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## The Mobile Book (English Edition)

Von Smashing Magazine

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**Von Smashing Magazine : The Mobile Book (English Edition)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Mobile Book (English Edition):

KundenrezensionenHilfreichste Kundenrezensionen1 von 1 Kunden fanden die folgende Rezension hilfreich. Bible for mobile designVon burntThis book really was a turning point for how I looked at designing websites: while theoretically being aware of the changes that came along with the growth of mobile devices, I just could not grasp what this meant to me as a designer. And obviously, I have become lazy when it came to learning new techniques. However, "The Mobile Book" really motivated and inspired me and I was glad to be "back in the saddle". The part

about responsive design was especially helpful to me.

KurzbeschreibungThe future is mobile. As more and more people are turning to mobile devices, designers and developers are facing new challenges and opportunities. Web design has to adapt. But before it can do so, we have to do our homework understand the new medium and discover the right techniques and tools to design for it. Our brand new Mobile Book serves exactly this purpose. The Mobile BookWhat's In The Mobile Book?When it comes to mobile, there are more open questions than definitive answers. Due to its fragmentation, it's not so easy to understand how mobile market looks and works in general. How to pick the right mobile strategy and select the right approach for your website? What design patterns and what UX techniques can assist you to design quicker and better for mobile devices? What design patterns do you need to be aware when building responsive websites and to optimize the performance for mobile? When you design with mobile in mind, how exactly should your design process be different from traditional design workflow?Our book attempts to answer these questions. Well-known experts such as Peter-Paul Koch, Stephanie Rieger, Trent Walton, Brad Frost, Dave Olsen, Josh Clark and Remy Sharp have contributed to the book to present the most relevant and valuable insights. To ensure the quality of the book, the chapters have been reviewed by Scott Jenson, Bryan Rieger, Tim Kadlec, Bruce Lawson and other active members of the mobile design community. The preface is written by Jeremy Keith. It wasn't easy to bring together such a stellar line-up of experts, but a compromise wasn't an option."I highly recommend this book to both the blossoming and the experienced UX designer. The various voices of different authors breathe fresh narrative air that carries diverse-and-deep domain knowledge along in a cohesive story about how to harness the chaos of our ever-evolving world into a mobile-UX delight. Consider the lessons in this book a whopping set of New Year resolutions."Steve Tengler UX Magazine

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KurzbeschreibungThe future is mobile. As more and more people are turning to mobile devices, designers and developers are facing new challenges and opportunities. Web design has to adapt. But before it can do so, we have to do our homework understand the new medium and discover the right techniques and tools to design for it. Our brand new Mobile Book serves exactly this purpose. The Mobile BookWhat's In The Mobile Book?When it comes to mobile, there are more open questions than definitive answers. Due to its fragmentation, it's not so easy to understand how mobile market looks and works in general. How to pick the right mobile strategy and select the right approach for your website? What design patterns and what UX techniques can assist you to design quicker and better for mobile devices? What design patterns do you need to be aware when building responsive websites and to optimize the performance for mobile? When you design with mobile in mind, how exactly should your design process be different from traditional design workflow?Our book attempts to answer these questions. Well-known experts such as Peter-Paul Koch, Stephanie Rieger, Trent Walton, Brad Frost, Dave Olsen, Josh Clark and Remy Sharp have contributed to the book to present the most relevant and valuable insights. To ensure the quality of the book, the chapters have been reviewed by Scott Jenson, Bryan Rieger, Tim Kadlec, Bruce Lawson and other active members of the mobile design community. The preface is written by Jeremy Keith. It wasn't easy to bring together such a stellar line-up of experts, but a compromise wasn't an option."I highly recommend this book to both the blossoming and the experienced UX designer. The various voices of different authors breathe fresh narrative air that carries diverse-and-deep domain knowledge along in a cohesive story about how to harness the chaos of our ever-evolving world into a mobile-UX delight. Consider the lessons in this book a whopping set of New Year resolutions."Steve Tengler UX Magazine

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Frost Optimization For Mobile by Dave Olsen Hands-On Design For Mobile (UX Perspective) by Dennis Kardys What  
ers Say About The Mobile Book A few reviewers have had the chance to read the book a few days before its release,  
and share their views in a non-committal way. The result is very clear: the book is worthwhile. Should you get it? Yes!  
Lets see why: I got my hands on an early copy of The Mobile Book. Ill cut to the chase and just say this: Its fantastic.  
You should own it. Really. Christopher Butler The standard, the reference book for Mobile. I worked for a mobile web  
publishing company for 18 months and the depth of knowledge provided by the experts in this book is extraordinary. It  
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