

## Hello Startup A Programmers Guide To Building Products Technologies And Teams

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 memory Study how real-world applications are modified to leverage persistent memory Utilize 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.

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

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

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! The author examines issues such as the rightness of web-based applications, the programming language renaissance, spam filtering, the Open Source Movement, Internet startups and more. He also tells important stories about the kinds of people behind technical innovations, revealing their character and their craft.

Summary: Ruby 1.9 was a major release of the language: it introduced multinationalization, new block syntax and scoping rules, a new, faster, virtual machine, and hundreds of

new methods in dozens of new classes and modules. Ruby 2.0 is less radical--it has keyword arguments, a new regexp engine, and some library changes. This book describes it all. The first quarter of the book is a tutorial introduction that gets you up to speed with the Ruby language and the most important classes and libraries. Download and play with the hundreds of code samples as your experiment with the language. The second section looks at real-world Ruby, covering the Ruby environment, how to package, document, and distribute code, and how to work with encodings. The third part of the book is more advanced. In it, you'll find a full description of the language, an explanation of duck typing, and a detailed description of the Ruby object model and metaprogramming. The book ends with a reference section: comprehensive and detailed documentation of Ruby's libraries. You'll find descriptions and examples of more than 1,300 methods in 58 built-in classes and modules, along with brief descriptions of 97 standard libraries. Ruby makes your programming more productive; it makes coding fun again. And this book will get you up to speed with the very latest Ruby, quickly and enjoyably.

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

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

Rework shows you a better, faster, easier way to succeed in business. Most business books give you the same old advice: Write a business plan, study the competition, seek investors, yadda yadda. If you're looking for a book like that, put this one back on the shelf. Read it and you'll know why plans are actually harmful, why you don't need outside investors, and why you're better off ignoring the competition. The truth is, you need less than you think. You don't need to be a workaholic. You don't need to staff up. You don't need to waste time on paperwork or meetings. You don't even need an office. Those are all just excuses. What you really need to do is stop talking and start working. This book shows you the way. You'll learn how to be more productive, how to get exposure without breaking the bank, and tons more counterintuitive ideas that will inspire and provoke you. With its straightforward language and easy-is-better approach, Rework is the perfect playbook for anyone who's ever dreamed of doing it on their own. Hardcore entrepreneurs, small-business owners, people stuck in day jobs they hate, victims of "downsizing," and artists who don't want to starve anymore will all find valuable guidance in these pages.

\* 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.

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.

IBM® Rational® Application Developer for WebSphere® Software V7.0 (for short, Rational Application Developer) is the full function Eclipse 3.2 based development platform for developing Java™ 2 Platform Standard Edition (J2SE™ ) and Java 2 Platform Enterprise Edition (J2EE™ ) applications with a focus on applications to be deployed to IBM WebSphere Application Server and IBM WebSphere Portal. Rational Application Developer provides integrated development tools for all development roles, including Web developers, Java developers, business analysts, architects, and enterprise programmers. Rational Application Developer is part of the IBM Rational Software Delivery Platform (SDP), which contains products in four life cycle categories: - Architecture management, which includes integrated development environments (Application Developer is here) - Change and release management - Process and portfolio management - Quality management This IBM Redbooks® publication is a programming guide that highlights the features and tooling included with Rational Application Developer V7.0. Many of the chapters provide working examples that demonstrate how to use the tooling to develop applications, as well as achieve the benefits of visual and rapid application development. This publication is an update of Rational Application Developer V6 Programming Guide, SG24-6449. This book consists of six parts: - Introduction to Rational Application Developer - Develop applications - Test and debug applications - Deploy and profile applications - Team development - Appendixes

Today, software engineers need to know not only how to program effectively but also how to develop proper engineering practices to make their codebase sustainable and healthy. This book emphasizes this difference between programming and software engineering. How can software engineers manage a living codebase that evolves and responds to changing requirements and demands over the length of its life? Based on their experience at Google, software engineers Titus Winters and Hyrum Wright, along with technical writer Tom Manshreck, present a candid and insightful look at how some of the world's leading practitioners construct and maintain software. This book covers Google's unique engineering culture, processes, and tools and how these aspects contribute to the effectiveness of an engineering organization. You'll explore three fundamental principles that software organizations should keep in mind when designing, architecting, writing, and maintaining code: How time affects the sustainability of software and how to make your code resilient over time How scale affects the viability of software practices within an engineering organization What trade-offs a typical engineer needs to make when evaluating design and development decisions

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

During the last couple of decades, we've witnessed a significant growth in the number of programming languages—from the core dominant languages such as C, Fortran, COBOL in the 1960's and the 1970's to object-oriented C++, JavaScript, Java and Golang that we have today. In all these evolutions, Python programming language has stood out from the rest. It's no secret that Python has continued to grow at a fast-paced rate, thanks to its open source nature. Besides, its ability to use succinct and easy-to-learn syntax—which makes it one of the most powerful and very flexible programming language—allows programmers to develop more complex software within a much shorter time compared to other programming languages. So, why should you learn Python programming language? Truth be told—Python programming language is an excellent, easy-to-learn and super-powerful programming language that has ever been developed. As a matter of fact, the language has been used to power some of the most renowned websites applications such as the Google and the YouTube. With several career options that require Python programming, learning Python can be a great asset to land your dream job! Also, you'll boost your career with new programming skills. "An Ultimate Beginner's Guide to Python Programming" provides all the vital programming concepts and skills that you need to create your own software. The eBook will walk you through comprehensive step-by-step guidelines that are necessary to make you an efficient Python programmer. Contents: 1. Getting Started with Python 2. Variables and Types 3. Types and Casting 4. Programming Operators 5. Decision-Making and Repetition Structures 6. Functions And Much, Much More!!! Purchase Now to start your python programming journey.

The best-selling guide to overcoming creative blocks and unleashing a torrent of great ideas—updated for a new generation of problem solvers.

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.

For most software developers, coding is the fun part. The hard bits are dealing with clients, peers, and managers and staying productive, achieving financial security, keeping yourself in shape, and finding true love. This book is here to help. Soft Skills: The Software Developer's Life Manual is a guide to a well-rounded, satisfying life as a technology professional. In it, developer and life coach John Sonmez offers advice to developers on important subjects like career and productivity, personal finance and investing, and even fitness and relationships. Arranged as a collection of 71 short chapters, this fun listen invites you to dip in wherever you like. A "Taking Action" section at the end of each chapter tells you how to get quick results. Soft Skills will help make you a better programmer, a more valuable employee, and a happier, healthier person.

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.

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.

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

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/opencv-book-samples/>

This book is for all people who are forced to use UNIX. It is a humorous book--pure entertainment--that maintains that UNIX is a computer virus with a user interface. It features letters from the thousands posted on the Internet's "UNIX-Haters" mailing list. It is not a computer handbook, tutorial, or reference. It is a self-help book that will let readers know they are not alone.

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.

Hello, Startup A Programmer's Guide to Building Products, Technologies, and Teams" O'Reilly Media, Inc."

Software -- Operating Systems.

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.

Diving deep into the JavaScript language to show you how to write beautiful, effective code, this book uses 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. --

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.

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*.

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.

Printed in full color. Faced with a software project of epic proportions? Tired of over-committing and under-delivering? Enter the dojo of the agile samurai, where agile expert Jonathan Rasmusson shows you how to kick-start, execute, and deliver your agile projects. Combining cutting-edge tools with classic agile practices, *The Agile Samurai* gives you everything you need to deliver something of value every week and make rolling your software into production a non-event. Get ready to kick some software project butt. By learning the ways of the agile samurai you will discover: how to create plans and schedules your customer and your team can believe in what characteristics make a good agile team and how to form your own how to gather requirements in a fraction of the time using agile user stories what to do when you discover your schedule is wrong, and how to look like a pro correcting it how to execute fiercely by leveraging the power of agile software engineering practices By the end of this book you will know everything you need to set up, execute, and successfully deliver agile projects, and have fun along the way. If you're a project lead, this book gives you the tools to set up and lead your agile project from start to finish. If you are an analyst, programmer, tester, usability designer, or project manager, this book gives you the insight and foundation necessary to become a valuable agile team member. *The Agile Samurai* slices away the fluff and theory that make other books less-than-agile. It's packed with best practices, war stories, plenty of humor and hands-on tutorial exercises that will get you doing the right things, the right way. This book will make a difference.

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.

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.

Presents an introduction to the new programming language for the Java Platform.

Thanks to the decreasing cost of prototyping, it's more feasible for professional makers and first-time entrepreneurs to launch a hardware startup. But exactly how do you go about it? This book provides the roadmap and best practices you need for turning a product idea into a full-fledged business. Written by three experts from the field, *The Hardware Startup* takes you from idea validation to launch, complete with practical strategies for funding, market research, branding, prototyping, manufacturing, and distribution. Two dozen case studies of real-world startups illustrate possible successes and failures at every stage of the process. Validate your idea by learning the needs of potential users Develop branding, marketing, and sales strategies early on Form relationships with the right investment partners Prototype early and often to ensure you're on the right path Understand processes and pitfalls of manufacturing at scale Jumpstart your business with the help of an accelerator Learn strategies for pricing, marketing, and distribution Be aware of the legal issues your new company may face

Build real-world Artificial Intelligence applications with Python to intelligently interact with the world around you About This Book Step into the amazing world of intelligent apps using this comprehensive guide Enter the world of Artificial Intelligence, explore it, and create your own applications Work through simple yet insightful examples that will get you up and running with Artificial Intelligence in no time Who This Book Is For This book is for Python developers who want to build real-world Artificial Intelligence applications. This book is friendly to Python beginners, but being familiar with Python would be useful to play around with the code. It will also be useful for experienced Python programmers who are looking to use Artificial Intelligence techniques in their existing technology stacks. What You Will Learn Realize different classification and regression techniques Understand the concept of clustering and how to use it to automatically segment data See how to build an intelligent recommender system Understand logic programming and how to use it Build automatic speech recognition systems Understand the basics of heuristic search and genetic programming Develop games using Artificial Intelligence Learn how reinforcement learning works Discover how to build intelligent applications centered on images, text, and time series data See how to use deep learning algorithms and build applications based on it In Detail Artificial Intelligence is becoming increasingly relevant in the modern world where everything is driven by technology and data. It is used extensively across many fields such as search engines, image recognition, robotics, finance, and so on. We will explore various real-world scenarios in this book and you'll learn about various algorithms that can be used to build Artificial Intelligence applications. During the course of this book, you will find out how to make informed decisions about what algorithms to use in a given context. Starting from the basics of Artificial Intelligence, you will learn how to develop various building blocks using different data mining techniques. You will see how to implement different algorithms to get the best possible results, and will understand how to apply them to real-world scenarios. If you want to add an intelligence layer to any application that's based on images, text, stock market, or some other form of data, this exciting book on Artificial Intelligence will definitely be your guide! Style and approach This highly practical book will show you how to implement Artificial Intelligence. The book provides multiple examples enabling you to create smart applications to meet the needs of your organization. In every chapter, we explain an algorithm, implement it, and then build a smart application.

Django for Beginners is a project-based introduction to Django, the popular Python-based web framework. Suitable for total beginners who have never built a website before as well as professional programmers looking for a fast-paced guide to modern web development and Django fundamentals. In the book you'll learn how to: Build 5 websites from scratch, including a Blog and Newspaper website Deploy online using security best practices Customize the look and feel of your sites Write tests and run them for all your code Integrate user authentication, email, and custom user models Add permissions and authorizations to make your app more secure Identify common mistakes and errors so you can build your own websites If you're curious about Python-based web development, Django for Beginners is your guide to writing and deploying your own websites quickly.

Authored by Roberto Ierusalimsky, 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

