Hello Startup A Programmers Guide To Building Products Technologies And Teams

This book is the "Hello, World" tutorial for building products, technologies, and teams in a startup environment. It's based on the experiences of the author, Yevgeniy (Jim) Brikman, as well as interviews with programmers from some of the most successful startups of the last decade, including Google, Facebook, LinkedIn, Twitter, GitHub, Stripe, Instagram, AdMob, Pinterest, and many others. Hello, Startup is a practical, how-to guide that consists of three parts: Products, Technologies, and Teams. Although at its core, this is a book for programmers, by programmers, only Part II (Technologies) is significantly technical, while the rest should be accessible to technical and non-technical audiences alike. If you're at all interested in startups—whether you're a programmer at the beginning of your career, a seasoned developer bored with large company politics, or a manager looking to motivate your engineers—this book is for you. * WALL STREET JOURNAL BESTSELLER * An insider's account of Apple's creative process during the golden years of Steve Jobs. Hundreds of millions of people use Apple products every day; several thousand work on Apple's campus in Cupertino, California; but only a handful sit at the drawing board. Creative Selection recounts the life of one of the few who worked behind the scenes, a highly-respected software engineer who worked in the final years of the Steve Jobs era—the Golden Age of Apple. Ken Kocienda offers an inside look at Apple's creative process. For fifteen years, he was on the ground floor of the company as a specialist, directly responsible for experimenting with novel user interface concepts and writing powerful, easy-to-use software for products including the iPhone, the iPad, and the Safari web browser. His stories explain the symbiotic relationship between software and product development for those who have never dreamed of programming a computer, and reveal what it was like to work on the cutting edge of technology at one of the world's most admired companies. Kocienda shares moments of struggle and success, crisis and collaboration, illuminating each with lessons learned over his Apple career. He introduces the essential elements of innovation—inspiration, collaboration, craft, diligence, decisiveness, taste, and empathy—and uses these as a lens through which to understand productive work culture. An insider's tale of creativity and innovation at Apple, Creative Selection shows readers how a small group of people developed an evolutionary design model, and how they used this methodology to make groundbreaking and intuitive software which countless millions use every day. Beginning and experienced programmers will use this comprehensive guide to persistent memory programming. You will understand how persistent memory brings together several new software/hardware requirements, and offers great promise for better performance and faster application startup times—a huge leap forward in byte-addressable capacity compared with current DRAM offerings. This revolutionary new technology gives applications significant performance and capacity improvements over existing technologies. It requires a new way of thinking and developing, which makes this highly disruptive to the IT/computing industry. The full spectrum of industry sectors that will benefit from this technology include, but are not limited to, in-memory and traditional databases, AI, analytics, HPC, virtualization, and big data. Programming Persistent Memory describes the technology and why it is exciting the industry. It

covers the operating system and hardware requirements as well as how to create development environments using emulated or real persistent memory hardware. The book explains fundamental concepts; provides an introduction to persistent memory programming APIs for C, C++, JavaScript, and other languages; discusses RMDA with persistent memory; reviews security features; and presents many examples. Source code and examples that you can run on your own systems are included. What You'll Learn Understand what persistent memory is, what it does, and the value it brings to the industry Become familiar with the operating system and hardware requirements to use persistent memory Know the fundamentals of persistent memory programming: why it is different from current programming methods, and what developers need to keep in mind when programming for persistence Look at persistent memory application development by example using the Persistent Memory Development Kit (PMDK)Design and optimize data structures for persistent memoryStudy how real-world applications are modified to leverage persistent memoryUtilize the tools available for persistent memory programming, application performance profiling, and debugging Who This Book Is For C, C++, Java, and Python developers, but will also be useful to software, cloud, and hardware architects across a broad spectrum of sectors, including cloud service providers, independent software vendors, high performance compute, artificial intelligence, data analytics, big data, etc.

A hands-on, introductory book about managing infrastructure with Terraform. Start small and then build on what you learn to scale up to complex infrastructure. Written for both developers and sysadmins. Focuses on how to build infrastructure and applications with Terraform. The book contains: Chapter 1: An Introduction to Terraform Chapter 2: Installing Terraform Chapter 3: Building our first application Chapter 4: Provisioning and Terraform Chapter 5: Collaborating with Terraform Chapter 6: Building a multi-environment architecture Chapter 7: Infrastructure testing Updated for Terraform 0.12!

Get a head start with eXist, the open source NoSQL database and application development platform built entirely around XML technologies. With this hands-on guide, you'll learn eXist from the ground up, from using this feature-rich database to work with millions of documents to building complex web applications that take advantage of eXist's many extensions. If you're familiar with XML—as a student, professor, publisher, or developer—you'll find that eXist is ideal for all kinds of documents. This book shows you how to store, query, and search documents with XQuery and other XML technologies, and how to construct applications on top of the database with tools such as eXide and eXist's built-in development environment. Manage both data-oriented and text-oriented markup documents securely Build a sample application that analyzes and searches Shakespeare's plays Go inside the architecture and learn how eXist processes documents Learn how to work with eXist's internal development environment Choose among various indexes, including a full-text index based on Apache Lucene Dive into eXist's APIs for integrating or interacting with the database Extend eXist by building your own Triggers, Scheduled Tasks, and XQuery extension modules

Chapter 2. Introduction to Computer Vision -- Using Neurons for Vision -- Your First Classifier: Recognizing Clothing Items -- The Data: Fashion MNIST -- A Model Architecture to Parse Fashion MNIST -- Coding the Fashion MNIST Model -- Transfer

Learning for Computer Vision -- Summary -- Chapter 3. Introduction to ML Kit -- Building a Face Detection App on Android -- Step 1: Create the App with Android Studio -- Step 2: Add and Configure ML Kit -- Step 3: Define the User Interface -- Step 4: Add the Images as Assets -- Step 5: Load the UI with a Default Picture.

Create products people will pay for before they're even built. You have an idea in your head. Maybe even more than one! But you're stuck simmering on it because you just don't know if it's the right one to pursue. You're wondering whether people will even use your product, let alone pay for it. The uncertainty is overwhelming, so you do ... nothing. But what if you were confident that your idea would help people? How would you feel if you turned your passion into a living, breathing software product ... and you made money from it? Poornima Vijayashanker has founded 3 startups and personally guided 100+ people who have launched products that make 6 and 7 figures per year. Everyone started with varying levels of technical and business know-how-or none at all-but everyone was passionate about an idea. Now, Poornima travels around the country teaching people how to bring their ideas to life. With the right roadmap in front of you, you can launch a winning software product too. "But I don't know how to code or run a business." The tangled world of startups and software development is intimidating and hard to navigate. To start with, not every entrepreneur knows how to code. Even the ones who do still need other skills to succeed; they need to design a good user experience, figure out how to attract paying customers, and hire and fire technical talent. There are hundreds of tools and services to help build products, and they need to know which ones are useless and which ones will save them time. They'll eventually run out of cash to keep paying rent and developing, and will need to figure out whether to get investors, apply to an accelerator, or bootstrap. Trial and error takes years of research, setbacks, and heartache ... not to mention a lot of money. You could go to design school, teach yourself how to code in the off-hours, and spend thousands of dollars testing marketing campaigns. Or you could... Follow a proven guide for turning your ideas into successful products (and even 6- to 7-figure businesses). This book will teach you how to: - Validate your idea before you spend time and money on it. - Talk to prospective customers without feeling awkward or pushy. - Leave competitors in the dust with good design and positioning. - Save time and heartache by building only the features people will actually use. - Hire talented people to build your product for you. - Get more paying customers with scrappy marketing strategies. - Find money to fund your business. This guide includes time-tested strategies and tools that entrepreneurs love: Over 13 case studies with the inside scoop on companies like Mint.com, AirBnB, and Zappos. The exact systems and tools Poornima and other startup founders have used to build rock-solid products. 7 interviews with successful startup founders and early employees like: - Melody McCloskey, CEO & Co-Founder of StyleSeat - Brittany Forsyth, Head of Human Relations at Shopify - Ben Congleton, CEO & Co-Founder of Olark - Julia Grace, Head of Engineering at Tindie - Thomson Nguyen, CEO & Co-Founder of Framed Data - Alyssa Ravasio, CEO & Co-Founder of Hipcamp - David Cummings, CEO & Co-Founder of Pardot

Rand Fishkin, the founder and former CEO of Moz, reveals how traditional Silicon Valley "wisdom" leads far too many startups astray, with the transparency and humor that his hundreds of thousands of blog readers have come to love. Everyone knows how a startup story is supposed to go: A young, brilliant entrepreneur has a cool idea,

drops out of college, defies the doubters, overcomes all odds, makes billions, and becomes the envy of the technology world. This is not that story. It's not that things went badly for Rand Fishkin; they just weren't quite so Zuckerberg-esque. His company, Moz, maker of marketing software, is now a $45 million/year business, and he's one of the world's leading experts on SEO. But his business and reputation took fifteen years to grow, and his startup began not in a Harvard dorm room but as a mother-and-son family business that fell deeply into debt. Now Fishkin pulls back the curtain on tech startup mythology, exposing the ups and downs of startup life that most CEOs would rather keep secret. For instance: A minimally viable product can be destructive if you launch at the wrong moment. Growth hacking may be the buzzword du jour, but initiatives can fizzle quickly. Revenue and growth won't protect you from layoffs. And venture capital always comes with strings attached. Fishkin's hard-won lessons are applicable to any kind of business environment. Up or down the chain of command, at both early stage startups and mature companies, whether your trajectory is riding high or down in the dumps: this book can help solve your problems, and make you feel less alone for having them.

Start Small, Stay Small is a step-by-step guide to launching a self-funded startup. If you're a desktop, mobile or web developer, this book is your blueprint to getting your startup off the ground with no outside investment. This book intentionally avoids topics restricted to venture-backed startups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap. This book assumes: * You don't have $6M of investor funds sitting in your bank account * You're not going to relocate to the handful of startup hubs in the world * You're not going to work 70 hour weeks for low pay with the hope of someday making millions from stock options There's nothing wrong with pursuing venture funding and attempting to grow fast like Amazon, Google, Twitter, and Facebook. It just so happened that most people are not in a place to do this. Start Small, Stay Small also focuses on the single most important element of a startup that most developers avoid: marketing. There are many great resources for learning how to write code, organize source control, or connect to a database. This book does not cover the technical aspects developers already know or can learn elsewhere. It focuses on finding your idea, testing it before you build, and getting it into the hands of your customers.

A software survival guide for non-technical entrepreneurs entering the tech space who want to reduce the uncertainty associated to starting their business, and for seed startups who require support and ideas when dealing with the daily realities of managing the software development process and getting a quality software application built and launched.

Software -- Operating Systems.

Explains how to customize the Java integrated development environment, covering navigation, terminology, extension, the plug-in architecture, and frameworks.

Programming from the Ground Up uses Linux assembly language to teach new programmers the most important concepts in programming. It takes you a step at a time through these concepts: * How the processor views memory * How the processor operates * How programs interact with the operating system * How computers represent data internally * How to do low-level and high-level optimization Most beginning-level programming books attempt to shield the reader from how their

computer really works. Programming from the Ground Up starts by teaching how the computer works under the hood, so that the programmer will have a sufficient background to be successful in all areas of programming. This book is being used by Princeton University in their COS 217 "Introduction to Programming Systems" course. This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Used by sites as varied as Twitter, GitHub, Disney, and Airbnb, Ruby on Rails is one of the most popular frameworks for developing web applications, but it can be challenging to learn and use. Whether you're new to web development or new only to Rails, Ruby on Rails™ Tutorial, Fourth Edition, is the solution. Best-selling author and leading Rails developer Michael Hartl teaches Rails by guiding you through the development of three example applications of increasing sophistication. The tutorial's examples focus on the general principles of web development needed for virtually any kind of website. The updates to this edition include full compatibility with Rails 5, a division of the largest chapters into more manageable units, and a huge number of new exercises interspersed in each chapter for maximum reinforcement of the material. This indispensable guide provides integrated tutorials not only for Rails, but also for the essential Ruby, HTML, CSS, and SQL skills you need when developing web applications. Hartl explains how each new technique solves a real-world problem, and then he demonstrates it with bite-sized code that's simple enough to understand, yet novel enough to be useful. Whatever your previous web development experience, this book will guide you to true Rails mastery. This book will help you Install and set up your Rails development environment, including pre-installed integrated development environment (IDE) in the cloud Go beyond generated code to truly understand how to build Rails applications from scratch Learn testing and test-driven development (TDD) Effectively use the Model-View-Controller (MVC) pattern Structure applications using the REST architecture Build static pages and transform them into dynamic ones Master the Ruby programming skills all Rails developers need Create high-quality site layouts and data models Implement registration and authentication systems, including validation and secure passwords Update, display, and delete users Upload images in production using a cloud storage service Implement account activation and password reset, including sending email with Rails Add social features and microblogging, including an introduction to Ajax Record version changes with Git and create a secure remote repository at Bitbucket Deploy your applications early and often with Heroku Break into the powerful world of parallel GPU programming with this down-to-earth, practical guide Designed for professionals across multiple industrial sectors, Professional CUDA C Programming presents CUDA -- a parallel computing platform and programming model designed to ease the development of GPU programming -- fundamentals in an easy-to-follow format, and teaches readers how to think in parallel and implement parallel algorithms on GPUs. Each chapter covers a specific topic, and includes workable examples that demonstrate the development process, allowing readers to explore both the "hard" and "soft" aspects of GPU programming. Computing architectures are experiencing a fundamental shift toward scalable parallel computing motivated by application requirements in industry and science. This book demonstrates the challenges of efficiently utilizing compute resources at peak performance, presents modern techniques for tackling these challenges, while increasing accessibility for

professionals who are not necessarily parallel programming experts. The CUDA programming model and tools empower developers to write high-performance applications on a scalable, parallel computing platform: the GPU. However, CUDA itself can be difficult to learn without extensive programming experience. Recognized CUDA authorities John Cheng, Max Grossman, and Ty McKercher guide readers through essential GPU programming skills and best practices in Professional CUDA C Programming, including: CUDA Programming Model GPU Execution Model GPU Memory model Streams, Event and Concurrency Multi-GPU Programming CUDA Domain-Specific Libraries Profiling and Performance Tuning The book makes complex CUDA concepts easy to understand for anyone with knowledge of basic software development with exercises designed to be both readable and high-performance. For the professional seeking entrance to parallel computing and the high-performance computing community, Professional CUDA C Programming is an invaluable resource, with the most current information available on the market.

Like it or not, JavaScript is everywhere these days—from browser to server to mobile—and now you, too, need to learn the language or dive deeper than you have. This concise book guides you into and through JavaScript, written by a veteran programmer who once found himself in the same position. Speaking JavaScript helps you approach the language with four standalone sections. First, a quick-start guide teaches you just enough of the language to help you be productive right away. More experienced JavaScript programmers will find a complete and easy-to-read reference that covers each language feature in depth. Complete contents include: JavaScript quick start: Familiar with object-oriented programming? This part helps you learn JavaScript quickly and properly. JavaScript in depth: Learn details of ECMAScript 5, from syntax, variables, functions, and object-oriented programming to regular expressions and JSON with lots of examples. Pick a topic and jump in. Background: Understand JavaScript's history and its relationship with other programming languages. Tips, tools, and libraries: Survey existing style guides, best practices, advanced techniques, module systems, package managers, build tools, and learning resources.

Expand your computer and IT skills and earn more money by learning the world's most popular programming language - Python! Become even more computer savvy and rise above the competition when applying to jobs with proficient Python programming skills. Python programming provides you with a sustainable foundation in computer programming that is easy to build upon and specialize your skills. This results in becoming a better candidate for job openings and increasing your salary! With this guide in your hands, you will: Learn the Python programming language from scratch with little to no experience required Specialize in a computer language and make yourself more valuable to a company Open the door to new job opportunities after learning and implementing Python Study 3 complete books in one to build on your skills Become more desirable when applying for jobs, especially in the startup community Plus Much More! Right now Python is one of the most popular and useful languages programmers should know. With absolutely no experience required, you could learn the foundations of this language and easily build on your skills to increase your income and open the door to incredible job opportunities. Are you ready to make more money and learn an essential programming language from scratch? ...Then Order Your Complete

Guide and Start Learning Today!

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 Java¬Script 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.

The pressure is on during the interview process but with the right preparation, you can walk away with your dream job. This classic book uncovers what interviews are really like at America's top software and computer companies and provides you with the tools to succeed in any situation. The authors take you step-by-step through new problems and complex brainteasers they were asked during recent technical interviews. 50 interview scenarios are presented along with in-depth analysis of the possible solutions. The problem-solving process is clearly illustrated so you'll be able to easily apply what you've learned during crunch time. You'll also find expert tips on what questions to ask, how to approach a problem, and how to recover if you become stuck. All of this will help you ace the interview and get the job you want. What you will learn from this book Tips for effectively completing the job application Ways to prepare for the entire programming interview process How to find the kind of programming job that fits you best Strategies for choosing a solution and what your approach says about you How to improve your interviewing skills so that you can respond to any question or situation Techniques for solving knowledge-based problems, logic puzzles, and programming problems Who this book is for This book is for programmers and developers applying for jobs in the software industry or in IT departments of major corporations. Wrox Beginning guides are crafted to make learning programming languages and technologies easier than you think, providing a structured, tutorial format that will guide

you through all the techniques involved.

Terraform has emerged as a key player in the DevOps world for defining, launching, and managing infrastructure as code (IAC) across a variety of cloud and virtualization platforms, including AWS, Google Cloud, and Azure. This hands-on book is the fastest way to get up and running with Terraform. Gruntwork co-founder Yevgeniy (Jim) Brikman walks you through dozens of code examples that demonstrate how to use Terraform's simple, declarative programming language to deploy and manage infrastructure with just a few commands. Whether you're a novice developer, aspiring DevOps engineer, or veteran sysadmin, this book will take you from Terraform basics to running a full tech stack capable of supporting a massive amount of traffic and a large team of developers. Compare Terraform to other IAC tools, such as Chef, Puppet, Ansible, and Salt Stack Use Terraform to deploy server clusters, load balancers, and databases Learn how Terraform manages the state of your infrastructure and how it impacts file layout, isolation, and locking Create reusable infrastructure with Terraform modules Try out advanced Terraform syntax to implement loops, if-statements, and zero-downtime deployment Use Terraform as a team, including best practices for writing, testing, and versioning Terraform code

Master the Android mobile development platform Build compelling Java-based mobile applications using the Android SDK and the Eclipse open-source software development platform. Android: A Programmer's Guide shows you, step-by-step, how to download and set up all of the necessary tools, build and tune dynamic Android programs, and debug your results. Discover how to provide web and chat functions, interact with the phone dialer and GPS devices, and access the latest Google services. You'll also learn how to create custom Content Providers and database-enable your applications using SQLite. Install and configure Java, Eclipse, and Android plugin Create Android projects from the Eclipse UI or command line Integrate web content, images, galleries, and sounds Deploy menus, progress bars, and auto-complete functions Trigger actions using Android Intents, Filters, and Receivers Implement GPS, Google Maps, Google Earth, and GTalk Build interactive SQLite databases, calendars, and notepads Test applications using the Android Emulator and Debug Bridge

This book democratizes web development for everyone. It's a fun, clever guide that covers all of the key design principles, best practices, useful shortcuts, pro tips, real-world examples, and basic coding tutorials needed to produce a beautiful website that you'll feel confident sharing with the world. Because you, too, can design for the web! Hello Web Design contains everything you need to feel comfortable doing your own web development, including an abundance of real-life website examples that will inspire and motivate you. No need to spend time and money hiring an expensive graphic designer; this book will walk you through the fundamentals - and shortcuts - you need to do it all yourself, right now.

Authored by Roberto Ierusalimschy, the chief architect of the language, this volume covers all aspects of Lua 5---from the basics to its API with C---explaining how to make good use of its features and giving numerous code examples. (Computer Books)

This invaluable roadmap for startup engineers reveals how to successfully handle web application scalability challenges to meet increasing product and traffic demands. Web Scalability for Startup Engineers shows engineers working at startups and small companies how to plan and implement a comprehensive scalability strategy. It presents

broad and holistic view of infrastructure and architecture of a scalable web application. Successful startups often face the challenge of scalability, and the core concepts driving a scalable architecture are language and platform agnostic. The book covers scalability of HTTP-based systems (websites, REST APIs, SaaS, and mobile application backends), starting with a high-level perspective before taking a deep dive into common challenges and issues. This approach builds a holistic view of the problem, helping you see the big picture, and then introduces different technologies and best practices for solving the problem at hand. The book is enriched with the author's real-world experience and expert advice, saving you precious time and effort by learning from others' mistakes and successes. Language-agnostic approach addresses universally challenging concepts in Web development/scalability—does not require knowledge of a particular language Fills the gap for engineers in startups and smaller companies who have limited means for getting to the next level in terms of accomplishing scalability Strategies presented help to decrease time to market and increase the efficiency of web applications

It's your first day on the new job. You've got the programming chops, you're up on the latest tech, you're sitting at your workstation... now what? New Programmer's Survival Manual gives your career the jolt it needs to get going: essential industry skills to help you apply your raw programming talent and make a name for yourself. It's a no-holds-barred look at what really goes on in the office--and how to not only survive, but thrive in your first job and beyond. Programming at industry level requires new skills - you'll build programs that dwarf anything you've done on your own. This book introduces you to practices for working on large-scale, long-lived programs at a professional level of quality. You'll find out how to work efficiently with your current tools, and discover essential new tools. But the tools are only part of the story; you've got to get street-smart too. Succeeding in the corporate working environment requires its own savvy. You'll learn how to navigate the office, work with your teammates, and how to deal with other people outside of your department. You'll understand where you fit into the big picture and how you contribute to the company's success. You'll also get a candid look at the tougher aspects of the job: stress, conflict, and office politics. Finally, programming is a job you can do for the long haul. This book helps you look ahead to the years to come, and your future opportunities--either as a programmer or in another role you grow into. There's nothing quite like the satisfaction of shipping a product and knowing, "I built that." Whether you work on embedded systems or web-based applications, in trendy technologies or legacy systems, this book helps you get from raw skill to an accomplished professional.

The non-technical guide to building a booming tech-enabled business Thinking of starting a technology-enabled business? Or maybe you just want to increase your technology mojo so you can do your job better? You do not need to learn programming to participate in the development of today's hottest technologies. But there are a few easy-to-grasp foundation concepts that will help you engage with a technical team. Starting a Tech Business explains in practical, actionable

terms how to formulate and reality test new ideas package what you learn into frameworks that are highly actionable for engineers understand key foundation concepts about modern software and systems participate in an agile/lean development team as the 'voice of the customer' Even if you have a desire to learn to program (and I highly recommend doing whatever unlocks your 'inner tinkerer'), these foundation concepts will help you target what exactly you want to understand about hands-on technology development. While a decade ago the barriers to creating a technology-enabled business required a pole vault, getting started today only requires a determined step in the right direction. Starting a Tech Business supplies the tools prospective entrepreneurs and business enterprises need to avoid common pitfalls and succeed in the fast-paced world of high-tech business. Successful execution requires thoughtful, evidence-based product formulation, well-articulated design, economic use of systems, adaptive management of technical resources, and empathetic deployment to customers. Starting a Tech Business offers practical checklists and frameworks that business owners, entrepreneurs, and professionals can apply to any tech-based business idea, whether you're developing software and products or beginning a technology-enabled business. You'll learn: 1. How to apply today's leading management frameworks to a tech business 2. How to package your product idea in a way that's highly actionable for your technical team 3. How to ask the right questions about technology selection and product architecture 4. Strategies to leverage what your technology ecosystem has to offer 5. How to carefully define the roles on your team, and then effectively evaluate candidates 6. The most common disconnects between engineers and business people and how to avoid them 7. How you can apply process design to your tech business without stifling creativity 8. The steps to avoid the most common pitfalls tech founders encounter Now is one of the best times to start a technology-enabled business, and anyone can do it with the right amount and kind of preparation. Starting a Tech Business shows you how to move a product idea to market quickly and inexpensively—and to tap into the stream of wealth that a tech business can provide.

About This Book This book, "Managing Digital: Concepts and Practices", is intended to guide a practitioner through the journey of building a digital-first viewpoint and the skills needed to thrive in the digital-first world. As such, this book is a bit of an experiment for The Open Group; it isn't structured as a traditional standard or guide. Instead, it is structured to show the key issues and skills needed at each stage of the digital journey, starting with the basics of a small digital project, eventually building to the concerns of a large enterprise. So, feel free to digest this book in stages — the section Introduction for the student is a good guide. The book is intended for both academic and industry training purposes. This book seeks to provide guidance for both new entrants into the digital workforce and experienced practitioners seeking to update their understanding on how all the various themes and components of IT management

fit together in the new world. About The Open Group Press The Open Group Press is an imprint of The Open Group for advancing knowledge of information technology by publishing works from individual authors within The Open Group membership that are relevant to advancing The Open Group mission of Boundaryless Information Flow™. The key focus of The Open Group Press is to publish high-quality monographs, as well as introductory technology books intended for the general public, and act as a complement to The Open Group Standards, Guides, and White Papers. The views and opinions expressed in this book are those of the author, and do not necessarily reflect the consensus position of The Open Group members or staff.

Most software projects have dreadful quality! Good intentions and wishful thinking do not impart quality. Neither do software principles and practices if you overlook the fundamentals. The fundamental laws described in this book are universally important, yet software quality suffers because they are violated by most projects. Regardless of your role and experience, this book will change your view of software development forever.

For weeks, months—nay!—from the very moment you were born, you've felt it calling to you. At long last you'll be united with the programming language you've been longing for: Clojure! As a Lisp-style functional programming language, Clojure lets you write robust and elegant code, and because it runs on the Java Virtual Machine, you can take advantage of the vast Java ecosystem. Clojure for the Brave and True offers a "dessert-first" approach: you'll start playing with real programs immediately, as you steadily acclimate to the abstract but powerful features of Lisp and functional programming. Inside you'll find an offbeat, practical guide to Clojure, filled with quirky sample programs that catch cheese thieves and track glittery vampires. Learn how to: –Wield Clojure's core functions –Use Emacs for Clojure development –Write macros to modify Clojure itself –Use Clojure's tools to simplify concurrency and parallel programming Clojure for the Brave and True assumes no prior experience with Clojure, the Java Virtual Machine, or functional programming. Are you ready, brave reader, to meet your true destiny? Grab your best pair of parentheses—you're about to embark on an epic journey into the world of Clojure!

Jeff Lawson, software developer turned CEO of Twilio, creates a new playbook for unleashing the full potential of software developers in any organization, showing how to help management utilize this coveted and valuable workforce to enable growth, solve a wide range of business problems and drive digital transformation. From banking and retail to insurance and finance, every industry is turning digital, and every company needs the best software to win the hearts and minds of customers. The landscape has shifted from the classic build vs. buy question, to one of build vs. die. Companies have to get this right to survive. But how do they make this transition? Software developers are sought after, highly paid, and desperately needed to compete in the modern, digital economy. Yet most companies treat them like digital factory workers without really

understanding how to unleash their full potential. Lawson argues that developers are the creative workforce who can solve major business problems and create hit products for customers—not just grind through rote tasks. From Google and Amazon, to one-person online software companies—companies that bring software developers in as partners are winning. Lawson shows how leaders who build industry changing software products consistently do three things well. First, they understand why software developers matter more than ever. Second, they understand developers and know how to motivate them. And third, they invest in their developers' success. As a software developer and public company CEO, Lawson uses his unique position to bridge the language and tools executives use with the unique culture of high performing, creative software developers. Ask Your Developer is a toolkit to help business leaders, product managers, technical leaders, software developers, and executives achieve their common goal—building great digital products and experiences. How to compete in the digital economy? In short: Ask Your Developer.

Presents an introduction to the new programming language for the Java Platform. Endorsed by Palm as their official developer's guide, this tutorial-style book shows intermediate to experienced C programmers how to build a Palm application from the ground up. Includes a CD-ROM with source code and third-party developer tools.

Presents a guide for beginners on the fundamentals of computer programming using the Python language.

Learn how to code web apps and get on the path to building your next side project, your lifestyle business, or your startup.Hello Web App is written for non-programmers by a designer, and will walk you through every step you need before launching your web app live to real customers. No jargon, using simple and friendly language.This book doesn't walk you through a specific tutorial, but instead uses a generic example (a "collection of things") to allow you to create something that interests you. A blog is a collection of posts, a store is a collection of products, a directory is a collection of people. The possibilities are endless!Learn by doing--creating a project unique to you while teaching yourself how to build a web app.

Using the new OpenCL (Open Computing Language) standard, you can write applications that access all available programming resources: CPUs, GPUs, and other processors such as DSPs and the Cell/B.E. processor. Already implemented by Apple, AMD, Intel, IBM, NVIDIA, and other leaders, OpenCL has outstanding potential for PCs, servers, handheld/embedded devices, high performance computing, and even cloud systems. This is the first comprehensive, authoritative, and practical guide to OpenCL 1.1 specifically for working developers and software architects. Written by five leading OpenCL authorities, OpenCL Programming Guide covers the entire specification. It reviews key use cases, shows how OpenCL can express a wide range of parallel algorithms, and offers complete reference material on both the API and OpenCL C programming language. Through complete case studies and downloadable code examples, the authors show how to write complex parallel programs that decompose workloads across many different devices. They also present all the essentials of OpenCL software performance optimization, including probing and adapting to

hardware. Coverage includes Understanding OpenCL's architecture, concepts, terminology, goals, and rationale Programming with OpenCL C and the runtime API Using buffers, sub-buffers, images, samplers, and events Sharing and synchronizing data with OpenGL and Microsoft's Direct3D Simplifying development with the C++ Wrapper API Using OpenCL Embedded Profiles to support devices ranging from cellphones to supercomputer nodes Case studies dealing with physics simulation; image and signal processing, such as image histograms, edge detection filters, Fast Fourier Transforms, and optical flow; math libraries, such as matrix multiplication and high-performance sparse matrix multiplication; and more Source code for this book is available at https://code.google.com/p/opencl-book-samples/

Terraform has become a key player in the DevOps world for defining, launching, and managing infrastructure as code (IaC) across a variety of cloud and virtualization platforms, including AWS, Google Cloud, Azure, and more. This hands-on second edition, expanded and thoroughly updated for Terraform version 0.12 and beyond, shows you the fastest way to get up and running. Gruntwork cofounder Yevgeniy (Jim) Brikman walks you through code examples that demonstrate Terraform's simple, declarative programming language for deploying and managing infrastructure with a few commands. Veteran sysadmins, DevOps engineers, and novice developers will quickly go from Terraform basics to running a full stack that can support a massive amount of traffic and a large team of developers. Explore changes from Terraform 0.9 through 0.12, including backends, workspaces, and first-class expressions Learn how to write production-grade Terraform modules Dive into manual and automated testing for Terraform code Compare Terraform to Chef, Puppet, Ansible, CloudFormation, and Salt Stack Deploy server clusters, load balancers, and databases Use Terraform to manage the state of your infrastructure Create reusable infrastructure with Terraform modules Use advanced Terraform syntax to achieve zero-downtime deployment Hello, StartupA Programmer's Guide to Building Products, Technologies, and Teams"O'Reilly Media, Inc."

Summary Hello Swift! is a how-to guide to programming iOS Apps with the Swift language, written from a kid's perspective. This approachable, well-illustrated, step-by-step guide takes you from beginning programming concepts all the way through developing complete apps. (Adults will like it too!) Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology It's fun to play games and explore new things on your iPhone. How amazing would it be to create your own apps? With a little practice, you can! Apple's Swift language, along with special coding playgrounds and an easy-to-use programming environment, make it easier than ever. Take it from author Tanmay Bakshi, who started programming when he was just five years old. About the Book His book, Hello Swift! iOS app programming for kids and other beginners, teaches you how to write apps for iPhones and iOS devices step by step, starting with your first line of Swift code. Packed with dozens of apps and special exercises, the book will teach you how to program by writing games, solving puzzles, and exploring what your iPhone can do. Hello Swift! gets you started. Where you go next is up to you! What's inside Crystal-clear explanations anyone can understand Kid-friendly examples, including games and puzzles Learn by doing—you'll build dozens of small apps Exercises that encourage critical thinking About the Reader Written for kids who want to learn how to program.

(Psst! Adults like it, too.) About the Author Tanmay Bakshi had his first app on the iOS App Store at the age of nine. He's now the youngest IBM Champion, a Cloud Advisor, Watson Developer, TED Speaker, and Manning author! Table of Contents Get ready to build apps with Swift! Create your first app Your first real Swift code using variables I/O laboratory Computers make decisions, too! Let computers do repetitive work Knitting variables into arrays and dictionaries Reuse your code: Clean it with function detergent Reduce your code: Use less, do more with class detergent Reading and writing files Frameworks: Bookshelves of classes SpriteKit: Fun animation time Time to watch your WatchKit code Continuing your journey with Swift

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