

Internet (35)

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## Internet



### Breaking Out of the Web Browser with Adobe AIR

Michael Labriola & Jeff Tapper

Up till now there have been two main types of applications: desktop applications such as Microsoft Word and Internet applications. Adobe adds a hybrid model with Adobe AIR that combines the rich experience of a traditional desktop application with the power and reach of the Internet.

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Carole Matthews & John Cronan

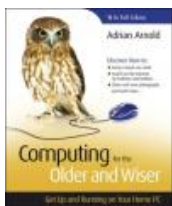
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Andrew Robert Chapman

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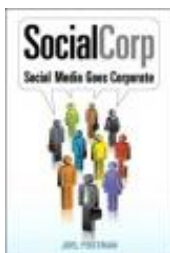
Patrick Wagner

SEO, or Search Engine Optimization, is the lifeblood of most website. The goal of SEO is to increase the flow of natural web traffic by taking advantage of how search engines operate. Above all, this ebook will help you and your business make the most of this important online advertising technique; you don't get very far online without a ready knowledge...

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Hardware



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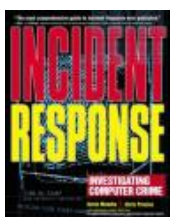
Which of Your Deepest Secrets Does Google Know? And Who Are They Telling?

When you use Google's "free" services, you pay, big time. Not in cash: You pay with personal information about yourself. Google's making a fortune on what it knows about you...and you may be shocked just how much Google does know about you. Googling Security is the first...

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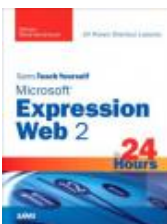


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## World Wide Web



### Adobe AIR Programming Unleashed

Stacy Tyler Young & Michael Givens & Dimitrios Gianninas

Covers version 1.5 of Adobe AIR

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Stacy Tyler Young, Michael Givens, and Dimitrios Gianninas illustrate the power of this technology through practical application examples based on the official...

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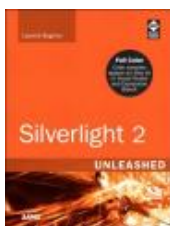
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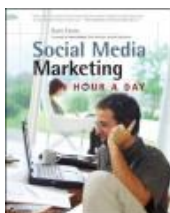
Laurent Bugnion

Silverlight is Microsoft's new web-based User Interface (UI) technology, based on Windows Presentation Foundation (WPF), which is introducing many revolutionary concepts in the world of UI development. Silverlight utilizes XAML, with tools like Expression Design and Expression Blend use to create astonishing UI effects (such as gradients, compositions,...

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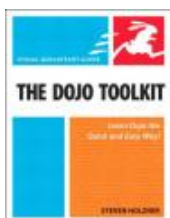
Dave Evans

If the idea of starting a social media marketing campaign overwhelms you, the author of Social Media Marketing: An Hour a Day will introduce you to the basics, demonstrate how to manage details and describe how you can track results. Case studies, step-by-step guides, checklists, quizzes and hands-on tutorials will help you execute a social media marketing...

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