



Head First Mobile Web

Lyza Danger Gardner, Jason Grigsby

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Despite the huge number of mobile devices and apps in use today, your business still needs a website. You just need it to be mobile. *Head First Mobile Web* walks you through the process of making a conventional website work on a variety of smartphones and tablets. Put your JavaScript, CSS media query, and HTML5 skills to work—then optimize your site to perform its best in the demanding mobile market. Along the way, you'll discover how to adapt your business strategy to target specific devices.

- Navigate the increasingly complex mobile landscape
- Take both technical and strategic approaches to mobile web design
- Use the latest development techniques—including responsive web design, and server-side device detection with WURFL
- Learn quickly through images, puzzles, stories, and quizzes

We think your time is too valuable to waste struggling with new concepts. Using the latest research in cognitive science and learning theory to craft a multi-sensory learning experience, *Head First Mobile Web* uses a visually rich format designed for the way your brain works, not a text-heavy approach that puts you to sleep.

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