

1. Record Nr.	UNINA9910338010503321
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Titolo	iPhone App Design for Entrepreneurs : Find Success on the App Store without Coding // by Megan Holstein
Pubbl/distr/stampa	Berkeley, CA : , : Apress : , : Imprint : Apress, , 2019
ISBN	1-4842-4285-8
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (231 pages)
Disciplina	005.26
Soggetti	Apple computers Apple and iOS
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I. Design -- 1. Refining Your Idea -- 2. Website 3. Idea Validation -- 4. Business Models -- 5. Fair Pricing -- 6. Planning Your App -- 7. User Experience Design -- 8. Case Study: Scribe -- 9. Design Personality Part II. Development -- 10. Funding Sources -- 11. Case Study: Applits -- 12. Development Methods -- 13. Hiring Developers -- 14. Code Add-Ons -- 15. Beta-Testing -- Part III. Deployment -- 16. Pre-Launch Marketing -- 17. App Store Listing -- 18. Mailing List -- 19. Social Media -- 20. Online Community -- 21. Case Study: Everest -- 22. App Video -- 23. The Press -- 24. Advertising Space -- 25. Discounts & Promotions.
Sommario/riassunto	Make an app from start to finish on your own or with a dedicated team. This book is your all-in-one, go-to resource for designing, building, and marketing, a trending app that others flock to buy. Use detailed analysis to decide what designs you should choose and whether you should learn to code or hire someone else to do the trench work for you. If you plan carefully and make intelligent decisions when establishing your viral app business, you will find success on the App Store. Remember, though, the App Store is not a lottery. Apps are not randomly featured, and it is not happenstance that makes your app successful. Luck and fortuitous timing tempered by hard work and a good app idea are key factors to success. You can't aimlessly create an app, throw it on the App Store, and watch the dollars roll in. You'll get back what you put in. This book lays the foundation and outlines the

skills needed by aspiring entrepreneurs with no coding experience for selling a killer app.

2. Record Nr.	UNINA9910955513503321
Titolo	Debates in citizenship education / / edited by James Arthur and Hilary Cremin
Pubbl/distr/stampa	London ; ; New York, : Routledge, 2012
ISBN	1-136-61861-9 0-429-23445-7 1-280-68711-8 9786613664051 0-203-59710-9 1-136-61862-7
Edizione	[1st ed.]
Descrizione fisica	1 online resource (241 p.)
Collana	Debates in subject teaching series
Altri autori (Persone)	ArthurJames <1957-> CreminHilary
Disciplina	372.83/044
Soggetti	Citizenship - Study and teaching Naturalization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Debates in Citizenship Education; Copyright; Contents; Author biographies; Introduction to the series; Editors' introduction; PART I History of citizenship education; Chapter 1 A brief history of citizenship education in England and Wales; Chapter 2 Comparative and international perspectives on citizenship education; Chapter 3 Perspectives on citizenship education; PART II The social and political context of citizenship education; Chapter 4 The policy context of citizenship education; Chapter 5 Schools and their communities; Chapter 6 Citizenship education, race and community cohesion Chapter 7 The civic engagement of young people living in areas of socio-economic disadvantage Chapter 8 Citizenship, inclusion, gender and young people; Chapter 9 Sexualities and citizenship education;

Chapter 10 Peacebuilding dialogue as democratic education: conflictual issues, restorative problem-solving, and student diversity in classrooms; Chapter 11 Climate change and sustainable citizenship education; PART III Key debates in teaching, learning and curriculum; Chapter 12 Assessing citizenship education: challenges and opportunities; Chapter 13 Governing citizenship education Chapter 14 ICT and citizenship education Chapter 15 Values, ethics and citizenship education; Chapter 16 Where now for citizenship education?; Chapter 17 Conclusion; Index

Sommario/riassunto

What are the key issues in Citizenship Education today? Debates in Citizenship Education encourages student and practising teachers to engage with and reflect on some of the key topics, concepts and debates that they will have to address throughout their career. It places the specialist field of Citizenship Education in a wider context and aims to enable teachers to reach their own informed judgements and argue their points of view with deeper theoretical knowledge and understanding. Taking account of recent policy and controversies, expert contributors pr
