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| 1. Record Nr. | UNINA990002660810403321 |
| Autore | Boyd, Harper W. |
| Titolo | Cases in Advertising Management / by Boyd H. W.-Fryburger V.PH.-
Westfall R.PL. |
| Pubbl/distr/stampa | New York : McGraw-Hill, 1964 |
| Locazione | ECA |
| Collocazione | 4-6-176-TI |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| 2. Record Nr. | UNINA9910300647103321 |
| Autore | Allen Grant |
| Titolo | Beginning Android // by Grant Allen |
| Pubbl/distr/stampa | Berkeley, CA : , : Apress : , : Imprint : Apress, , 2015 |
| ISBN | 9781430246879
1430246871 |
| Edizione | [5th ed. 2015.] |
| Descrizione fisica | 1 online resource (419 p.) |
| Disciplina | 004 |
| Soggetti | Mobile computing
Computer science
Mobile Computing
Computer Science, general |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes index. |
| Nota di contenuto | Contents at a Glance; Contents; About the Author; About the Technical
Reviewer; Acknowledgments; Introduction; Part 1: Get Android and Get
Coding!; Chapter 1: Welcome to Android; The Fast Path to Learning
Android Development; Thinking in a Smartphone Mindset; Computing
on the Go!; Size Matters; The Interface Is More Than the Screen; You |

Are Not Alone; Translating Developer Dreams into Android Action; A Look Inside Android; A Look Inside This Book; Chapter 2: Ready, Set, Code!; Getting the Prerequisites for Android; Determining the Right Java for You; Getting the JDK
Installing the JDK Knowing (Enough) Java for Android; Choosing a Development Environment; Option 1: Choosing Android Studio; Downloading Android Studio; Installing Android Studio; Downloading the Android SDK; Configuring the Android SDK for Android Studio; Option 2: Choosing Eclipse the Quick Way; Options 3: Choosing Eclipse the Do-It-Yourself Way; Downloading the Android SDK; Adding ADT to Your Existing Eclipse IDE; Configuring the Android SDK for ADT in Eclipse; Completing Your Development Environment Setup; Creating Your First Android Virtual Device
Creating Your First Android Application Writing Your First Android Code; Chapter 3: Inside Your First Android Project; Looking at Android Project Structure ; Starting at the Source; Benefitting from Generated Components; Using Libraries and JARs; Counting Your Assets; Putting Things in the Bin; Using Resources; Picturing What Drawables Can Do For You; User Interface Layouts ; What's on the Menu?; Valuable Values; Working with Other Key Files in Your Project; Controlling Applications with Android Manifests ; Permutating Projects with Properties; "R" You Forgetting Something?
Solving the AppCompatActivity MysteryChapter 4: Changing and Enhancing Your Project; Extending Your Application with the Android Manifest; Editing the Android Manifest; Specifying Target Screen Sizes; Controlling Support for Different Android Versions; Writing Actual Android Code ; Introducing the Activity; Looking Inside Your First Activity; Building and Running Your Enhanced Application ; Part 2: Activities and the UserInterface; Chapter 5: Working with Android Widgets; Understanding Activity Fundamentals; Naming with Labels; Pressing Buttons (redux)
Handling Images with ImageView and ImageButton Fielding Text with EditText; CheckBox? Got It.; Switching to the Switch; Working with Radio Buttons; Timing All Manner of Things with Clocks; Easing Input with SeekBar ; Views: The Base of All UI Widgets; Useful Common Inherited Properties; Useful Common Inherited Methods; Even More UI Widgets; Chapter 6: Layouts and UI Design; Working with Relative Layouts; Positioning Relative to the Activity Container ; Identifying Properties for Relative Layout; Relative Positioning Properties; Determining the Order of Layout Relationships
A RelativeLayout Example

Sommario/riassunto

Get started in creating marketable apps for the burgeoning Android market. Begin your journey by learning the essentials of programming for phones and tablets that are built around Google's wildly-successful Android platform. Beginning Android, Fifth Edition is fresh with details on the latest iteration of the Android 5 and earlier versions. Google's Android operating-system has taken the industry by storm, going from its humble beginnings as a smartphone operating system to its current status as a platform for apps that run across a gamut of devices from phones to tablets to netbooks to televisions, and the list is sure to grow. Smart developers are not sitting idly by in the stands, but are jumping into the game of creating innovative and salable applications for this fast-growing, mobile- and consumer-device platform. If you're not in the game yet, now is your chance! Begin at the beginning by installing the tools and compiling a skeleton app. Move through creating layouts, employing widgets, taking user input, and giving back results. Soon you'll be creating innovative applications involving multi-touch, multi-tasking, and more! You'll be drawing data live from the

Internet using web services and delighting your customers with life-enhancing apps. Not since the PC era first began has there been this much opportunity for the common developer. What are you waiting for? Grab your copy of *Beginning Android* and get started!
