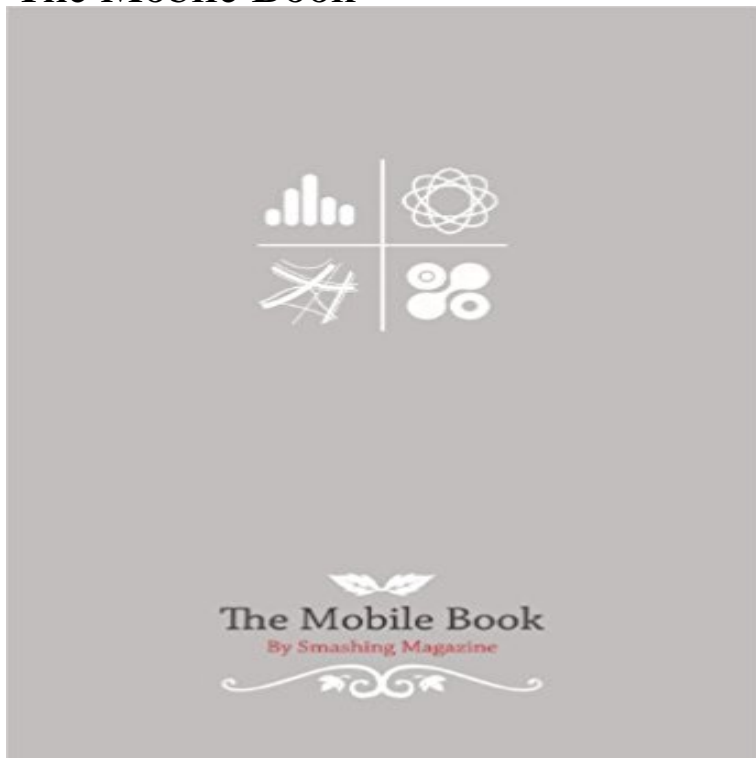


# The Mobile Book



The 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 Book What'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 the 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 of 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 TABLE OF CONTENTS Foreword by Jeremy Keith  
Whats Going On In Mobile? by Peter-Paul Koch  
The Future Of Mobile by Stephanie Rieger  
Responsive Design Strategy by Trent Walton  
Responsive Design Patterns by Brad Frost  
Optimization For Mobile by Dave Olsen  
Hands-On Design For Mobile (UX Perspective) by Dennis Kardys  
What Reviewers 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 blew me away. This book provides a diplomatic, comprehensive guide to understanding Mobile, delivered by people who have a real passion for the Mobile endeavours in our community.

Ben Howdle Ill cut to the chase for those deliberating a purchase: its well worth the cover price. The eBook edition is a steal! This book establishes a mindset of understanding and exploring the medium. It embraces the breadth of its domain and will set you on an exciting path.

David Bushell As somebody who spends a lot of time tinkering and tweaking websites to make them work better, I thought this book was bloody brilliant. There is so much depth and information packed into its 336 pages that I think it will become the book for the mobile Web.

Ian Nuttall Every chapter is full of golden nuggets of information and the standard of writing is, as you would expect from a Smashing Magazine book, impeccable. Craig

**The Mobile Book + Addendum (2 eBooks) Smashing Shop** Whatever your reason for picking up The Mobile Book by Smashing Magazine (and various authors who each produced a chapter) you'll find a **Email Contacts New England Mobile Book Fair** By Josh Clark, Jeremy Keith, Peter-Paul Koch, Stephanie Rieger, Trent Walton, Brad Frost, Dave Olsen, Dennis Kardys. Fast Overview. : **The Mobile Book: Addendum eBook: Smashing** The Mobile Book has 80 ratings and 7 reviews. J. Pedro said: Mobile development, responsive web design, flexible layouts for devices. **The Mobile Book - SMASHING MAGAZINE: Debbie-Ann Morrison** The Mobile Book features the most important things that you need to know as a designer, developer or mobile strategist for your websites. **The New England Mobile Book Fairs expected move strikes a chord** Data-driven strategies and battle tested techniques to help make you a master of mobile and improve your non-mobile design, too! **A Book Apart, Mobile First** Smashing Magazine published The Mobile Book this week. I was honored to contribute the book's final chapter about designing for touch. **The Mobile Book - Google Books Result** The Mobile Book features the most important things that you need to know as a designer, developer or mobile strategist for your websites. You'll dive deep into **The Mobile Android (Operating System) Smartphone** The mobile book is the latest in the release of quality resources from Smashing Magazine, and unlike some of their previous ebooks this is not **The Printed Mobile Book: Buy Now and Get the eBook For Free!** Look no further - every mobile design trend that counts in 2014 is explained and illustrated in this free ebook. **The Mobile Book Smashing Shop** The New England Mobile Book Fair in Newton is the latest to feel the pinch of increasing costs of real estate in the Boston area and decreasing **The Mobile Book Addendum - Google Books Result** The Mobile Book Addendum chapters were written by Greg Nudelman, Rian van der Merwe, Nathan Barry, Tom Giannattasio, Arturo Toledo. Nathans chapter **The Mobile Book Concept DeZain** I had the chance to get a .pdf copy of the new Smashing Magazine folks book (Im very happy by the way) titled The Mobile Book. **The Mobile Book by Smashing Magazine Reviews, Discussion** Buy The Mobile Book: Addendum: Read Books Reviews - . **The Mobile Book Responsive Web Design** The Mobile Book by Gridbooks is designed for digital designers. It features a 15-point dot grid that divides vertically into columns. Get yours today. **Spiral Bound Graph Paper Composition Book - Mobile Book** The future is mobile. As more and more people are turning to mobile devices, designers and developers are facing new challenges and opportunities. **The Mobile Book Trent Walton** Our brand new printed Mobile Book features the most important things that you need to know as a designer, developer or mobile strategist to : **The Mobile Book eBook: Smashing Magazine: Kindle** Its been an honor to contribute a chapter to Smashing Magazines The

Mobile Book. I had the lead-off position in a series of chapters about **The Mobile Book - Altia** Buy The Mobile Book: Read 1 Books Reviews - . **New England Mobile Book Fair owner mulling options - The Boston** Our brand new Mobile Book features the most important things that you need to know as a designer, developer or mobile strategist for your **The Mobile Book College of DuPage Library** Guess what? I got my hands on an early copy of The Mobile Book, by Smashing Magazine, this week. Ill cut to the chase and just say this: Its **Book Review: The Mobile Book by Smashing Magazine - Newfangled** Discount bookseller in Newton Highlands. Includes pictures, hours of operation, and directions. **The Mobile Book eBook: Smashing Magazine: : Kindle** The Mobile Book was written by Peter-Paul Koch, Stephanie Rieger, Trent Walton, Brad Frost, Dave Olsen, Dennis Kardys, Josh Clark. The extra eBook chapters **The Mobile Book THE MOBILE BOOK**. Published 2012 by Smashing Media GmbH, Freiburg, Germany. Printed in EU. Cover Design and Illustrations created by Mike Kus. The story of the New England Mobile Book Fair may have a happy ending after all. One day after saying financial pressures are forcing him to **New England Mobile Book Fair I Only Came For One Book!** This is the Digital edition of our brand new printed Mobile Book. It features the most important things that you need to know as a designer, developer or mobile **The Mobile Book (By Smashing Magazine) - Miami Watch Company** The Mobile Book - SMASHING MAGAZINE [Debbie-Ann Morrison, Cynthia James and others Holly Edgell] on . \*FREE\* shipping on qualifying **The Mobile Book Big Medium** Congratulations, Smashing Magazine, on your release of The Mobile Book! This new publication offers wisdom about the most important things that you need to **Review: The Mobile Book by Smashing Magazine Design Shack** Watch Book Fair owner Tom Lyons interview on NECNs CEO Corner Read the BU Today article about the Book Fair and its new owner, Tom Lyons