

# Java Magazine

Ian F. Darwin

**Java in a Nutshell** Benjamin J Evans, Jason Clark, David Flanagan, 2023-02-14 This updated edition of the Nutshell guide not only helps experienced Java programmers get the most out of versions through Java 17, it also serves as a learning path for new developers. Chock-full of examples that demonstrate how to take complete advantage of modern Java APIs and development best practices, this thoroughly revised book includes new material on recent enhancements to the Java object model that every developer should know about. The first section provides a fast-paced, no-fluff introduction to the Java programming language and the core runtime aspects of the Java platform. The second section is a reference to core concepts and APIs that explains how to perform real programming work in the Java environment. Get up to speed on language details through Java 17 Learn object-oriented programming using basic Java syntax Explore generics, enumerations, annotations, and lambda expressions Understand techniques used in object-oriented design Examine how concurrency and memory are intertwined Work with Java collections and handle common data formats Delve into Java's latest I/O APIs including asynchronous channels Become familiar with development tools in OpenJDK

*Building Modular Cloud Apps with OSGi* Paul Bakker, Bert Ertman, 2013-09-09 If you're an experienced Java developer in the enterprise, this practical, hands-on book shows you how to use OSGi to design, develop, and deploy modular cloud applications. You'll quickly learn how to use OSGi, through concise code examples and a set of best practices derived from the authors' experiences with real-world projects. Through the course of this book, you'll learn to develop modern web applications with tools and techniques such as RESTful Web Services, NoSQL, provisioning, elasticity, Auto Scaling, hotfixes, and automatic failover. Code samples are available from GitHub. Work with dynamic OSGi services to create modular applications Explore the basics of OSGi bundles and modular application design Learn advanced topics, including semantic versioning, integration testing, and configuring components Understand OSGi pitfalls, anti-patterns, and features you should avoid Create a modular architecture for cloud-based web applications Discover how maintainability, extensibility, scalability, and testability are affected by modular design Get a look at various options for creating web applications with a modular approach Interact with persistent storage services, including relational databases and NoSQL Examine alternatives for deploying modular applications to the cloud

**Java 9 with JShell** Gaston C. Hillar, 2017-03-29 Explore Java 9 with JShell and UML About This Book A full account of Java 9's new features This tutorial emphasises fluency using JShell exercises Get a thorough introduction to contract programming code reuse via Java generics Learn how to use the new module system How to use proper functional programming style inside Java 9 Who This Book Is For This book can be understood by anyone who is a graduate of computer science or someone who has just begun working as a software engineer. Basically, an understanding of an object-oriented programming language like Python, C++ or indeed, an earlier Java version is sufficient. It would be helpful to have participated in the full product cycle of a software engineering project. What You Will Learn Engage with object-oriented programming in Java 9, starting with code snippets in JShell

Optimize your code, applying functional programming features Discover the advantages of modularity Become very proficient at using JShell itself Learn the new approach to Java programming, which uses the REPL as a prototyping tool In Detail The release of Java 9 has brought many subtle and not-so-subtle changes to the way in which Java programmers approach their code. The most important ones are definitely the availability of a REPL, known as JShell, which will make experiments and prototyping much more straightforward than the old IDE-based project-led approach. Another, more subtle change can be seen in the module system, which will lead to more modularized, maintainable code. The techniques to take full advantage of object-oriented code, functional programming and the new modularity features in Java 9 form the main subjects of this book. Each chapter will add to the full picture of Java 9 programming starting out with classes and instances and ending with generics and modularity in Java. Style and approach You will learn by doing: : using JShell as their prototyping environment, you will take full advantage of the new features of Java 9, in particular the full module system and the functional features of Java 9.. There won't be any theory, only small and medium-sized examples enabling the reader to use the new Java features in professional software engineering projects.

**Client-Server Web Apps with JavaScript and Java** Casimir Saternos,2014-03-28 As a Java programmer, how can you tackle the disruptive client-server approach to web development? With this comprehensive guide, you'll learn how today's client-side technologies and web APIs work with various Java tools. Author Casimir Saternos provides the big picture of client-server development, and then takes you through many practical client-server architectures. You'll work with hands-on projects in several chapters to get a feel for the topics discussed. User habits, technologies, and development methods have drastically altered web app design in recent years. But the Web itself hasn't changed. This book shows you how to build apps that conform to the web's underlying architecture. Learn the advantages of using separate client and server tiers, including code organization and speedy prototyping Explore the major tools, frameworks, and starter projects used in JavaScript development Dive into web API design and REST style of software architecture Understand Java's alternatives to traditional packaging methods and application server deployment Build projects with lightweight servers, using jQuery with Jython, and Sinatra with Angular Create client-server web apps with traditional Java web application servers and libraries

*The Well-Grounded Java Developer* Benjamin Evans,Martijn Verburg,2012-07-09 Summary The Well-Grounded Java Developer offers a fresh and practical look at new Java 7 features, new JVM languages, and the array of supporting technologies you need for the next generation of Java-based software. About the Book The Well-Grounded Java Developer starts with thorough coverage of Java 7 features like try-with-resources and NIO.2. You'll then explore a cross-section of emerging JVM-based languages, including Groovy, Scala, and Clojure. You will find clear examples that are practical and that help you dig into dozens of valuable development techniques showcasing modern approaches to the dev process, concurrency, performance, and much more. Written for readers familiar with Java. No experience with Java 7 or new JVM languages required. Purchase of the print book comes with an offer of a free PDF, ePub, and Kindle eBook from Manning. Also available is all code from the book. What's Inside New Java 7

features Tutorials on Groovy, Scala, and Clojure Discovering multicore processing and concurrency Functional programming with new JVM languages Modern approaches to testing, build, and CI Table of Contents PART 1 DEVELOPING WITH JAVA 7 Introducing Java 7 New I/O PART 2 VITAL TECHNIQUES Dependency Injection Modern concurrency Class files and bytecode Understanding performance tuning PART 3 POLYGLOT PROGRAMMING ON THE JVM Alternative JVM languages Groovy: Java's dynamic friend Scala: powerful and concise Clojure: safer programming PART 4 CRAFTING THE POLYGLOT PROJECT Test-driven development Build and continuous integration Rapid web development Staying well-grounded

**Java By Comparison** Simon Harrer, Jörg Lenhard, Linus Dietz, 2018-03-22 Write code that's clean, concise, and to the point: code that others will read with pleasure and reuse. Comparing your code to that of expert programmers is a great way to improve your coding skills. Get hands-on advice to level up your coding style through small and understandable examples that compare flawed code to an improved solution. Discover handy tips and tricks, as well as common bugs an experienced Java programmer needs to know. Make your way from a Java novice to a master craftsman. This book is a useful companion for anyone learning to write clean Java code. The authors introduce you to the fundamentals of becoming a software craftsman, by comparing pieces of problematic code with an improved version, to help you to develop a sense for clean code. This unique before-and-after approach teaches you to create clean Java code. Learn to keep your booleans in check, dodge formatting bugs, get rid of magic numbers, and use the right style of iteration. Write informative comments when needed, but avoid them when they are not. Improve the understandability of your code for others by following conventions and naming your objects accurately. Make your programs more robust with intelligent exception handling and learn to assert that everything works as expected using JUnit5 as your testing framework. Impress your peers with an elegant functional programming style and clear-cut object-oriented class design. Writing excellent code isn't just about implementing the functionality. It's about the small important details that make your code more readable, maintainable, flexible, robust, and faster. Java by Comparison teaches you to spot these details and trains you to become a better programmer. What You Need: You need a Java 8 compiler, a text editor, and a fresh mind. That's it.

Infinispan Data Grid Platform Definitive Guide Wagner Roberto dos Santos, 2015-05-29 This practical guide is intended for those who want to learn how to build extremely scalable applications. This book is easy to read and is aimed at Java enterprise developers with a solid knowledge of Java. However, no previous coding experience with Infinispan is required.

*Java EE 8 Recipes* Josh Juneau, 2018-06-11 Quickly find solutions to dozens of common programming problems with the Java Enterprise Edition Platform for small business web applications, enterprise database applications, and microservices solutions. Content is presented in the popular problem-solution format. Look up the programming problem that you want to solve. Read the solution. Apply the solution directly in your own code. Problem solved! Java EE 8 Recipes provides you with effective and proven solutions that can be used to accomplish just about any task that you may encounter. You can feel confident using the reliable solutions that are demonstrated in this book in your personal or corporate environment. Java is a mature programming language that has been refined over

the years into a productive and lucrative language for those with the skills to wield it. One result of this years-long refining process is that the language carries forward many older feature sets that no longer represent the best way of getting work accomplished. You can rest assured that Java EE 8 Recipes provides solutions using the most current approaches implemented in the most current Java Enterprise technologies, including JSON-P 1.1, JSF 2.3, and JAX-RS 2.1. Build a streamlined and reliable application that uses the latest in Java technologies, and develop it much faster than you did with the older technologies. Rejuvenate your Java expertise to use the freshest capabilities, or perhaps learn Java Enterprise development for the first time and discover one of the most widely used and most powerful technologies available for application development today. Develop productively. Develop with proven technology. Develop with Java Enterprise Edition. The book: Teaches how to develop RESTful enterprise applications quickly using the most current Java EE technologies Explores different solutions for developing sophisticated web user interfaces Walks you through a myriad of different concepts to apply while working with databases using Java technologies What You'll Learn Develop Java Enterprise applications using the latest in Java EE technologies Build great-looking user interfaces using Java Server Faces Employ Java Servlet technology and standard frameworks in developing professional web applications Create enterprise-level database applications using Enterprise Java Beans and JAX-RS RESTful web services Make use of Arquillian to build a cohesive test suite for Java EE applications Manage Java EE application security through Java EE's container feature set Who This Book Is For Java developers who want to develop effective and proven solutions without reading a lengthy manual and scrubbing for techniques. A beginning Java programmer will find the book handy for learning a variety of different solutions for the platform, while advanced developers will enjoy the ease of the problem-solution approach to quickly broaden their knowledge of the platform's latest technologies.

*Core Java* Cay S. Horstmann, 2022-04-19 The Classic Guide to Advanced Java Programming: Fully Updated for Java 17 This is the definitive reference and instructional work for Java and the Java ecosystem. --Andrew Binstock, Java Magazine Core Java is the leading no-nonsense tutorial and reference for experienced programmers who want to write robust Java code for real-world applications. Now, Core Java, Volume II: Advanced Features, Twelfth Edition, has been revised to cover the new features and enhancements in the Java 17 long-term support release. As always, all chapters have been completely updated, outdated material has been removed, and the new APIs are covered in detail. This volume focuses on the advanced topics that a programmer needs to know for professional software development and includes authoritative coverage of enterprise programming, networking, databases, security, modularization, internationalization, code processing, and native methods, as well as complete chapters on the Streams, XML, and Date and Time APIs. In addition, the chapter on Advanced Swing and Graphics covers techniques that are applicable to both client-side user interfaces and server-side generation of graphics and images. Cay S. Horstmann clearly explains sophisticated new features with depth and completeness and demonstrates how to use them to build professional-quality applications. Horstmann's thoroughly tested sample code reflects modern Java style and best practices. The examples are carefully crafted for easy understanding and maximum practical value, so you can rely

on them to jump-start your own programs. Master advanced techniques, idioms, and best practices for writing reliable Java code Make the most of enhanced Java I/O APIs, object serialization, and regular expressions Efficiently connect to network services, implement servers and the new HTTP/2 client, and harvest web data Process code via the Scripting and Compiler APIs, and use annotations to generate code and files Deepen your understanding of the Java Platform Module System, including recent refinements Leverage the Java security model, user authentication, and the security library's cryptographic functions Preview powerful new APIs for accessing foreign functions and memory See Core Java, Volume I: Fundamentals, Twelfth Edition, for expert coverage of Java programming fundamentals, including objects, generics, collections, lambda expressions, concurrency, and functional programming. Register your book for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details.

*Ant Developer's Handbook* Alan Williamson, 2003 As an open source tool, Ant is readily available and cost-effective for Java developers to try and use, but only sparse documentation exists. This book will educate those developers in these more advanced topics and help them get more out of this tool.

*The Well-Grounded Java Developer, Second Edition* Benjamin Evans, Martijn Verburg, Jason Clark, 2022-12-27 Understanding Java from the JVM up gives you a solid foundation to grow your expertise and take on advanced techniques for performance, concurrency, containerization, and more. In *The Well-Grounded Java Developer, Second Edition* you will learn: The new Java module system and why you should use it Bytecode for the JVM, including operations and classloading Performance tuning the JVM Working with Java's built-in concurrency and expanded options Programming in Kotlin and Clojure on the JVM Maximizing the benefits from your build/CI tooling with Maven and Gradle Running the JVM in containers Planning for future JVM releases *The Well-Grounded Java Developer, Second Edition* introduces both the modern innovations and timeless fundamentals you need to know to become a Java master. Authors Ben Evans, Martijn Verburg, and Jason Clark distill their decades of experience as Java Champions, veteran developers, and key contributors to the Java ecosystem into this clear and practical guide. You'll discover how Java works under the hood and learn design secrets from Java's long history. Each concept is illustrated with hands-on examples, including a fully modularized application/library and creating your own multithreaded application. Foreword by Heinz Kabutz. About the technology Java is the beating heart of enterprise software engineering. Developers who really know Java can expect easy job hunting and interesting work. Written by experts with years of boots-on-the-ground experience, this book upgrades your Java skills. It dives into powerful features like modules and concurrency models and even reveals some of Java's deep secrets. About the book With *The Well-Grounded Java Developer, Second Edition* you will go beyond feature descriptions and learn how Java operates at the bytecode level. Master high-value techniques for concurrency and performance optimization, along with must-know practices for build, test, and deployment. You'll even look at alternate JVM languages like Kotlin and Clojure. Digest this book and stand out from the pack. What's inside The new Java module system Performance tuning the JVM Maximizing CI/CD with Maven and Gradle Running the JVM in containers Planning for future JVM releases About the

reader For intermediate Java developers. About the author Benjamin J. Evans is a senior principal engineer at Red Hat. Martijn Verburg is the principal SWE manager for Microsoft's Java Engineering Group. Both Benjamin and Martijn are Java Champions. Jason Clark is a principal engineer and architect at New Relic. Table of Contents PART 1 - FROM 8 TO 11 AND BEYOND! 1 Introducing modern Java 2 Java modules 3 Java 17 PART 2 - UNDER THE HOOD 4 Class files and bytecode 5 Java concurrency fundamentals 6 JDK concurrency libraries 7 Understanding Java performance PART 3 - NON-JAVA LANGUAGES ON THE JVM 8 Alternative JVM languages 9 Kotlin 10 Clojure: A different view of programming PART 4 - BUILD AND DEPLOYMENT 11 Building with Gradle and Maven 12 Running Java in containers 13 Testing fundamentals 14 Testing beyond JUnit PART 5 - JAVA FRONTIERS 15 Advanced functional programming 16 Advanced concurrent programming 17 Modern internals 18 Future Java

**Java Cookbook** Ian F. Darwin, 2020-03-17 Java continues to grow and evolve, and this cookbook continues to evolve in tandem. With this guide, you'll get up to speed right away with hundreds of hands-on recipes across a broad range of Java topics. You'll learn useful techniques for everything from string handling and functional programming to network communication. Each recipe includes self-contained code solutions that you can freely use, along with a discussion of how and why they work. If you're familiar with Java basics, this cookbook will bolster your knowledge of the language and its many recent changes, including how to apply them in your day-to-day development. This updated edition covers changes through Java 12 and parts of 13 and 14. Recipes include: Methods for compiling, running, and debugging Packaging Java classes and building applications Manipulating, comparing, and rearranging text Regular expressions for string and pattern matching Handling numbers, dates, and times Structuring data with collections, arrays, and other types Object-oriented and functional programming techniques Input/output, directory, and filesystem operations Network programming on both client and server Processing JSON for data interchange Multithreading and concurrency Using Java in big data applications Interfacing Java with other languages

**Pro MongoDB Development** Deepak Vohra, 2015-12-30 Pro MongoDB Development is about MongoDB, a NoSQL database based on the BSON (binary JSON) document model. The book discusses all aspects of using MongoDB in web applications: Java, PHP, Ruby, JavaScript are the most commonly used programming/scripting languages and the book discusses accessing MongoDB database with these languages. The book also discusses using Java EE frameworks Kundera and Spring Data with MongoDB. As NoSQL databases are commonly used with the Hadoop ecosystem the book also discusses using MongoDB with Apache Hive. Migration from other NoSQL databases (Apache Cassandra and Couchbase) and from relational databases (Oracle Database) is also discussed. What You'll Learn: How to use a Java client and MongoDB shell How to use MongoDB with PHP, Ruby, and Node.js as well How to migrate Apache Cassandra tables to MongoDB documents; Couchbase to MongoDB; and transferring data between Oracle and MongoDB How to use Kundera, Spring Data, and Spring XD with MongoDB How to load MongoDB data into Oracle Database and integrating MongoDB with Oracle Database in Oracle Data Integrator Audience: The target audience of the book is NoSQL database developers. Target audience includes Java, PHP and Ruby developers. The book is suitable for an intermediate level course in NoSQL

database.

**Continuous Delivery in Java** Daniel Bryant, Abraham Marín-Pérez, 2018-11-09 Continuous delivery adds enormous value to the business and the entire software delivery lifecycle, but adopting this practice means mastering new skills typically outside of a developer's comfort zone. In this practical book, Daniel Bryant and Abraham Marín-Pérez provide guidance to help experienced Java developers master skills such as architectural design, automated quality assurance, and application packaging and deployment on a variety of platforms. Not only will you learn how to create a comprehensive build pipeline for continually delivering effective software, but you'll also explore how Java application architecture and deployment platforms have affected the way we rapidly and safely deliver new software to production environments. Get advice for beginning or completing your migration to continuous delivery Design architecture to enable the continuous delivery of Java applications Build application artifacts including fat JARs, virtual machine images, and operating system container (Docker) images Use continuous integration tooling like Jenkins, PMD, and find-sec-bugs to automate code quality checks Create a comprehensive build pipeline and design software to separate the deploy and release processes Explore why functional and system quality attribute testing is vital from development to delivery Learn how to effectively build and test applications locally and observe your system while it runs in production

**Core Java** Cay S. Horstmann, 2021-12-17 The #1 Java Guide for Serious Programmers: Fully Updated through Java 17 This is the definitive reference and instructional work for Java and the Java ecosystem. ---Andrew Binstock, Java Magazine Core Java, Volume I: Fundamentals, Twelfth Edition, is the definitive guide to writing robust, maintainable code. Whatever version of Java you are using---up to and including Java 17---this book will help you achieve a deep and practical understanding of the language and APIs. With hundreds of realistic examples, Cay S. Horstmann reveals the most powerful and effective ways to get the job done. This book is written for readers with prior programming experience who are looking for in-depth coverage of the Java language and platform. You'll learn about all language features in detail, including the recent improvements in Java 17. The applied chapters and code examples cover the most up-to-date capabilities of the vast Java library. For 25 years, Core Java has prepared serious programmers for serious Java programming. This first of two volumes offers in-depth coverage of fundamental Java programming, including object-oriented programming, generics, collections, lambda expressions, concurrency, and functional programming. Classic material for Swing UI programming is included for those who need it. This edition's new content covers text blocks, switch enhancements, records, pattern matching for instanceof, sealed classes, and more. Master foundational techniques, idioms, and best practices for writing superior Java code Leverage the power of interfaces, lambda expressions, and inner classes Harden programs through effective exception handling and debugging Write safer, more reusable code with generic programming Improve performance and efficiency with Java's standard collections Explore simple programs with JShell and assemble complex programs with archives and modules Build cross-platform GUIs with the Swing toolkit Fully utilize multicore processors with Java's powerful concurrency model See Core Java, Volume II: Advanced Features, Twelfth Edition (ISBN:



978-0-13-787107-0), for expert coverage of Java 17 enterprise features, the module system, annotations, networking, security, and advanced UI programming. Register your book for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details.

**Java Programming for Android Developers For Dummies** Barry Burd, 2016-11-07 Develop the next killer Android App using Java programming! Android is everywhere! It runs more than half the smartphones in the U.S.—and Java makes it go. If you want to cash in on its popularity by learning to build Android apps with Java, all the easy-to-follow guidance you need to get started is at your fingertips. Inside, you'll learn the basics of Java and grasp how it works with Android; then, you'll go on to create your first real, working application. How cool is that? The demand for Android apps isn't showing any signs of slowing, but if you're a mobile developer who wants to get in on the action, it's vital that you get the necessary Java background to be a success. With the help of Java Programming for Android Developers For Dummies, you'll quickly and painlessly discover the ins and outs of using Java to create groundbreaking Android apps—no prior knowledge or experience required! Get the know-how to create an Android program from the ground up Make sense of basic Java development concepts and techniques Develop the skills to handle programming challenges Find out how to debug your app Don't sit back and watch other developers release apps that bring in the bucks! Everything you need to create that next killer Android app is just a page away!

**Java Web Services** David A. Chappell, Tyler Jewell, 2002 This volume offers the experienced Java developer a way into the Web services world. It explains the range of technologies in use and how they relate to Java and shows Java developers how to put them to use to solve real problems.

**OCP Oracle Certified Professional Java SE 17 Developer (1Z0-829) Programmer's Guide** Khalid A. Mughal, Vasily A. Strelnikov, 2023-02-23 OCP Oracle Certified Professional Java SE 17 Developer (Exam 1Z0-829) Programmer's Guide is a unique guide that combines a rigorous introduction to programming in Java with meticulous coverage of the Java SE 17 and Java SE 11 Developer exam objectives. Fully updated to reflect changes in the latest exams, it features an increased focus on analyzing code scenarios—not just individual language constructs. Each objective is thoroughly addressed, reflecting the latest features and APIs, as well as best practices for taking the exam. The only book anyone needs to study for Java SE 17 Developer or Java SE 11 Developer certification. Features include: Easy to find coverage of key topics relevant to each exam objective An introduction to essential concepts in object-oriented programming (OOP) and functional-style programming In-depth coverage of declarations, access control, operators, flow control, OOP techniques, lambda expressions, streams, modules, concurrency, Java I/O, key API classes, and much more Program output demonstrating expected results from complete Java programs Unique diagrams to illustrate important concepts, such as Java I/O, modules, and streams Extensive use of (Unified Modeling Language) UML to illustrate program design Dozens of review questions with annotated answers to help prepare for the exam and a complete mock exam Register your book for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details.

*Functional Programming in Java* Venkat Subramaniam, 2014-02-19 Intermediate level, for programmers fairly familiar with Java, but new to the functional style of programming and lambda expressions. Get ready to program in a whole new way. Functional Programming in Java will help you quickly get on top of the new, essential Java 8 language features and the functional style that will change and improve your code. This short, targeted book will help you make the paradigm shift from the old imperative way to a less error-prone, more elegant, and concise coding style that's also a breeze to parallelize. You'll explore the syntax and semantics of lambda expressions, method and constructor references, and functional interfaces. You'll design and write applications better using the new standards in Java 8 and the JDK. Lambda expressions are lightweight, highly concise anonymous methods backed by functional interfaces in Java 8. You can use them to leap forward into a whole new world of programming in Java. With functional programming capabilities, which have been around for decades in other languages, you can now write elegant, concise, less error-prone code using standard Java. This book will guide you through the paradigm change, offer the essential details about the new features, and show you how to transition from your old way of coding to an improved style. In this book you'll see popular design patterns, such as decorator, builder, and strategy, come to life to solve common design problems, but with little ceremony and effort. With these new capabilities in hand, Functional Programming in Java will help you pick up techniques to implement designs that were beyond easy reach in earlier versions of Java. You'll see how you can reap the benefits of tail call optimization, memoization, and effortless parallelization techniques. Java 8 will change the way you write applications. If you're eager to take advantage of the new features in the language, this is the book for you. What you need: Java 8 with support for lambda expressions and the JDK is required to make use of the concepts and the examples in this book.

**Mobile Marketing** Alex Michael, Ben Salter, 2006 Global business-to-consumer mobile and wireless revenues are predicted to reach £120 billion by the end of 2004, and mobile marketing has now become a mainstream marketing tool. To achieve such tremendous gains, marketers must identify and reach their mobile audience. This book is designed to teach marketers how to tap into this potential. Mobile Marketing is as different from traditional marketing as Internet marketing was, and this book will outline methods and techniques for: defining and implementing a wireless marketing strategy Making sense of what can be a technically and commercially confusing industry. Providing a wealth of carefully chosen international cases and examples to demonstrate techniques in the real world Written by experienced practitioners with experience of advising major international companies on both strategy and individual campaigns in the mobile sector, and supported by a website to update users on developments in the field it will be an essential guide and reference for professional marketers and marketing students. \* A complete and authoritative overview of marketing strategies for the mobile world \* Written by practitioners with real experience of mobile marketing in action and packed with international case studies \* Supported by an updated website detailing events and developments in the sector

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## Java Magazine Introduction

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