American Mashup A Popular Culture Reader

Library MashupsRemixAlgorithms of the Intelligent WebAmerican PopAjax, Rich Internet Applications, and Web Development for ProgrammersDataquestThe Viral Video Manifesto: Why Everything You Know is Wrong and How to Do What Really WorksYahoo! Maps MashupsSearcherCartographic PerspectivesACSM Bulletin21st Acm Symposium on Operating Systems Principles (Sosp '07).Postmodernism, Music and Cultural TheoryKeyboardCFO.How to Do Everything with Web 2.0 MashupsCitizen MarketersThe Viral Video Manifesto: Why Everything You Know is Wrong and How to Do What Really Works (ENHANCED EBOOK)Encyclopedia of Practical Receipts and ProcessesBrand book Nicole C. Engard Eduardo Antonio Navas Haralambos Marmanis Bob Batchelor Paul J. Deitel Stephen Voltz Charles Freedman David Bennett Jesse Feiler Ben Mcconnell Stephen Voltz William Brisbane Dick Westerners. Los Angeles Corral

this unique book is geared to help any library keep its website dynamically and collaboratively up to date increase user participation and provide exemplary web based service through the power of mashups back cover

algorithms of the intelligent is an example driven blueprint for creating applications that collect analyze and act on the massive quantities of data users leave in their wake as they use the readers learn to build netflix style recommendation engines and how to apply the same techniques to social networking sites

chronicles the history of popular culture in america from 1990 through the beginning of the twenty first century and discusses advertising architecture print media

entertainment fashion food music sports art and more and includes time line for each decade along with classroom activities for teachers and students

offering an in depth exploration of ajax technologies this book is ideal for programmers with or without a programming background it provides readers with a detailed code rich walkthrough on writing ajax programs and introduces key ajax techniques and program models

creating the next youtube blockbuster is easier than you think includes more than 100 qr codes linking to successful viral videos these guys are the viral experts and they show you the way in clear concise language this is the first recipe for virality that i buy kent nichols cocreator of viral phenomenon askaninja com one saturday morning in 2006 stephen voltz and fritz grobe dropped 500 mentos mints into 100 bottles of coke in front of a video camera their video went viral in a matter of hours and before they knew it david letterman conan o brien and npr were calling since then more than 100 million people have watched the extreme diet coke mentos experiments why because voltz and grobe did everything right now in the viral video manifesto they explain how you can make a video guaranteed to pack a major punch by applying four core principles be true don t fake it make it real don t waste my time get down to business right away be unforgettable show us something we ve never seen before it s all about humanity an emotional connection is the key to sharing

written by charles freedman a senior flash developer at yahoo this book provides you with all the information you ll need to know about apis in order to build amazing map mashups you ll find in depth coverage of yahoo mapping tools and technologies and a variety of techniques for working with the apis yahoo maps mashups explores each api flavor guiding you through the simple yet comprehensive sets of api calls so that you will gain a strong understanding of the capabilities of each map technology through its respective api

demonstrates how theories of postmodernism as incredulity toward grand narrative speak to musical history and aesthetics this book illustrates how music has figured centrally in poststructuralist theory and can itself open up fresh perspectives for reassessing that theory

want to supercharge your website with the latest searching mapping shopping and imaging tools now you can build amazing mashups with help from this step by step guide how to do everything with 2 0 mashups shows you how to remix the best of google amazon flickr and ebay to create customized applications you ll learn to use essential 2 0 technologies including xml javascript xhtml and rest and seamlessly integrate them into your own innovative mashups build dynamic mashups using xml and javascript use mysql with php to retrieve data from databases receive data via rss and atom learn to use xmlhttprequest xml rpc rest and json structure your mashup pages using xhtml incorporate google searching and mapping technologies integrate amazon services include flickr photos in your mashups tap into ebay tools and map the

locations of ebay sellers successfully manage multiple technologies in your mashups

a solid insightful explanation of how the internet has armed the consumer which is to say everyone against the mindless blather of corporate messaging attempts drop everything and read this book the wall street journal the woman next to you in the coffee shop typing madly on her laptop just might be determining the ending to next year s block buster film or how quickly the hottest new pdat hits store shelves in homes dorm rooms waiting rooms planes and trains around the world millions of people are exercising enormous influence on what we buy even though they have no official connection to those products and services who are they what motivates them marketing experts ben mcconnell and jackie huba explore the ramifications of social media in citizen marketers as everyday people increasingly create content on behalf of companies brands or products they are collaborating with others just like themselves and forming ever growing communities of enthusiasts and evangelists from the rough to the sophisticated the user generated media of blogs online bulletin boards podcasts photos songs and animations are influencing companies customer relationships product design and marketing campaigns whether they participate willingly or not citizen marketers is the first book to document this phenomenon examining some of the early winners and losers in this new genre as well as some of its most noted constituents with their exceptional knowledge of brands products companies and industries the citizen marketers are democratizing traditional notions of communication and marketing even entire business models features research on social media case studies of people and organizations fueling the growth of citizen marketing clarifies the context and importance of technological and societal shifts that are changing the nature of customer expectations and relationships

creating the next youtube blockbuster is easier than you think includes more than 100 qr codes linking to successful viral videos these guys are the viral experts and they show you the way in clear concise language this is the first recipe for virality that i buy kent nichols cocreator of viral phenomenon askaninja com one saturday morning in 2006 stephen voltz and fritz grobe dropped 500 mentos mints into 100 bottles of coke in front of a video camera their video went viral in a matter of hours and before they knew it david letterman conan o brien and npr were calling since then more than 100 million people have watched the extreme diet coke mentos experiments why because voltz and grobe did everything right now in the viral video manifesto they explain how you can make a video guaranteed to pack a major punch by applying four core principles be true don t fake it make it real don t waste my time get down to business right away be unforgettable show us something we ve never seen before it s all about humanity an emotional connection is the key to sharing this enhanced ebook includes features you won t find in the print edition including 4 videos of behind the scenes commentary on the authors four highly successful viral videos the extreme diet coke mentos experiments extreme diet coke mentos experiments ii the domino effect the coke zero mentos rocket car and the extreme sticky note experiments 10 videos of in depth discussion on strategies for making videos go viral 5 audio clips of stephen voltz interviewing blockbuster viral video creators who reveal their secrets of their success

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