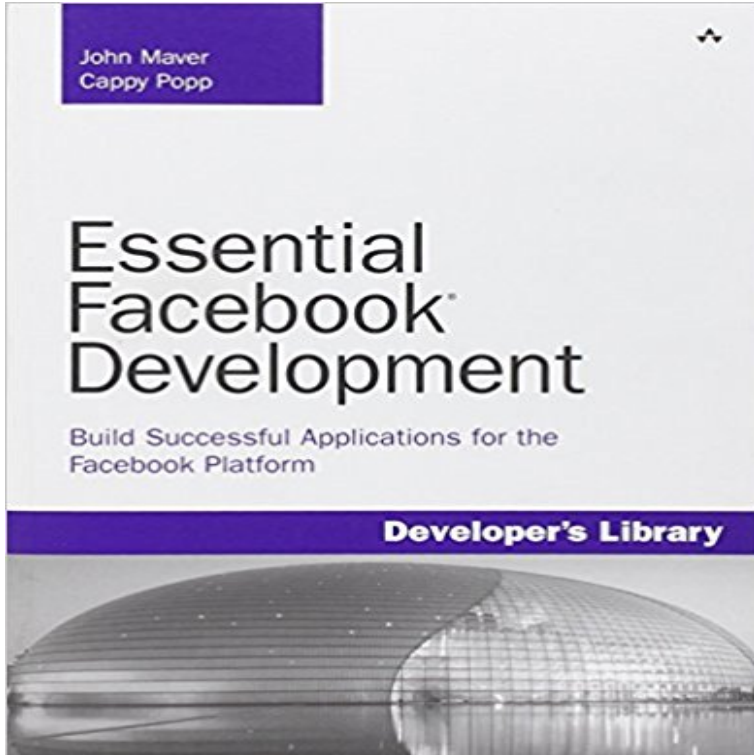


Essential Facebook Development: Build Successful Applications for the Facebook Platform



What sets this title apart is the authors deep insight of how to leverage the Facebook API to create wildly successful applications. They even provide instructions of how to a/b test, track, and analyze metrics to increase the exposure and engagement of your applications. Their knowledge is practical and after putting their techniques to use, my applications have achieved better results. Joseph Annuzzi, Jr., App Architect, PeerDynamic.com With more than 250 million active users, Facebook is the worlds #1 social networking platform. But developing successful Facebook applications presents unique challenges, both technical and nontechnical. Now, two of the worlds most experienced Facebook developers show you exactly how to meet those challenges. Essential Facebook Development offers insider guidance and up-to-the-minute best practices for the entire application lifecycle: design, coding, testing, distribution, post-launch monitoring, metrics, and even application marketing. Using extensive real-world examples, John Maver and Cappy Popp reveal why some Facebook applications succeed brilliantly while others fail. Next, they walk through building a complete application using every major component of the Facebook platform. Maver and Popp thoroughly cover Facebooks most important new features, including Facebook Connect, and provide extensive information available nowhere else from measuring application success to monetization. Coverage includes Thorough introductions to Facebooks current architecture, integration points, and development technologies Discussion of successful Facebook applications and what makes them successful What every developer must know about Facebooks Terms of Service Creating an effective application infrastructure Creating canvas pages with FBML and IFrames

Adding support for profiles, application tabs, and messaging
Incorporating JavaScript into Facebook applications with FBJS
Integrating Facebook into external sites with Facebook Connect and the Facebook JavaScript Client Library
Debugging techniques for Facebook applications
Spreading, monitoring, and tuning applications

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