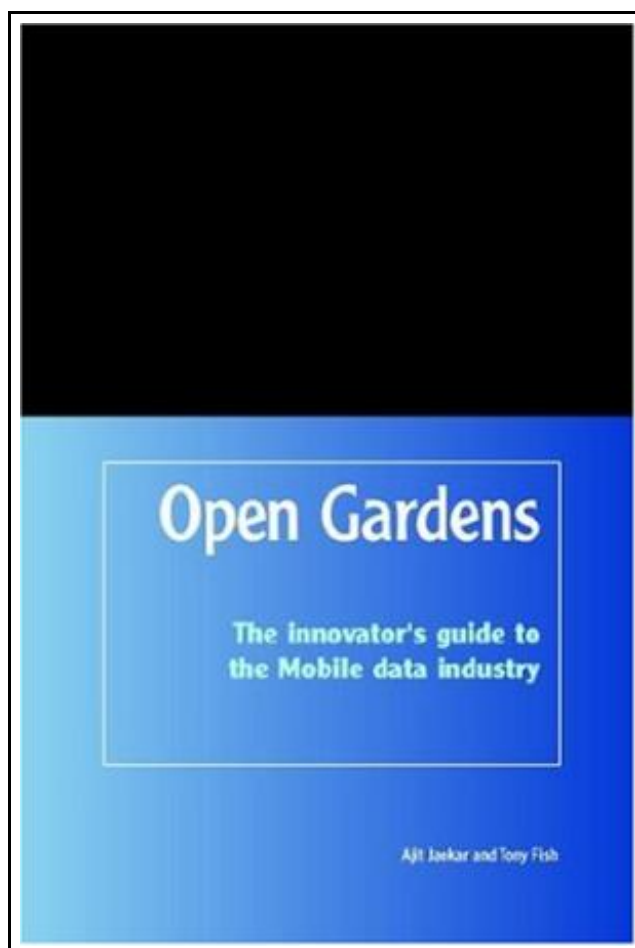# OpenGardens: The Innovator s Guide to the Mobile Data Industry (Paperback)

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(Jimmie Schmidt I)

OPENGARDENS: THE INNOVATOR S GUIDE TO THE MOBILE DATA INDUSTRY (PAPERBACK)

FUTURETEXT, United Kingdom, 2004. Paperback. Book Condition: New. 232 x 152 mm. Language: English . Brand New Book. OpenGardens - The innovator s guide to mobile applications development and the impact of telecoms web services OpenGardens draws on our interaction with developers in the Mobile data industry, the 5,000 people in our networks and on our personal experience. It provides a very down to earth approach for the practical innovator , but has a deep running cause. The book presents ideas that we believe deeply in - within an industry we understand at the grassroots. Our cause is to help developers bring their mobile applications to market and gain a fair reward and in doing so build a functional eco-system. We believe that the third party developer ecosystem in the Mobile data industry is broken. This book is not a deep, strategic understanding of why it is broken or how to fix it - rather it is about how, even with a broken ecosystem, developers and Operators can work together to create new wealth. The key features of this book are: - A holistic view of development issues and operators - Why Open Gardens should not be confused with open source - Insights based on actual feedback from Operators - An understanding of how web services will impact Mobile data applications development - How to sell / position your service to the Operator - A focus on basic principles of Location, Messaging, Java, J2ME, web services etc - An analysis of why the current aggregator model is doomed - A methodology for analysing devices in the marketplace - A comparative outline of Operator developer programs - Strategies on how to engage with the Operator for the best results - An independent view of the industry based on personal experience Who...

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