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Record Nr.	UNINA9910735388103321
Autore	Zammetti Frank W
Titolo	Learn Corona SDK game development / / Frank W. Zammetti
Pubbl/distr/stampa	[Berkeley. Calif.], : Apress, c2013
ISBN	9781430250692
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Edizione	[1st ed. 2013.]
Descrizione fisica	1 online resource (xxiii, 262 pages) : color illustrations
Collana	Gale eBooks
Disciplina	004
	006.67
Soggetti	Video games - Programming
	Application software - Development
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	""Cover""; ""Title Page""; ""Copyright Page""; ""Dedication Page""; ""Contents at a Glance""; ""Table of Contents""; ""About the Author""; ""About the Technical Reviewer""; ""Acknowledgments""; ""Introduction""; ""The Book: An Overview""; ""Saving Your Fingers""; ""Perfection Is Relative""; ""If You Want to Yap at Me""; ""Part 1 Get Ready . . . Get Set . . .""; ""Chapter 1 Say Hello to My Little Friend: The Corona SDK""; ""A Long Time Ago In a School (Perhaps) Far, Far Away . . .""; ""Back to the Future""; ""Hey, Wait, Isna€?t This Book about the Corona SDK?!""
	""Corona: History at a Glance""""A Tool That Works for You""; ""Baby-Steppina€? It""; ""Summary""; ""Chapter 2 The Pillar of Creation: Lua""; ""A Jack of All Trades""; ""The Bare Necessities: Lexicology""; ""The Keys to Success: Keywords""; ""Making a Statement: Commenting""; ""A Place for Your Stuff: Variables, Values, and Types""; ""Expressing Yourself: Expressions and Operators""; ""Leta€?s Table This Discussion: The Mythical a€œTablea€?""; ""Getting Functional: All about Functions""; ""Taking Control: Control Structures""; ""Knocked for a Loop: The for, while, and repeat Constructs""
	""Compartmentalizing: Modules""""Variations on a Theme: Changes Made to Lua in Corona""; ""Summary""; ""Part 2 Go!""; ""Chapter 3 Basic Application Structure""; ""The Year Is 2258 . . . The Name of the Place . .

| Sommario/riassunto | Corona SDK is one of the most popular app and game mobile development platforms in the world, and Learn Corona SDK Game Development walks you through creating a full-featured Corona game from scratch to the App Store. You'll learn Lua basics (the foundation of Corona), how to add and manipulate graphics, and how to use controls like multitouch, accelerometer, and gyroscope. You'll also learn how to use Box2D (Corona physics under the hood), and how to add sound effects and music. As you're polishing your game, you'll also learn about ads, in-app purchases, and OpenFeint and Game Center integration. Finally, you'll learn the ins and outs of getting a game into the App Store or other app marketplaces. Whether you're developing exclusively for iOS, or whether you're developing for Android or other platforms, Learn Corona SDK Game Development explains just what you need to launch your career as a mobile game developer. |

2. Record Nr.	UNINA9910337818303321
Titolo	Eurasian Business Perspectives : Proceedings of the 22nd Eurasia Business and Economics Society Conference / / edited by Mehmet Huseyin Bilgin, Hakan Danis, Ender Demir, Ugur Can
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2019
ISBN	3-030-11872-X
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (422 pages)
Collana	Eurasian Studies in Business and Economics, , 2364-5075 ; ; 10/1
Disciplina	658.001
Soggetti	Entrepreneurship New business enterprises International business enterprises Personnel management Technological innovations International Business Human Resource Management Innovation and Technology Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I: Entrepreneurship and Internationalization -- From Entrepreneurial Orientation to Innovation: The Mediating Role of Information System—Case of Tunisian SMEs -- Complexity Theory in the Advancement of Entrepreneurship Ecosystem Research: Future Research Directions -- Internationalization of European Small and Medium-Sized Companies -- Toward a Better Understanding of SME: Three Different Policiesfor Three Types of SMEs -- Supporting Enterprise Innovation by Cooperation with Business Environment Institutions in Poland and Belarus -- Foreign Entrepreneurs in the Russian Federation: Barriers and Advantages -- Part II: Accounting -- Ethical Accounting: The Driverin Recovering Markets -- History of the European Accounting Directives Review: Analysis of the Public Consultation Results -- CSR Ratings and Contradiction of Real and Communicated Aims of MediaOrganization: The Case of News

Corporation -- Part III: Human Resources -- Explanations of the Feminization Effects in HR Profession and Beyond -- Impact on Salespersons' Success Through Transformational Leadership -- Improvement of the Quality of Life in the University "Politehnica" of Bucharest Campus: A Problem Detection Study Approach -- Development of Strategic Partnerships for Work-Based Learning -- Part IV: Management -- Quality of Life in University POLITEHNICA of Bucharest Campus: Professors' Perception -- Trust and Cooperation Between Companies and Public Administration Institutions in Poland -- Instant Articles (Facebook): The Impact of Trust and Relations Amongthe Partners Pursuing the Strategy of Coopetition -- Fuzzy Modeling of Customized Solutions for Corporate Performance Assessment -- Paradise of Knowledge: The Emergence of the Lebanese Newspaper Industry, 1851–1879 -- Determining Reverse Logistics Motivation Factors and Barriers:Multiple Criteria Decision Making Application on Pipe Manufacturing Company -- Companies' Understanding of Trans-border Cooperation: An Empirical Study in Poland and Republic of Belarus -- Cooperation Between Competing Companies: The Example of Polish and Belarusian Enterprises -- Part V: Tourism and Marketing -- The Enforcement of Air Passenger Rights: An Analysis and Comparison of Claims Management Companies and Recently Established Conciliation Bodies -- Airports as Shopfronts of Tourism Destinations: Awarded BrandSingapore Changi Versus Surviving Istanbul Ataturk -- Emerging Brand Meanings in Wearable Sports Technology: A Case Study on Suunto Sports Watches -- Make It Happen: Marketing Processes for Competitive MarketPositioning of Firms in Transitional Economy -- Do Consumers of Products and Services Perceive the COO Effect in a Multi-dimensional Way? A Polish-Lithuanian Comparison.

Sommario/riassunto	This volume of Eurasian Studies in Business and Economics includes selected papers from the 22nd Eurasia Business and Economics Society (EBES) Conference in Rome. It presents original empirical research from several countries and regions including many developing economies such as Poland, Russia, Tunisia, Lebanon, Belarus, and Lithuania. Both the theoretical and empirical papers in this volume cover diverse areas of business and management from various regions. The main focus is on sharing the latest research results on evolving approaches to entrepreneurship research, behavioral aspects of entrepreneurship and SME development, and policy development. The volume also includes related studies that analyze international business cooperation, performance assessment, and a range of other current topics.