a solid foundation in programming. Chris teaches the basics, but also shows you how to think like a programmer. You'll learn through tons of examples, and through programming challenges throughout the book. When you finish, you'll know how and where to learn more - you'll be on your way. What You Need: All you need to learn how to program is a computer (Windows, macOS, or Linux) and an internet connection. Chris Pine will lead you through setting set up with the software you will need to start writing programs of your own.

Thought-provoking and accessible in approach, this updated and expanded second edition of the What Every Web Developer Should Know About HTTP provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for advanced graduate-level students. We hope you find this book useful in shaping your future career. Feel free to send us your enquiries related to our publications to info@risepress.pw Rise Press

How to Become a Web Developer: A Field Guide Learn what it takes to become a Web Developer, and how you can become one. No matter your age or background you can become a Web Developer This book is for those who are considering learning programming as a career. Or even to be more familiar with the lingo as an advantage at work. There are a lot of articles, books, and online courses out there. But too often, they make assumptions about what you already know. They start in the middle instead of at the beginning. This book is a linear path to going from where you are now to becoming a web developer. In this book, we cover the fundamentals. More importantly, we talk about why they are the fundamentals. For every topic covered, we talk about how it fits into the larger picture of web development. By the end of this book, you will be able to make an educated decision about your future and understand the steps and commitment it will take to get there. Why become a Web Developer? Pay In the US, according to StackOverflow's 2019 survey, the avg. reported salary for a developer is \ \$100K. Opportunities According to the Bureau of Labor Statistics, Computer and IT occupations are the fastest-growing of all US occupations. Accessibility All you need is a computer and internet connection to teach yourself the required skills. What you'll learn You're not buying just a book. You're buying a Field Guide, with over 50 Exercises to help you learn and understand the material. HTML, CSS, and JavaScript - We spend a chapter on each of these core languages. You will become comfortable with each, and understand why they are so important. d104-Editor, DevTools, and Terminal - These three tools are used daily by all developers. You will become well versed in how to use them, and why they are so helpful. Popular Programming Languages - There are hundreds of programming languages out there. We focus on the top 10. You'll learn about what languages you should focus on for specific roles/fields. This discussion helps you narrow in your interest. Git and GitHub - You will become familiar with the general Git-GitHub workflow. More importantly, you will understand how these technologies work, and in doing so, get a leg-up on many of your peers. Most beginner programmers don't understand what makes Git so special, you will. Frontend vs. Backend - In the last 5 years, the most significant split in web

development is between the backend and frontend. We investigate why this happened, the difference between the two, and how this will impact your next steps. Field Guide - We have created an 11X17 PDF Field Guide, showing you where we've gone and what you should focus on after the completion of this book. FAQHow long is the book? The book has 9 chapters totaling 320 pages, with over 50 exercises. We made the exercises fun, and very easy to follow; we use a lot of screenshots with clear directions. Additionally, all the exercises are fun. You won't see any "hello world" or "foo/bar" exercises here. Do I have to have prior Web Development experience? Nope! This book is for beginners. If you do have experience with HTML, CSS, etc. there is still a lot for you to learn from this book.

In HTML5 Guidelines for Web Developers, two pioneering web developers provide a comprehensive guide to HTML5's powerful new elements and techniques through compact, practical, easy-to-understand examples. You'll discover just how much you can do with HTML5—from programming audio/video playback to integrating geographical data into pages and applications. This concise, friendly reference is packed with tips, tricks, and samples for making the most of HTML5 with JavaScript and the DOM. The authors present “pure HTML5” examples that are supported by browsers right now, and they share realistic insights into the challenges of leading-edge HTML5 development. All examples are available for download, with links to web resources for new information and specification updates. Topics covered include Browser support: What you can (and can't) do with HTML5 today HTML5 document structure and semantics Intelligent forms, including new input types, elements, and client-side validation The “video” and “audio” elements, and scripting media solutions Advanced graphics with Canvas and SVG Geolocation in the browser, including location tracking via Google Maps Web storage, offline web applications, WebSockets, and Web Workers Embedding semantic markup with Microdata and the Microdata DOM API Implementing drag-and-drop with the “draggable” attribute New global attributes: “data-*,” “hidden,” “contenteditable,” “spellcheck,” and more If you're a web developer or designer with at least basic knowledge of HTML, JavaScript, and CSS, this book is all you need to master HTML5—and get to the cutting edge of web development.

You probably use websites every day, but have you ever thought about building them? With the help of this book, now you can! In this exceptional step-by-step guide, you'll learn what web development is all about, which resources will help you master it, and how you can build stunning and interactive websites. After instructing you on how to create your own personal web portfolio, the author will take you through all the major web development languages and technologies, including the following: - HTML - CSS - JavaScript - Bootstrap and jQuery - PHP and MySQL - WordPress Each of these chapters contains best practices and tips for success as well as a "Show Your Skills" section with practical and fun project ideas for you to apply what you're learning. For example, "Write a JavaScript program that will run the game Chutes and Ladders thousands of times and determine the minimum, maximum, and average number of turns to win." Lastly, you'll find out how to transform your newfound hobby into a profitable career by becoming a freelance web developer. The author will share tips for perfecting your portfolio and finding clients, especially through the popular freelancing website Upwork. If you've ever been curious about web development but didn't know where to start, this book is for you! Come and embrace both your creativity and logic by delving into the wonderful world of web development! About the Expert: Liz Kazandzhy is a passionate web developer who also greatly enjoys writing and editing. As the daughter of a software engineer, she has always had a knack for technology, so when she stumbled upon web development in 2016, it was love at first keystroke. She studied it voraciously and began building websites related to her personal interests, like RandomScriptureVerse.com. In time, she started branching out and building websites for others, like JonathanWhitlockArt.com. Liz currently lives in Orem, UT, with her husband Vlad and two energetic young daughters, Katya and Sophia. In the rare moments when the kids are asleep and the housework is done, she enjoys reading, writing, and developing websites. HowExpert publishes quick 'how to' guides on all topics from A to Z by everyday experts. Visit HowExpert.com to learn more.

JavaScript lets you supercharge your web pages with animation, interactivity, and visual effects, but learning the language isn't easy. This fully updated and expanded guide takes you step-by-step through JavaScript basics, then shows you how to save time and effort with jQuery--the library of prewritten JavaScript code--and the newest innovations from the jQuery UI plug-in. Do you want to build web pages but have no prior experience? This friendly guide is the perfect place to start. You'll begin at square one, learning how the web and web pages work, and then steadily build from there. By the end of the book, you'll have the skills to create a simple site with multicolumn pages that adapt for mobile devices. Each chapter provides exercises to help you learn various techniques and short quizzes to make sure you understand key concepts. This thoroughly revised edition is ideal for students and professionals of all backgrounds and skill levels. It is simple and clear enough for beginners, yet thorough enough to be a useful reference for experienced developers keeping their skills up to date. Build HTML pages with text, links, images, tables, and forms Use style sheets (CSS) for colors, backgrounds, formatting text, page layout, and even simple animation effects Learn how JavaScript works and why the language is so important in web design Create and optimize web images so they'll download as quickly as possible NEW! Use CSS Flexbox and Grid for sophisticated and flexible page layout NEW! Learn the ins and outs of Responsive Web Design to make web pages look great on all devices NEW! Become familiar with the command line, Git, and other tools in the modern web developer's toolkit NEW! Get to know the super-powers of SVG graphics

Completely revised and updated, this best-selling introduction to programming in JavaScript focuses on writing real applications. JavaScript lies at the heart of almost every modern web application, from social apps like Twitter to browser-based game frameworks like Phaser and Babylon. Though simple for beginners to pick up and play with, JavaScript is a flexible, complex language that you can use to build full-scale applications. This much anticipated and thoroughly revised third edition of Eloquent JavaScript dives deep into the JavaScript language to show you how to write beautiful, effective code. It has been updated to reflect the current state of JavaScript and web browsers and includes brand-new material on features like class notation, arrow functions, iterators, async functions, template strings, and block scope. A host of new exercises have also been added to test your skills and keep you on track. As with previous editions, Haverbeke continues to teach through extensive examples and immerses you in code from the start, while exercises and full-chapter projects give you hands-on experience with writing your own programs. You start by learning the basic structure of the JavaScript language as well as control structures, functions, and data structures to help you write basic programs.

Then you'll learn about error handling and bug fixing, modularity, and asynchronous programming before moving on to web browsers and how JavaScript is used to program them. As you build projects such as an artificial life simulation, a simple programming language, and a paint program, you'll learn how to: - Understand the essential elements of programming, including syntax, control, and data - Organize and clarify your code with object-oriented and functional programming techniques - Script the browser and make basic web applications - Use the DOM effectively to interact with browsers - Harness Node.js to build servers and utilities Isn't it time you became fluent in the language of the Web? * All source code is available online in an inter-active sandbox, where you can edit the code, run it, and see its output instantly.

As software engineers, we often think of security as an afterthought: build it, then fix it later. Truth is, knowing a few simple browser features can save you countless hours banging your head against a security vulnerability reported by a user. This book is a solid read that aims to save you days learning about security fundamentals for Web applications and provide you a concise and condensed idea of everything you should be aware of when developing on the Web from a security standpoint. Don't understand prepared statements very well? Can't think of a good way to make sure that if your CDN gets compromised your users aren't affected? Still adding CSRF tokens to every form around? Then this book will definitely help you get a better understanding of how to build strong, secure Web applications made to last. Security is often an afterthought because we don't understand how simple measures can improve our application's defense by multiple orders of magnitude, so let's learn it together.

This brief book is an easy-to-digest introduction to the key concepts of web development. Understand the concepts of the web and how they apply to static and dynamic websites. See how HTML and CSS are used to create the bones of the web. Concisely presented through four key concept chapters, Introducing Web Development will enable you to get a clear understanding of how web development works. What You Will Learn How the web works and interacts with websites What static and dynamic websites are and how they work How the static parts of a website are coded using HTML and CSS Who This Book Is For Anyone who wants to understand the basics of web development.

Note for ebook customers: The design and layout of this book play a key role in conveying the author's message. When creating the ebooks, we've tried to keep the look and feel of the print edition, but this means that not all e-reading devices will support the files. The EPUB format is optimized for iPad. The Mobi files are optimized for Kindle Fire tablets and phones and for Kindle reading apps. Imagine you're in a game with one objective: a bestselling product or service. The rules? No marketing budget, no PR stunts, and it must be sustainably successful. No short-term fads. This is not a game of chance. It is a game of skill and strategy. And it begins with a single question: given competing products of equal pricing, promotion, and perceived quality, why does one outsell the others? The answer doesn't live in the sustainably successful products or services. The answer lives in those who use them. Our goal is to craft a strategy for creating successful users. And that strategy is full of surprising, counter-intuitive, and astonishingly simple techniques that don't depend on a massive marketing or development budget. Techniques typically overlooked by even the most well-funded, well-staffed product teams. Every role is a key player in this game. Product development, engineering, marketing, user experience, support—everyone on the team. Even if that team is a start-up of one. Armed with a surprisingly overlooked science and a unique POV, we can reduce the role of luck. We can build sustainably successful products and services that rely not on unethical persuasive marketing tricks but on helping our users have deeper, richer experiences. Not just in the moments while they're using our product but, more importantly, in the moments when they aren't.

ASP.Net Web Developer's Guide provides information to make use of Microsoft's newest Web development platform. ASP.NET is a revolutionary programming framework that enables the rapid development of powerful web applications and services. Part of the emerging Microsoft .NET Platform, it provides the easiest and most scalable way to build, deploy and run distributed web applications that can target any browser or device. ASP.NET (formerly referred to as ASP+) is more than the next version of Active Server Pages (ASP); it is a unified Web development platform that provides the services necessary for developers to build enterprise-class Web applications. ASP .net Web Developer's Guide assists Web developers to quickly and easily build solutions for the Microsoft .NET platform. Programmers who are expert in asp and other languages will find this book invaluable. This book will appeal to all web developers - regardless of what language they are using or what platform they will be using. Comprehensive Coverage of the Entire .net Framework for B2B commerce.

Aimed at those who want to overcome the limitations of CSS, through this book you will begin to harness the efficiency of Less by building advanced, responsive, and modern websites. Experienced web developers, students, and even web designers will find this guide very useful as they enhance their CSS skills.

Pro Git (Second Edition) is your fully-updated guide to Git and its usage in the modern world. Git has come a long way since it was first developed by Linus Torvalds for Linux kernel development. It has taken the open source world by storm since its inception in 2005, and this book teaches you how to use it like a pro. Effective and well-implemented version control is a necessity for successful web projects, whether large or small. With this book you'll learn how to master the world of distributed version workflow, use the distributed features of Git to the full, and extend Git to meet your every need. Written by Git pros Scott Chacon and Ben Straub, Pro Git (Second Edition) builds on the hugely successful first edition, and is now fully updated for Git version 2.0, as well as including an indispensable chapter on GitHub. It's the best book for all your Git needs.

Lined Notebook for Web Developer - Funny and Cute Design Beautiful cover color, nice design saying 'I Had A Life But My web developer Job Ate It' and simple lined interior - that's what your perfect lined notebook for web developer looks like. 100 white pages in very compact size of 6x9 inches with space for all crucial notes every web developer need to write down in their journal at work and not only. Hilarious sign saying: I Had A Life But My web developer Job Ate It will make sure they will smile everytime reading it and thinking about their job. This notebook from our funny job series is perfect for: Writing down ideas and thoughts at work, at home - you may use it as your beautiful diary, journal, to doodle, to plan things and projects, Planning some of your big life and job projects, Using it as daily journal - it has special space for date so you may be sure your notes are well organized, This 'I Had A Life But My web developer Job Ate It' Funny Notebook is a good present idea: give it to your daughter or son, mom, dad, girlfriend or boyfriend who starts their job as web developer soon - it will make them proud and happy, give it to your friend if you know how much they love their job and you want to appreciate it, it's perfect for every co-worker's birthday at your web developer job. if you're a boss, give it to your employees as group gift so they feel appreciated and work being even happier! Notebook specification cute design saying I Had A Life But My web developer Job Ate It, 100 pages, soft cover, black and white interior, lined and special space for date, 6x9 inches

Modern web development is so much more than just HTML and CSS with a little JavaScript mixed in. People want faster, more usable interfaces that work on multiple devices, and you need the latest tools

and techniques to make that happen. This book gives you over 40 concise solutions to today's web development problems, and introduces new solutions that will expand your skill set—proven, practical advice from authors who use these tools and techniques every day. In this completely updated edition, you'll find innovative new techniques and workflows, as well as reworked solutions that take advantage of new developments. Web development is constantly changing, and you need to stay on top of your game. Discover a wide spectrum of web development techniques, from how to improve the way you present content, to solutions for data analysis, testing, and deployment. In this edition we introduce new tools, add new recipes, and modernize old ones. You'll use Vagrant to automate server setup, and you'll discover new ways to develop blogs and static sites. You'll learn how to use Grunt to script the deployment of your web project, and use Angular to build a single-page app. You'll learn how to make content stand out with simple cross-browser styles; create animations that work well everywhere without plugins; and create lightweight, responsive layouts. We'll show you how to use preprocessors like CoffeeScript and Sass; write tests for your code; use Git and Dropbox to collaborate; configure and secure the Apache web server; use virtualization to set up your own servers automatically; and much more. Whether you're new to front-end development, or you've got a few years of experience, you'll become a more versatile developer by finding out how—and why—to use these solutions in your next project. What You Need: Your favorite text editor, the most current version of Mozilla Firefox, Internet Explorer, Google Chrome or Safari, and a working knowledge of HTML and JavaScript. Familiarity with command-line interfaces is a plus.

ECMAScript 6 represents the biggest update to the core of JavaScript in the history of the language. In *Understanding ECMAScript 6*, expert developer Nicholas C. Zakas provides a complete guide to the object types, syntax, and other exciting changes that ECMAScript 6 brings to JavaScript. Every chapter is packed with example code that works in any JavaScript environment so you'll be able to see new features in action. You'll learn: –How ECMAScript 6 class syntax relates to more familiar JavaScript concepts –What makes iterators and generators useful –How arrow functions differ from regular functions –Ways to store data with sets, maps, and more –The power of inheritance –How to improve asynchronous programming with promises –How modules change the way you organize code Whether you're a web developer or a Node.js developer, you'll find *Understanding ECMAScript 6* indispensable on your journey from ECMAScript 5 to ECMAScript 6.

Update your skill set for ES 6 and 7 with the ultimate JavaScript guide for pros *Professional JavaScript for Web Developers* is the essential guide to next-level JavaScript development. Written for intermediate-to-advanced programmers, this book jumps right into the technical details to help you clean up your code and become a more sophisticated JavaScript developer. From JavaScript-specific object-oriented programming and inheritance, to combining JavaScript with HTML and other markup languages, expert instruction walks you through the fundamentals and beyond. This new fourth edition has been updated to cover ECMAScript 6 and 7 (also known as ES2015 and ES2016) and the major re-imagining and departure from ES 5.1; new frameworks and libraries, new techniques, new testing tools, and more are explained in detail for the professional developer, with a practical focus that helps you put your new skills to work on real-world projects. The latest—and most dramatic—ES release is already being incorporated into JavaScript engines in major browsers; this, coupled with the rise in mobile web traffic increasing demand for responsive, dynamic web design, means that all web developers need to update their skills—and this book is your ideal resource for quick, relevant guidance. Get up to date with ECMAScript 6 and 7, new frameworks, and new libraries Delve into web animation, emerging APIs, and build systems Test more effectively with mocks, unit tests, functional tests, and other tools Plan your builds for future ES releases Even if you think you know JavaScript, new ES releases bring big changes that will affect the way you work. For a professional-level update that doesn't waste time on coding fundamentals, *Professional JavaScript for Web Developers* is the ultimate resource to bring you up to speed.

A guide to creating effective, professional-designed Web sites covers such topics as choosing colors, adding graphics, fonts and typography, using CSS, working with Web standards, adding styles, working with Internet Explorer, and designing for mobile dev

This book introduces the author's collection of wisdom under one umbrella: Software Craftmanship. This approach is unique in that it spells out a programmer-centric way to build software. In other words, all the best computers, proven components, and most robust languages mean nothing if the programmer does not understand their craft.

A one-stop guide to the essentials of web development including popular frameworks such as jQuery, Bootstrap, AngularJS, and Node.js About This Book Understand the essential elements of HTML, CSS, and JavaScript, including how and when to use them Walk through three of the best and most popular web development frameworks – jQuery, Bootstrap, and AngularJS References for any function you will need in your day-to-day web development Who This Book Is For This book is perfect for beginners but more advanced web developers will also benefit. Laid out so you can refer to as much or as little as you need to, with this book you can exhaustively explore essential concepts for modern web developers. What You Will Learn Explore detailed explanations of all the major HTML elements and attributes, illustrated with examples Take a deep dive into CSS properties and functions and master their usage Find clear, concise descriptions of JavaScript syntax and expressions Recognize various JavaScript design patterns and learn the basics of JavaScript object-orientated programming Implement the latest ECMAScript 6 for client-side scripting in your web applications Discover new ways to develop your website's front end quickly and easily using Bootstrap Write JavaScript extensibly using jQuery-JavaScript's feature-rich library Delve into the key Node.js modules used in JavaScript server-side programming Access AngularJS 's important modules, controllers, directives, and services quickly In Detail This comprehensive reference guide takes you through each topic in web development and highlights the most popular and important elements of each area. Starting with HTML, you will learn key elements and attributes and how they relate to each other. Next, you will explore CSS pseudo-classes and pseudo-elements, followed by CSS properties and functions. This will introduce you to many powerful and new selectors. You will then move on to JavaScript. This section will not just introduce functions, but will provide you with an entire reference for the language and paradigms. You will discover more about three of the most popular frameworks today—Bootstrap, which builds on CSS, jQuery which builds on JavaScript, and AngularJS, which also builds on JavaScript. Finally, you will take a walk-through Node.js, which is a server-side framework that allows you to write programs in JavaScript. Style and approach This book is an easy-to-follow, comprehensive reference guide. Each topic, function, or element is listed methodically along with parameters, return values, and descriptions. Examples are also included to help you put the concepts to use quickly in the real world.

Looking for Best Practices for RESTful APIs? This book is for you! Why? Because this book is packed with practical experience on what works best for RESTful API Design. You want to design APIs like a Pro? Use API description languages to both design APIs and develop APIs efficiently. The book introduces the two most common API description languages RAML, OpenAPI, and Swagger. Your company cares about its customers? Learn API product management with a customer-centric design and development approach for APIs. Learn how to manage APIs as a product and how to follow an API-first approach. Build APIs your customers love! You want to manage the complete API lifecycle? An API development methodology is proposed to guide you through the lifecycle: API inception, API design, API development, API publication, API evolution, and maintenance. You want to build APIs right? This book shows best practices for REST design, such as the correct use of resources, URIs, representations, content types, data formats, parameters, HTTP status codes, and HTTP methods. Your APIs connect to legacy systems? The book shows best practices for connecting APIs to existing backend systems. Your APIs connect to a mesh of microservices? The book shows the principles for designing APIs for scalable, autonomous microservices. You expect lots of traffic on your API? The book shows you how to achieve high performance, availability and maintainability. You want to build APIs that last for decades? We study API versioning, API evolution, backward- and forward-compatibility and show API design

patterns for versioning. The API-University Series is a modular series of books on API-related topics. Each book focuses on a particular API topic, so you can select the topics within APIs, which are relevant for you.

HTTP is the protocol that powers the Web. As Web applications become more sophisticated, and as emerging technologies continue to rely heavily on HTTP, understanding this protocol is becoming more and more essential for professional Web developers. By learning HTTP protocol, Web developers gain a deeper understanding of the Web's architecture and can create even better Web applications that are more reliable, faster, and more secure. The HTTP Developer's Handbook is written specifically for Web developers. It begins by introducing the protocol and explaining it in a straightforward manner. It then illustrates how to leverage this information to improve applications. Extensive information and examples are given covering a wide variety of issues, such as state and session management, caching, SSL, software architecture, and application security.

Web developers build websites, but they also look at feedback from people who use websites so they can make improvements to their work. This book introduces readers to the world of web development. Readers will learn about the skills needed to work in this exciting tech career, including computational thinking and computer coding. STEM concepts addressed in the Next Generation Science Standards are supported by full-color photographs and informational diagrams. Fact boxes and sidebars provide students with more chances to learn.

Covers topics including HTTP methods and status codes, optimizing proxies, designing web crawlers, content negotiation, and load-balancing strategies.

A full-color introduction to the basics of HTML and CSS from the publishers of Wrox! Every day, more and more people want to learn some HTML and CSS. Joining the professional web designers and programmers are new audiences who need to know a little bit of code at work (update a content management system or e-commerce store) and those who want to make their personal blogs more attractive. Many books teaching HTML and CSS are dry and only written for those who want to become programmers, which is why this book takes an entirely new approach. Introduces HTML and CSS in a way that makes them accessible to everyone—hobbyists, students, and professionals—and it's full-color throughout Utilizes information graphics and lifestyle photography to explain the topics in a simple way that is engaging Boasts a unique structure that allows you to progress through the chapters from beginning to end or just dip into topics of particular interest at your leisure This educational book is one that you will enjoy picking up, reading, then referring back to. It will make you wish other technical topics were presented in such a simple, attractive and engaging way! This book is also available as part of a set in hardcover - Web Design with HTML, CSS, JavaScript and jQuery, 9781119038634; and in softcover - Web Design with HTML, CSS, JavaScript and jQuery, 9781118907443.

Microsoft's C# ("C sharp") is a modern, object-oriented programming language built from the ground up to exploit the power of XML-based Web services on Microsoft's new .NET platform. With its Visual C++ development system heritage, C# will enable millions of C and C++ developers to use existing skills to rapidly build sophisticated XML-based .NET applications. Why Will Web Developers Switch to C#?

...Because it's the ideal solution for C and C++ programmers who need to combine rapid development with the power to access all the functionality of the Microsoft.NET platform. They want an environment that is completely in sync with emerging Web standards and one that provides easy integration with existing applications. C#.net Web Developer's Guide will enhance developer productivity and help them eliminate programming errors that can lead to increased development costs. This book teaches Web developers to quickly and easily build solutions for the Microsoft .NET platform. Web developers will learn to use C# components to build Web services and applications that are available across the Internet, from any application running on any platform. * Timely coverage of newly released product - programmers and developers are anxious to learn about the new technology * Comes with Syngress' revolutionary wallet-sized CD containing a printable HTML version of the book and all of the source code examples and demos of popular C# upgrade and programming tools

Be a Web Developer In 90 Days! Go from Beginner to Expert. *Easy Web development skills Book for Beginners*Step by Step guide - how to become a web developer*Become a web developer in 90 days*Java developer guide *Learn css web design Are you working at your dream job? What would you do if I told you I have my dream job? After working almost 20 years in corporate America, I figured out what career makes me happy. It's true, some people actually love their jobs! I can proudly say I am one of them. I am a Web Developer. I've been professionally coding websites from scratch for the last seven years. I freaking love coding! I recall when I would randomly ask people if they love their jobs. I was always puzzled when people said that they genuinely loved what they did for a living. Don't get me wrong, I had a plush sales career making six figures, a company car, corporate credit card and flexible hours but I was still unhappy. I dreaded Mondays. It was during the Covid-19 Pandemic that it hit me. What better time than now to help others transition into a new career? Our new normal requires a career that you can work from virtually anywhere. And a career that's in high demand. That's a win/win.The pandemic taught us a lot of things and one of them being that nothing is for certain. With millions of individuals losing their jobs due to Covid-19, now is the time to share my coding expertise and innovation with the world. I am just the person to teach you how to code because I too was once a beginner. I didn't major in technology or computer science. But I did go from beginner to expert and so can you. I currently own a successful creative design firm that specializes in cutting-edge web design, mobile apps and branding. You are going to enjoy this book because I have made coding fun by doing something that has never been done before. I've included animations that explain daily lessons. You will also receive a free 15 minute live chat with a Certified Web Developer. Plus, you can learn at your own pace. If you need additional help, there's an option to attend live online classes. At the end of this book, for your final project,you will build your own website. How To Be A Web Developer In 90 Days shares the code of a dynamic, innovative website. This code includes the features and functions that can easily be used as the foundation to build your clients' website. This book provides the blueprint to your new career. Are you ready to change your future? Let's gooooo!

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